

ESTTA Tracking number: **ESTTA603670**

Filing date: **05/12/2014**

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

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

|                                       |   |
|---------------------------------------|---|
| Name                                  | Apple Inc.  |
| Granted to Date of previous extension | 05/11/2014  |
| Address                               | 1 Infinite Loop<br>Cupertino, CA 95014<br>UNITED STATES |

|                      |   |
|----------------------|---|
| Attorney information | Joseph Petersen<br>Kilpatrick Townsend & Stockton LLP<br>1114 Avenue of the Americas, 21st Fl.<br>New York, NY 10036<br>UNITED STATES<br>NChollet@kilpatricktownsend.com, JPetersen@ktslaw.com, agarcia@ktslaw.com, NYTrademarks@ktslaw.com, tmadmin@ktslaw.com<br>Phone:212-775-8700 |
|----------------------|---|

### Applicant Information

|                        |  |                        |            |
|------------------------|--|------------------------|------------|
| Application No         | 85782659   | Publication date       | 11/12/2013 |
| Opposition Filing Date | 05/12/2014   | Opposition Period Ends | 05/11/2014 |
| Applicant              | The Teacher's Fund Corporation<br>12 Littlefield Court<br>Haworth, NJ 07641<br>UNITED STATES |                        |            |

### Goods/Services Affected by Opposition

Class 036. First Use: 0 First Use In Commerce: 0  
All goods and services in the class are opposed, namely: Credit card and debit card services

### Grounds for Opposition

|                                      |                             |
|--------------------------------------|-----------------------------|
| Priority and likelihood of confusion | Trademark Act section 2(d)  |
| Dilution                             | Trademark Act section 43(c) |

### Marks Cited by Opposer as Basis for Opposition

|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2820066    | Application Date      | 05/29/2003 |
| Registration Date     | 03/02/2004 | Foreign Priority Date | NONE       |
| Word Mark             | NONE       |                       |            |

|                     |  |
|---------------------|--|
| Design Mark         |   |
| Description of Mark | The mark consists of the design of an apple with a bite removed.   |
| Goods/Services      | Class 036. First use: First Use: 1983/07/00 First Use In Commerce: 1983/07/00<br>Consumer lending services; retail credit services; retail credit services for the purchase of computers, computer software, consumer electronics and related accessories; providing information in the fields of investment and finance over computer networks and global communication networks; financial services, namely, installment loans, lease-purchase financing and loans, and loan financing |

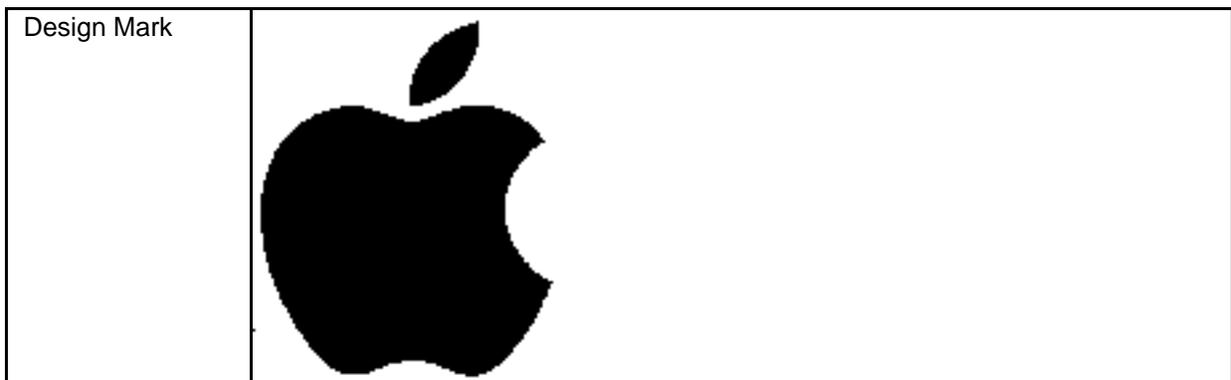
|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2926853    | Application Date      | 08/16/2002 |
| Registration Date     | 02/15/2005 | Foreign Priority Date | 02/26/2002 |

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| Word Mark           | NONE   |
| Design Mark         |   |
| Description of Mark | The mark consists of the design of an apple with a bite removed.   |
| Goods/Services      | Class 035. First use: First Use: 1983/00/00 First Use In Commerce: 1983/00/00<br>analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto<br>Class 039. First use: First Use: 1985/00/00 First Use In Commerce: 1985/00/00 |

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|  | computerized data storage services; data storage relating to business |
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| U.S. Registration No. | 3679056   | Application Date      | 01/13/2009 |
| Registration Date     | 09/08/2009  | Foreign Priority Date | NONE       |
| Word Mark             | NONE  |                       |            |
| Design Mark           |    |                       |            |
| Description of Mark   | The mark consists of the design of an apple with a bite removed.  |                       |            |
| Goods/Services        | <p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31<br/> Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest</p> |                       |            |

|                       |            |                       |            |
|-----------------------|------------|-----------------------|------------|
| U.S. Registration No. | 2715578    | Application Date      | 07/01/2002 |
| Registration Date     | 05/13/2003 | Foreign Priority Date | NONE       |
| Word Mark             | NONE       |                       |            |



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| Description of Mark | NONE |
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| Goods/Services | <p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01<br/> Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above</p> |
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|-----------------------|---------|------------------|------------|
| U.S. Registration No. | 1401154 | Application Date | 11/04/1985 |
|-----------------------|---------|------------------|------------|

|                   |            |                       |      |
|-------------------|------------|-----------------------|------|
| Registration Date | 07/15/1986 | Foreign Priority Date | NONE |
|-------------------|------------|-----------------------|------|

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|-----------|------|
| Word Mark | NONE |
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| Design Mark         |   |
| Description of Mark | NONE   |
| Goods/Services      | Class 016. First use: First Use: 1979/01/06 First Use In Commerce: 1979/01/06<br>COMPUTER MAGAZINES; COMPUTER HARDWARE MANUALS; COMPUTER SOFTWARE MANUALS; MAIL-ORDER CATALOGS; STATIONERY, NAMELY WRITING PADS AND NOTE PADS; GIFT CARDS; POSTCARDS; BUSINESS CARDS; [CALENDARS; POSTERS;] BUMPER STICKERS; DECALS; PENS; PENCILS; PENCIL HOLDERS; DESK TRAYS; LETTER TRAYS; [STAPLERS; STAPLE REMOVERS;] LOOSELEAF BINDERS; [CLIPBOARDS AND PAPER CLIPS] |

|                       |   |                       |            |
|-----------------------|---|-----------------------|------------|
| U.S. Registration No. | 1895326   | Application Date      | 05/23/1994 |
| Registration Date     | 05/23/1995  | Foreign Priority Date | NONE       |
| Word Mark             | APPLE   |                       |            |
| Design Mark           |   |                       |            |
| Description of Mark   | NONE  |                       |            |
| Goods/Services        | Class 036. First use: First Use: 1983/07/00 First Use In Commerce: 1983/07/00<br>extension of retail credit services forthe purchase of computers and related accessories |                       |            |

|                       |  |                       |            |
|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 3928818  | Application Date      | 05/03/2007 |
| Registration Date     | 03/08/2011   | Foreign Priority Date | NONE       |
| Word Mark             | APPLE  |                       |            |
| Design Mark           |  |                       |            |
| Description of Mark   | NONE   |                       |            |

Goods/Services

Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01  
Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding,

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|  | playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above |
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|-----------------------|--|-----------------------|------------|
| U.S. Registration No. | 2683410  | Application Date      | 04/25/2002 |
| Registration Date     | 02/04/2003   | Foreign Priority Date | NONE       |
| Word Mark             | APPLE STORE  |                       |            |
| Design Mark           | <h1>APPLE STORE</h1>   |                       |            |
| Description of Mark   | NONE   |                       |            |
| Goods/Services        | Class 035. First use: First Use: 1997/11/01 First Use In Commerce: 1997/11/01 Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto |                       |            |

|                       |                      |                       |            |
|-----------------------|----------------------|-----------------------|------------|
| U.S. Registration No. | 2462798              | Application Date      | 11/23/1999 |
| Registration Date     | 06/19/2001           | Foreign Priority Date | NONE       |
| Word Mark             | APPLE STORE          |                       |            |
| Design Mark           | <h1>APPLE STORE</h1> |                       |            |
| Description of Mark   | NONE                 |                       |            |

|                |  |
|----------------|--|
| Goods/Services | Class 035. First use: First Use: 1997/11/01 First Use In Commerce: 1997/11/01<br>online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories |
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|-------------|--|
| Attachments | 78255986#TMSN.gif( bytes )<br>78155188#TMSN.gif( bytes )<br>77648705#TMSN.jpeg( bytes )<br>76426501#TMSN.gif( bytes )<br>73566767#TMSN.gif( bytes )<br>77172511#TMSN.jpeg( bytes )<br>76400649#TMSN.gif( bytes )<br>75857151#TMSN.gif( bytes )<br>2014-5-12 NOO (The Teacher's Fund Card).pdf(284822 bytes )<br>EXHIBIT 1 (The Teacher's Fund Card).pdf(2991906 bytes )<br>EXHIBIT 2 (The Teacher's Fund Card).pdf(337911 bytes )<br>EXHIBITS 3-5 (The Teacher's Fund Card).pdf(3413397 bytes )<br>NOO_ Exhibit 6---.pdf(839594 bytes )<br>NOO_ Exhibit 7---.pdf(1197207 bytes )<br>NOO_ Exhibit 8.pdf(2573278 bytes )<br>NOO_ Exhibit 9.pdf(582243 bytes )<br>NOO_ Exhibit 10.pdf(1621160 bytes ) |
|-------------|--|

### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

|           |                         |
|-----------|-------------------------|
| Signature | /Nichole Davis Chollet/ |
| Name      | Nichole Davis Chollet   |
| Date      | 05/12/2014              |

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

In the Matter of Application Serial No. **85/782,659**

For the mark:  **THE  
Teacher's  
Fund Card**  
Filed: November 19, 2012  
Published: November 12, 2013

-----X  
APPLE INC., :  
 :  
Opposer, : Opposition No.  
 :  
 :  
v. : **NOTICE OF OPPOSITION**  
 :  
THE TEACHER'S FUND :  
CORP. :  
 :  
Applicant. :  
-----X

**APPLE INC.** (“Opposer” or “Apple”), a corporation organized and existing under the laws of California with a principal place of business at 1 Infinite Loop, Cupertino, California 95014, believes that it will be damaged by the issuance of a registration for THE TEACHER’S FUND CARD & Apple Design mark shown in Application Serial No. 85/782,659 for services in Class 36, and hereby opposes the same.

As grounds for its opposition, Opposer alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

1. Opposer is the world-famous designer, manufacturer, and distributor of a wide variety of goods and services, and Opposer’s APPLE brand is one of the best known brands in the world. Opposer designs, manufactures, and/or markets in interstate and international commerce, among many other things, personal computers, mobile communication and media devices, accessories and applications for use thereon, and services related thereto.

2. Since at least as early as 1977, Opposer has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and a visual equivalent of the word, to wit a logo depicting a stylized apple with a detached leaf, as shown below:



(the “Apple Logo”).

3. Opposer’s family of APPLE-based word marks and its Apple Logo (collectively, the “Apple Marks”) are distinctive, arbitrary marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Opposer’s extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and have come to be identified immediately with Opposer as the source of goods and services.

4. The Apple Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Opposer’s APPLE brand (including the Apple Logo) has consistently been recognized as one of the top brands in the United States and throughout the world. Over the past five years, Millward Brown Optimor (“MBO”), a leading market research and brand valuation and management company, has found APPLE to be one of the top 100 brands in MBO’s “Brandz™ Top 100 Most Valuable Global Brands,” an annual assessment of

the 100 most valuable brands in the world. In MBO's 2013 rankings, Opposer's APPLE brand was ranked the most valuable brand in the world, for the third year in a row, with an estimated value of \$185 billion. Opposer's APPLE brand was ranked 7th in 2008 rankings, 6th in 2009 rankings, 3rd in 2010 rankings, and 1st in MBO's 2011 and 2012 rankings. Attached as **Exhibit 1** are copies of relevant pages of MBO's rankings in reverse chronological order from 2013 through 2008.

6. *Forbes* magazine, in an article entitled "Apple Dominates List of the World's Most Valuable Brands," dated November 6, 2013, ranked the APPLE brand as the world's most valuable brand for the third year in a row, with an estimated valuation of over \$104.3 billion. Attached as **Exhibit 2** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2013, 2012, and 2011, obtained from its website.

7. In 2013, for the second consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in three categories (computers, tablets, and mobile phone brands) beating out several of its competitors. Attached as **Exhibit 3** is a printout of the *Harris Interactive* report obtained from the website at <http://www.harrisinteractive.com/NewsRoom/PressReleases/tabid/446/mid/1506/articleId/1245/ctl/ReadCustom%20Default/Default.aspx>.

8. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, the APPLE brand took the top spot for the first time as the most valuable brand in the world on Interbrand's rankings. The rise to the number one position came after an increase in Apple's position in 2012 from 8<sup>th</sup> (2011) to 2<sup>nd</sup> (2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots

in Interbrand’s rankings—from 17<sup>th</sup> (2010) to 8<sup>th</sup> (2011)—and increased in estimated brand value by 58%. Attached as **Exhibit 4** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings, in reverse chronological order from 2013 through 2008. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past four years:

- i. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.32 billion.
- ii. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.568 billion.
- iii. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- iv. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.

9. Opposer also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of “Most Admired Companies.” Opposer has featured prominently in these rankings each year, and in 2013, 2012, 2011, 2010, and 2009 was named the “World’s Most Admired Company” for the year. Prior to 2009, *Fortune Magazine’s* list was limited to “America’s Most Admired Companies,” and Opposer also topped this list in 2008. Attached as **Exhibit 5** are true and correct copies of printouts of relevant pages of *Fortune Magazine’s* “Most Admired Company” rankings in reverse chronological order from 2013 through 2008.

10. For decades, Opposer has extensively used the Apple Marks in connection with goods and services in the field of education. Apple’s technology products are powerful educational tools in the classroom and these offerings are detailed on its website at [www.apple.com/education](http://www.apple.com/education), a true and correct printout of which is attached as **Exhibit 6**. Opposer offers a wide variety of electronic devices and related products for educators, such as

the MAC computer, IPHONE device, IPAD device, and mobile Learning Labs storage device. For example, Apple's iPad® device can be used by educators to easily customize a student's learning experience or to make learning more interactive with materials created by the educator through iBooks Author software or GarageBand software for music education. Similarly, Apple's Mac computers, which have been used in classrooms since at least as early as 1984, give educators and students access to various platforms and applications that help students learn and create, while saving educators time and keeping them organized. Educators and students of every level, from elementary to post-secondary school education, use Opposer's wide array of software programs together with these devices, to aid the education process. By way of example, Opposer provides online educational services through iTunes U Course Manager, where educators can access and share online seminars and tutorials with their students or with a global audience. In addition, Opposer offers technology for educators of and students with cognitive disabilities. For example, the MAC is equipped with Text-to-Speech (TTS) technology that can speak a selection of text or an entire document aloud. Moreover, since at least as early as July 2008, Apple's APP STORE marketplace has featured education applications that cover a wide range of subjects for every grade level and learning style. Within the over 650,000 educational applications offered through the App Store marketplace, an educator can find applications geared specially for teachers, special education, test preparation, music education, writing education, and making learning fun. Attached as **Exhibit 7** are screen shots of the various categories of the numerous applications available through Apple's App Store marketplace. These are just a few examples of the extensive goods and services in the field of education that Apple offers under the Apple Marks.

11. In addition to offering products and services offered under the Apple Marks to help schools create a modern, flexible learning environment – from powerful computers and mobile devices to applications, digital content and professional development courses – Apple also has extensively used the Apple Marks in connection with financing and credit services, and has developed special programs to directly provide financing assistance to the education market. Apple assists educators and students by offering financing services and special pricing for educational institutions and retail credit services for students. Attached as **Exhibit 8** are true and correct printouts of Apple’s website relating to Apple’s financing assistance targeted at the education market (see [www.apple.com/education/ipad/how-to-buy/](http://www.apple.com/education/ipad/how-to-buy/), [http://store.apple.com/us/browse/campaigns/education\\_pricing?aid=Edu-IntSearch-B](http://store.apple.com/us/browse/campaigns/education_pricing?aid=Edu-IntSearch-B), and <http://www.apple.com/education/mac/how-to-buy/>). For instance, the Apple Education Finance program and the Apple Financial Services program give schools several long-term lease options and flexible terms for purchasing multiple Apple products at the same time. Attached as **Exhibit 9** are true and correct printouts of Apple’s website relating to its Apple Education Finance program (see <http://www.apple.com/financing/education.html>). Apple has consistently used the Apple Marks for financing and credit services, including financing and credit services related to education.

12. As a result of Opposer’s longstanding use of the Apple Marks in connection with educational goods and services, as well as credit financing services, the Apple Marks have become symbolic of the extensive goodwill and recognition enjoyed by Apple in the eyes of its consumers, including educators and students.

13. Opposer is the owner of numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following registrations:

| TRADEMARK   | REG./APP. NO. | APP. DATE/<br>REG. DATE         | GOODS/SERVICES<br>(FIRST USE/PRIORITY DATE)   |
|---|---------------|---------------------------------|---|
|    | 2,820,066     | May 29, 2003/<br>March 2, 2004  | <p>Cl. 36: <b>Consumer lending services; retail credit services; retail credit services for the purchase of computers, computer software, consumer electronics and related accessories; providing information in the fields of investment and finance over computer networks and global communication networks; financial services, namely, installment loans, lease-purchase financing and loans, and loan financing</b> (first use: July 1983)</p>  |
|   | 2,926,853     | Aug. 16, 2002/<br>Feb. 15, 2005 | <p>Class 35: Analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; <b>providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto</b> (first use: 1983)</p> <p>Class 39: Computerized data storage services; data storage relating to business (first use: 1985)</p> |
|  | 3,679,056     | Jan. 13, 2009/<br>Sept. 8, 2009 | <p>Class 9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation</p>  |

| TRADEMARK   | REG./APP. NO. | APP. DATE/<br>REG. DATE       | GOODS/SERVICES<br>(FIRST USE/PRIORITY DATE)  |
|---|---------------|-------------------------------|--|
|   |               |                               | receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; <b>a full line of computer software for business, home, education, and developer use;</b> user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (first use: Jan. 31, 1977) |
|  | 2,715,578     | July 1, 2002/<br>May 13, 2003 | Class 9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice, <b>a full line of computer software for business, home, education, and developer use;</b> computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking  |

| TRADEMARK   | REG./APP. NO. | APP. DATE/<br>REG. DATE        | GOODS/SERVICES<br>(FIRST USE/PRIORITY DATE)  |
|---|---------------|--------------------------------|--|
|   |               |                                | software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved. computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; computer graphics software; web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above (first use: Jan. 1, 1977) |
|  | 1,401,154     | Nov. 4, 1985/<br>July 15, 1986 | Class 16: Computer magazines; computer hardware manuals; computer software manuals; mail-order catalogs; stationery, namely writing pads and note pads; <b>gift cards</b> ; postcards; business cards; stickers; decals; pens; pencils; pencil holders; desk trays; letter trays; loose leaf binders (first use: Jan. 6, 1979)   |
| APPLE   | 1,895,326     | May 23, 1994/<br>May 23, 1995  | Class 36: <b>Extension of retail credit services for the purchase of computers and related accessories</b> (first use: July 1983)  |
| APPLE   | 3,928,818     | May 3, 2007/<br>March 8, 2011  | Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for  |

| TRADEMARK | REG./APP. NO. | APP. DATE/REG. DATE | GOODS/SERVICES (FIRST USE/PRIORITY DATE)  |
|-----------|---------------|---------------------|---|
|           |               |                     | <p>viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adaptors; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; <b>a full line of computer software for business, home, education, and developer use</b>; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing</p> |

| TRADEMARK | REG./APP. NO. | APP. DATE/REG. DATE | GOODS/SERVICES (FIRST USE/PRIORITY DATE)  |
|-----------|---------------|---------------------|---|
|           |               |                     | <p>text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first use: April 1,</p> |

| TRADEMARK   | REG./APP. NO. | APP. DATE/<br>REG. DATE         | GOODS/SERVICES<br>(FIRST USE/PRIORITY DATE)  |
|-------------|---------------|---------------------------------|--|
|             |               |                                 | 1976)  |
| APPLE STORE | 2,683,410     | April 25, 2002/<br>Feb. 4, 2003 | Class 35: <b>Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto</b> (Nov. 1, 1997) |
| APPLE STORE | 2,462,798     | Nov. 23, 1999/<br>June 19, 2001 | Class 35: <b>Online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories</b> (first use: Nov. 1, 1997)   |

Copies of the registration certificates and print-outs from the United States Patent and Trademark Office online database for the above-identified registrations are annexed as **Exhibit 10**.

14. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,401,154, 1,895,326, 2,462,798, 2,683,410, 2,715,578, 2,820,066, and 2,926,853 rendering such registrations incontestable.

15. Notwithstanding Opposer’s prior rights, and well after Opposer’s Apple Marks became distinctive and/or famous, on November 19, 2012, The Teacher’s Fund Corporation (“Applicant”) filed intent-to-use Application Serial No. 85/782,659 to register THE TEACHER’S FUND CARD & Apple Design mark, depicted below, (“Applicant’s Mark”) for “credit card and debit card services” in International Class 36 (the “Applicant’s Services”):



16. Opposer is timely filing this Notice of Opposition.

17. There is no issue as to priority. Opposer began using the Apple Marks in commerce at least as early as 1976, well prior to Applicant's November 19, 2012 filing date of its intent-to-use application.

18. Consumers encountering Applicant's Mark, particularly in connection with Applicant's Services, are likely to associate the mark with Opposer. Specifically, Applicant's Mark prominently incorporates a similarly shaped stylized apple design with a detached leaf element that is identical to the detached leaf element found in Opposer's famous Apple Logo. Further, Applicant's Mark has a shaded box on the right hand side of the apple design that is suggestive of the bite element famously featured on the right hand side of the Apple Logo.



Opposer's Mark



Applicant's Mark

19. Further, Applicant's Services are highly related and/or complementary to the goods and services Opposer has long offered and provided in connection with the Apple Marks, and for which Opposer owns registrations of the Apple Marks. Specifically, Applicant's Services are credit card and debit card services. As shown above, Opposer owns registrations of the Apple Marks for consumer lending services; retail credit services; retail credit services for the purchase of computers, computer software, consumer electronics and related accessories; providing information in the fields of investment and finance over computer networks and global communication networks; financial services, namely, installment loans, lease-purchase financing and loans, and loan financing. Further, credit card and debit card services are highly related to

the types of online and brick and mortar retail services famously associated with the Apple Marks, including but not limited to the Apple Logo and Apple's APPLE STORE marks.

20. Moreover, the fact that Applicant's Mark includes the term "THE TEACHER'S FUND CARD" exacerbates the likelihood of confusion given Opposer's long history of offering education related goods and services, as well as credit/financing services for the education market.

21. Opposer will be damaged by the registration of Applicant's Mark because Applicant's Mark so closely resembles the Apple Marks as to be likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services or the affiliation between Applicant and Opposer in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, any objection complained of in connection with Applicant's Services marketed under Applicant's Mark would necessarily reflect upon and seriously injure the reputation that Opposer has established for its goods and services.

22. Opposer will be damaged by registration of Applicant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Opposer, and by otherwise lessening the capacity of Opposer's Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(C)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

23. Specifically, Applicant's Mark is likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

(a) Applicant's Mark is similar to the Apple Marks in that, like Opposer's famous Apple Logo, Applicant's Mark incorporates a stylized apple design with an identical detached leaf element and a shaded box that mimics the bite element of the Apple Logo;

(b) Due to Opposer's extensive use and promotion of its marks, the Apple Marks are inherently distinctive in relation to Opposer's goods and services and had acquired distinctiveness prior to the filing date of Applicant's intent-to-use application and any claimed date of first use;

(c) Opposer has engaged in substantially exclusive use of the Apple Marks in connection with Opposer's goods and services;

(d) The Apple Marks are widely recognized by the general consuming public and had been so long prior to the filing date of Applicant's intent-to-use application or any claimed date of first use; and

(e) On information and belief, Applicant's Mark is intended to create an association with the Apple Marks.

24. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to the use of Applicant's Mark in connection with Applicant's Services. Such registration would be a source of damage and injury to Opposer.

**WHEREFORE**, Opposer requests that this opposition be sustained and that the registration of Application Serial No. 85/782,659 in connection with Applicant's Services be denied.

The opposition fee in the amount of \$300.00 for an opposition in one class is filed herewith. If for any reason this amount is insufficient, it is requested that Opposer's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: Atlanta, Georgia  
May 12, 2014

Respectfully submitted,

**KILPATRICK TOWNSEND &  
STOCKTON LLP**

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*Attorneys for Opposer Apple Inc.*



**CERTIFICATE OF SERVICE**

This is to certify that a copy of the foregoing NOTICE OF OPPOSITION has been served on Applicant by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, addressed to:

Jason R. Lee  
Lee, Lee & Associates, P.C.  
2531 Jackson Road  
Suite 234  
Ann Arbor, Michigan 48103

This the 12th day of May, 2014

  
Kilpatrick Townsend & Stockton LLP

# EXHIBIT 1

# BRANDZ™ Top 100 Most Valuable Global Brands 2013

| Category          | Brand | Brand value 2013 \$M | Brand contribution | Brand value % change 2013 vs 2012 | Rank change |
|-------------------|-------|----------------------|--------------------|-----------------------------------|-------------|
| 1 Technology      |       | 185,071              | 4                  | -1%                               | 0           |
| 2 Technology      |       | 113,669              | 3                  | 5%                                | 1           |
| 3 Technology      |       | 112,536              | 3                  | -3%                               | -1          |
| 4 Fast Food       |       | 90,256               | 4                  | -5%                               | 0           |
| 5 Soft Drinks     |       | 78,415               | 5                  | 6%                                | 1           |
| 6 Telecoms        |       | 75,507               | 3                  | 10%                               | 2           |
| 7 Technology      |       | 69,814               | 3                  | -9%                               | -2          |
| 8 Tobacco         |       | 69,383               | 3                  | -6%                               | -1          |
| 9 Credit Card     |       | 56,060               | 4                  | 46%                               | 6           |
| 10 Telecoms       |       | 55,368               | 3                  | 18%                               | 0           |
| 11 Conglomerate   |       | 55,357               | 2                  | 21%                               | 0           |
| 12 Telecoms       |       | 53,004               | 3                  | 8%                                | -3          |
| 13 Regional Banks |       | 47,748               | 3                  | 20%                               | 1           |
| 14 Retail         |       | 45,727               | 3                  | 34%                               | 4           |
| 15 Logistics      |       | 42,747               | 5                  | 15%                               | 1           |
| 16 Regional Banks |       | 41,115               | 2                  | -1%                               | -3          |
| 17 Telecoms       |       | 39,712               | 3                  | -8%                               | -5          |
| 18 Retail         |       | 36,220               | 2                  | 5%                                | -1          |
| 19 Technology     |       | 34,365               | 2                  | 34%                               | 3           |
| 20 Credit Card    |       | 27,821               | 4                  | 34%                               | 9           |
| 21 Technology     |       | 27,273               | 4                  | 52%                               | 16          |
| 22 Regional Banks |       | 26,859               | 2                  | 10%                               | 2           |
| 23 Cars           |       | 24,497               | 4                  | 12%                               | 5           |
| 24 Cars           |       | 24,015               | 4                  | -2%                               | -1          |
| 25 Global Banks   |       | 23,970               | 3                  | 24%                               | 6           |

| Category          | Brand | Brand value 2013 \$M | Brand contribution | Brand value % change 2013 vs 2012 | Rank change |
|-------------------|-------|----------------------|--------------------|-----------------------------------|-------------|
| 26 Entertainment  |       | 23,913               | 3                  | 40%                               | 17          |
| 27 Telecoms       |       | 23,893               | 2                  | -11%                              | -7          |
| 28 Credit Card    |       | 23,514               | 4                  | 16%                               | 2           |
| 29 Luxury         |       | 22,719               | 4                  | -12%                              | -8          |
| 30 Technology     |       | 21,404               | 3                  | 51%                               | 25          |
| 31 Technology     |       | 21,261               | 4                  | -36%                              | -12         |
| 32 Baby Care      |       | 20,594               | 5                  | 13%                               | 3           |
| 33 Technology     |       | 20,443               | 5                  | -16%                              | -8          |
| 34 Beer           |       | 20,297               | 4                  | 28%                               | 14          |
| 35 Apparel        |       | 20,167               | 3                  | 60%                               | 31          |
| 36 Technology     |       | 20,039               | 2                  | -11%                              | -9          |
| 37 Regional Banks |       | 19,975               | 2                  | 12%                               | 1           |
| 38 Regional Banks |       | 19,968               | 4                  | 16%                               | 2           |
| 39 Oil & Gas      |       | 19,229               | 1                  | 5%                                | -5          |
| 40 Luxury         |       | 19,129               | 4                  | 0%                                | -8          |
| 41 Retail         |       | 18,488               | 2                  | 43%                               | 21          |
| 42 Personal Care  |       | 17,971               | 4                  | 30%                               | 15          |
| 43 Cars           |       | 17,952               | 4                  | 11%                               | 3           |
| 44 Fast Food      |       | 17,892               | 4                  | 5%                                | -2          |
| 45 Personal Care  |       | 17,823               | 4                  | -6%                               | -12         |
| 46 Regional Banks |       | 17,781               | 4                  | 22%                               | 8           |
| 47 Retail         |       | 17,749               | 2                  | 40%                               | 17          |
| 48 Regional Banks |       | 17,745               | 3                  | 36%                               | 12          |
| 49 Oil & Gas      |       | 17,678               | 1                  | -1%                               | -10         |
| 50 Personal Care  |       | 17,250               | 4                  | 15%                               | 1           |

Valuations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg. Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 to 5 (5 highest).

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The Brand Value of Coca-Cola includes Light, Diet and Zero. The Brand Value of Budweiser includes Bud Light.

# BRANDZ™ Top 100 Most Valuable Global Brands 2013

| Category          | Brand                 | Brand value 2013 \$M | Brand contribution | Brand value % change 2013 vs 2012 | Rank change |
|-------------------|-----------------------|----------------------|--------------------|-----------------------------------|-------------|
| 51 Fast Food      | McDonald's            | 16,691               | 4                  | 12%                               | 1           |
| 52 Regional Banks | ANZ                   | 16,565               | 3                  | New                               | New         |
| 53 Technology     | accenture             | 16,503               | 3                  | 2%                                | -8          |
| 54 Technology     | hp                    | 16,362               | 2                  | -29%                              | -28         |
| 55 Retail         | TESCO                 | 16,303               | 4                  | -9%                               | -19         |
| 56 Apparel        | NIKE                  | 15,817               | 4                  | -3%                               | -12         |
| 57 Insurance      | 中国人寿<br>China Life    | 15,279               | 3                  | 5%                                | -4          |
| 58 Regional Banks | 中国银行<br>BANK OF CHINA | 14,236               | 2                  | 10%                               | 3           |
| 59 Regional Banks | ICICI Bank            | 14,196               | 1                  | 12%                               | 4           |
| 60 Telecoms       | orange                | 13,829               | 2                  | -10%                              | -10         |
| 61 Technology     | intel                 | 13,757               | 2                  | -12%                              | -12         |
| 62 Logistics      | FedEx                 | 13,732               | 4                  | 17%                               | 8           |
| 63 Regional Banks | us bank               | 13,716               | 3                  | 19%                               | 9           |
| 64 Global Banks   | citi                  | 13,386               | 2                  | 37%                               | 18          |
| 65 Oil & Gas      | PetroChina            | 13,380               | 1                  | 11%                               | 3           |
| 66 Telecoms       | movistar              | 13,336               | 2                  | -22%                              | -25         |
| 67 Oil & Gas      | Shell                 | 13,127               | 1                  | -6%                               | -11         |
| 68 Luxury         | GUCCI                 | 12,735               | 5                  | 48%                               | New         |
| 69 Apparel        | H.M                   | 12,732               | 2                  | -6%                               | -11         |
| 70 Regional Banks | SBERBANK              | 12,655               | 3                  | 19%                               | 4           |
| 71 Cars           | Volvo                 | 12,401               | 3                  | -2%                               | -6          |
| 72 Technology     | SIEMENS               | 12,331               | 1                  | 16%                               | 1           |
| 73 Alcohol        | Carlsberg             | 12,193               | 3                  | 3%                                | -4          |
| 74 Retail         | IKEA                  | 12,040               | 3                  | 31%                               | 15          |
| 75 Soft Drinks    | pepsi                 | 12,029               | 4                  | -5%                               | -8          |

Valuations include data from BrandZ™, Kantar Worldpanel, Kantar Retail and Bloomberg. Brand Contribution measures the influence of brand alone on earnings, on a scale of 1 to 5 (5 highest).

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Optimizr

| Category          | Brand                             | Brand value 2013 \$M | Brand contribution | Brand value % change 2013 vs 2012 | Rank change |
|-------------------|-----------------------------------|----------------------|--------------------|-----------------------------------|-------------|
| 76 Retail         | Target                            | 11,879               | 3                  | 13%                               | 0           |
| 77 Technology     | CISCO                             | 11,816               | 2                  | -11%                              | -18         |
| 78 Oil & Gas      | BP                                | 11,520               | 1                  | 11%                               | -1          |
| 79 Telecoms       | MTN                               | 11,448               | 3                  | 23%                               | 9           |
| 80 Retail         | Woolworths                        | 11,039               | 3                  | New                               | New         |
| 81 Global Banks   | CHASE                             | 10,836               | 3                  | 25%                               | 11          |
| 82 Telecoms       | MTS                               | 10,633               | 3                  | 11%                               | 3           |
| 83 Soft Drinks    | Red Bull                          | 10,558               | 3                  | 6%                                | -3          |
| 84 Insurance      | 中国平安<br>PING AN                   | 10,558               | 3                  | 4%                                | -6          |
| 85 Regional Banks | Santander                         | 10,396               | 2                  | 8%                                | -2          |
| 86 Cars           | Ford                              | 10,186               | 3                  | 3%                                | -5          |
| 87 Global Banks   | Standard Chartered                | 10,160               | 2                  | 1%                                | -8          |
| 88 Regional Banks | Westpac<br>Australia's First Bank | 10,070               | 3                  | New                               | New         |
| 89 Telecoms       | dte                               | 10,054               | 3                  | -13%                              | -18         |
| 90 Telecoms       | docomo                            | 10,028               | 3                  | -37%                              | -43         |
| 91 Fast Food      | McDonald's                        | 9,953                | 3                  | 12%                               | 0           |
| 92 Technology     | YAHOO!                            | 9,826                | 3                  | New                               | New         |
| 93 Global Banks   | J.P.Morgan                        | 9,668                | 2                  | New                               | New         |
| 94 Telecoms       | BT                                | 9,531                | 2                  | New                               | New         |
| 95 Luxury         | PRADA                             | 9,454                | 4                  | 63%                               | New         |
| 96 Global Banks   | Santander                         | 9,232                | 3                  | 8%                                | -1          |
| 97 Oil & Gas      | Chevron                           | 9,036                | 1                  | 5%                                | -4          |
| 98 Logistics      | DHL                               | 8,940                | 3                  | 18%                               | 2           |
| 99 Retail         | Walmart                           | 8,885                | 2                  | -5%                               | -12         |
| 100 Cars          | VW                                | 8,790                | 3                  | 3%                                | -4          |

The 2012 Brand Value of Glaxo has been restated to \$8,602. The Brand Value of Pepsi includes Diet. The Brand Value of Red Bull includes sugar-free and Code.

## BrandZ™ Top 100 Most Valuable Global Brands 2012

| #  | Category     | Brand   | Brand Value<br>2012 (\$M) | Brand<br>Contribution Index | Brand<br>Momentum Index | % Brand Value<br>Change 2012<br>vs 2011 | Rank<br>Change |
|----|--------------|---|---------------------------|-----------------------------|-------------------------|---|----------------|
| 1  | Technology   |    | 182,951                   | 4                           | 10                      | 19%                                     | 0              |
| 2  | Technology   |    | 115,985                   | 4                           | 5                       | 15%                                     | 1              |
| 3  | Technology   |    | 107,857                   | 4                           | 5                       | -3%                                     | -1             |
| 4  | Fast Food    |    | 95,188                    | 4                           | 8                       | 17%                                     | 0              |
| 5  | Technology   | <b>Microsoft</b>  | 76,651                    | 4                           | 8                       | -2%                                     | 0              |
| 6  | Soft Drinks  |    | 74,286                    | 5                           | 7                       | 1%                                      | 0              |
| 7  | Tobacco      |    | 73,612                    | 3                           | 7                       | 9%                                      | 1              |
| 8  | Telecoms     |    | 68,870                    | 3                           | 5                       | -1%                                     | -1             |
| 9  | Telecoms     |    | 49,151                    | 3                           | 7                       | 15%                                     | 4              |
| 10 | Telecoms     |   | 47,041                    | 4                           | 9                       | -18%                                    | -1             |
| 11 | Conglomerate |  | 45,810                    | 2                           | 5                       | -9%                                     | -1             |
| 12 | Telecoms     |  | 43,033                    | 3                           | 6                       | -1%                                     | 0              |
| 13 | Financial    |  | 41,518                    | 2                           | 9                       | -7%                                     | -2             |
| 14 | Financial    |  | 39,754                    | 3                           | 3                       | 8%                                      | 2              |
| 15 | Financial    |  | 38,284                    | 4                           | 9                       | 34%                                     | 5              |
| 16 | Logistics    |  | 37,129                    | 5                           | 8                       | 4%                                      | 1              |
| 17 | Retail       |  | 34,436                    | 2                           | 5                       | -8%                                     | -2             |
| 18 | Retail       |  | 34,077                    | 3                           | 10                      | -9%                                     | -4             |
| 19 | Technology   |  | 33,233                    | 3                           | 10                      | 74%                                     | 16             |
| 20 | Telecoms     |  | 26,837                    | 3                           | 2                       | -10%                                    | -1             |
| 21 | Luxury       |  | 25,920                    | 5                           | 8                       | 7%                                      | 5              |
| 22 | Technology   |  | 25,715                    | 3                           | 5                       | -1%                                     | 1              |
| 23 | Cars         |  | 24,623                    | 4                           | 5                       | 10%                                     | 7              |
| 24 | Financial    |  | 24,517                    | 2                           | 4                       | -4%                                     | 0              |
| 25 | Technology   |  | 24,326                    | 5                           | 10                      | 8%                                      | 4              |

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).

Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

\* The Brand Value of Coca-Cola includes Lights, Diets and Zero

\*\* The Brand Value of Budweiser includes Bud Light

## BrandZ Top 100 Most Valuable Global Brands 2011

| #  | Brand | Brand Value 2011 (\$M) | % Brand Value Change 2011 vs. 2010 | #  | Brand | Brand Value 2011 (\$M) | % Brand Value Change 2011 vs. 2010 |
|----|-------|------------------------|------------------------------------|----|-------|------------------------|------------------------------------|
| 1  |       | 153,285                | 84%                                | 26 |       | 24,312                 | 23%                                |
| 2  |       | 111,498                | -2%                                | 27 |       | 24,198                 | 11%                                |
| 3  |       | 100,849                | 17%                                | 28 |       | 22,587                 | -4%                                |
| 4  |       | 81,016                 | 23%                                | 29 |       | 22,555                 | 141%                               |
| 5  |       | 78,243                 | 2%                                 | 30 |       | 22,425                 | 3%                                 |
| 6  |       | 73,752                 | 8%                                 | 31 |       | 21,834                 | -15%                               |
| 7  |       | 69,916                 | N/A                                | 32 |       | 19,782                 | -4%                                |
| 8  |       | 67,522                 | 18%                                | 33 |       | 19,542                 | N/A                                |
| 9  |       | 57,326                 | 9%                                 | 34 |       | 19,350                 | 11%                                |
| 10 |       | 50,318                 | 12%                                | 35 |       | 19,102                 | 246%                               |
| 11 |       | 44,440                 | 1%                                 | 36 |       | 17,597                 | N/A                                |
| 12 |       | 43,647                 | -2%                                | 37 |       | 17,530                 | -20%                               |
| 13 |       | 42,828                 | N/A                                | 38 |       | 17,290                 | 15%                                |
| 14 |       | 37,628                 | 37%                                | 39 |       | 17,182                 | 3%                                 |
| 15 |       | 37,277                 | -5%                                | 40 |       | 17,115                 | 23%                                |
| 16 |       | 36,876                 | 97%                                | 41 |       | 16,973                 | 10%                                |
| 17 |       | 35,737                 | 35%                                | 42 |       | 16,931                 | 19%                                |
| 18 |       | 35,404                 | -11%                               | 43 |       | 16,909                 | N/A                                |
| 19 |       | 29,774                 | N/A                                | 44 |       | 16,314                 | -2%                                |
| 20 |       | 28,553                 | 15%                                | 45 |       | 15,952                 | 0%                                 |
| 21 |       | 27,249                 | N/A                                | 46 |       | 15,719                 | 11%                                |
| 22 |       | 26,948                 | 9%                                 | 47 |       | 15,674                 | 17%                                |
| 23 |       | 26,078                 | 7%                                 | 48 |       | 15,449                 | 19%                                |
| 24 |       | 25,524                 | 22%                                | 49 |       | 15,427                 | 5%                                 |
| 25 |       | 24,623                 | -20%                               | 50 |       | 15,344                 | 12%                                |

\*The Brand Value of Coca-Cola includes Lites, Diets and Zero

\*\*Deutsche Telekom is in the process of re-branding its business to "T", which incorporates T-Mobile, T-Home and T-Systems

\*\*\*The Brand Value of Budweiser includes Bud Light

\*\*\*\*The Brand Value of Pepsi includes Lites, Diets and Zero

| #  | Brand | Brand Value 2011 (\$M) | % Brand Value Change 2011 vs. 2010 | #   | Brand | Brand Value 2011 (\$M) | % Brand Value Change 2011 vs. 2010 |
|----|-------|------------------------|------------------------------------|-----|-------|------------------------|------------------------------------|
| 51 |       | 15,168                 | 0%                                 | 76  |       | 11,558                 | 7%                                 |
| 52 |       | 15,131                 | N/A                                | 77  |       | 11,363                 | -37%                               |
| 53 |       | 14,900                 | 3%                                 | 78  |       | 11,291                 | -19%                               |
| 54 |       | 14,306                 | 19%                                | 79  |       | 11,147                 | -37%                               |
| 55 |       | 14,258                 | 0%                                 | 80  |       | 10,883                 | 12%                                |
| 56 |       | 14,182                 | -1%                                | 81  |       | 10,735                 | -28%                               |
| 57 |       | 13,917                 | 10%                                | 82  |       | 10,731                 | 15%                                |
| 58 |       | 13,904                 | -2%                                | 83  |       | 10,540                 | N/A                                |
| 59 |       | 13,754                 | -8%                                | 84  |       | 10,525                 | 26%                                |
| 60 |       | 13,543                 | 16%                                | 85  |       | 10,443                 | 19%                                |
| 61 |       | 13,421                 | 39%                                | 86  |       | 10,335                 | 15%                                |
| 62 |       | 13,006                 | 7%                                 | 87  |       | 10,076                 | N/A                                |
| 63 |       | 12,931                 | 1%                                 | 88  |       | 10,072                 | 17%                                |
| 64 |       | 12,542                 | -27%                               | 89  |       | 9,877                  | 10%                                |
| 65 |       | 12,471                 | 3%                                 | 90  |       | 9,600                  | 29%                                |
| 66 |       | 12,413                 | 3%                                 | 91  |       | 9,587                  | N/A                                |
| 67 |       | 12,160                 | 7%                                 | 92  |       | 9,358                  | -43%                               |
| 68 |       | 12,083                 | -3%                                | 93  |       | 9,263                  | 4%                                 |
| 69 |       | 12,033                 | 45%                                | 94  |       | 9,251                  | 6%                                 |
| 70 |       | 11,998                 | 29%                                | 95  |       | 8,838                  | 21%                                |
| 71 |       | 11,917                 | 41%                                | 96  |       | 8,760                  | 4%                                 |
| 72 |       | 11,901                 | 40%                                | 97  |       | 8,668                  | 5%                                 |
| 73 |       | 11,759                 | 25%                                | 98  |       | 8,600                  | 15%                                |
| 74 |       | 11,694                 | N/A                                | 99  |       | 8,535                  | N/A                                |
| 75 |       | 11,609                 | N/A                                | 100 |       | 8,439                  | -9%                                |

\*\*\*\*\*The Brand Value of Nintendo includes Wii and Nintendo DS

\*\*\*\*\*The Brand Value of Sony includes Playstation 2 and 3, as well as PSP

\*\*\*\*\*The Brand Value of Red Bull includes sugar-free and C24

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)

THE TOP 100

| TOP 100 Most Valuable Global Brands 2010 |                     |                        |                                    |    |                 |                        |                                    |
|--|---------------------|------------------------|------------------------------------|----|-----------------|------------------------|------------------------------------|
| #  | Brand               | Brand Value 2010 (\$M) | % Brand Value Change 2010 vs. 2009 | #  | Brand           | Brand Value 2010 (\$M) | % Brand Value Change 2010 vs. 2009 |
| 1  | Google              | 114,260                | 14%                                | 26 | TOYOTA          | 21,769                 | -27%                               |
| 2  | IBM                 | 86,383                 | 30%                                | 27 | 中國建設銀行          | 20,929                 | -8%                                |
| 3  | Apple               | 83,153                 | 32%                                | 28 | Gillette        | 20,663                 | -10%                               |
| 4  | Microsoft           | 76,344                 | 0%                                 | 29 | LV              | 19,781                 | 2%                                 |
| 5  | Coca-Cola           | 67,983                 | 1%                                 | 30 | WALMART         | 18,746                 | 16%                                |
| 6  | McDonald's          | 66,005                 | -1%                                | 31 | Santander       | 18,012                 | 12%                                |
| 7  | Marlboro            | 57,047                 | 15%                                | 32 | Nintendo        | 17,834                 | -2%                                |
| 8  | 中国移动通信 CHINA MOBILE | 52,616                 | -14%                               | 33 | Pampers         | 17,434                 | -8%                                |
| 9  | GE                  | 45,054                 | -25%                               | 34 | lo              | 17,283                 | N/A                                |
| 10                                       | vodafone            | 44,404                 | -17%                               | 35 | CISCO           | 16,719                 | -7%                                |
| 11                                       | ICBC (中國工商銀行)       | 43,927                 | 15%                                | 36 | HSBC            | 16,608                 | 12%                                |
| 12                                       | hp                  | 39,717                 | 48%                                | 37 | Bank of America | 16,393                 | 6%                                 |
| 13                                       | Walmart             | 39,421                 | -4%                                | 38 | Budweiser       | 15,991                 | 20%                                |
| 14                                       | BlackBerry          | 30,708                 | 12%                                | 39 | ExxonMobil      | 15,476                 | N/A                                |
| 15                                       | amazon.com          | 27,459                 | 29%                                | 40 | Shell           | 15,112                 | N/A                                |
| 16                                       | ups                 | 26,492                 | -5%                                | 41 | Disney          | 15,000                 | -35%                               |
| 17                                       | TESCO               | 25,741                 | 12%                                | 42 | Genzyme         | 14,980                 | 0%                                 |
| 18                                       | VISA                | 24,883                 | 52%                                | 43 | NOKIA           | 14,866                 | -58%                               |
| 19                                       | ORACLE              | 24,817                 | 16%                                | 44 | accenture       | 14,734                 | -2%                                |
| 20                                       | verizon             | 24,675                 | 39%                                | 45 | ICICI Bank      | 14,454                 | N/A                                |
| 21                                       | SAP                 | 24,291                 | 3%                                 | 46 | Honda           | 14,303                 | -2%                                |
| 22                                       | at&t                | 23,714                 | 18%                                | 47 | Colgate         | 14,224                 | 15%                                |
| 23                                       | HSBC                | 23,408                 | 23%                                | 48 | intel           | 14,210                 | -38%                               |
| 24                                       | 中國銀行 BANK OF CHINA  | 21,960                 | 4%                                 | 49 | L'OREAL         | 14,129                 | -6%                                |
| 25                                       | IBM                 | 21,816                 | -9%                                | 50 | WALMART         | 14,018                 | 6%                                 |

\*The Brand Value of Coca-Cola includes Lites, Diets and Zero  
 \*\*The Brand Value of Nintendo includes Wii and Nintendo DS  
 \*\*\*The Brand Value of Budweiser includes Bud Light  
 \*\*\*\*The Brand Value of Pepsi includes Lites, Diets and Zero  
 \*\*\*\*\*The Brand Value of Red Bull includes sugar-free and Cola  
 \*\*\*\*\*The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket  
 \*\*\*\*\*The Brand Value includes PlayStation 2 and 3, as well as PSP  
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)



| #  | Brand       | Brand Value 2010 (\$M) | % Brand Value Change 2010 vs. 2009 | #   | Brand              | Brand Value 2010 (\$M) | % Brand Value Change 2010 vs. 2009 |
|----|-------------|------------------------|------------------------------------|-----|--------------------|------------------------|------------------------------------|
| 51 | Perfume     | 13,935                 | N/A                                | 76  | eBay               | 9,328                  | -28%                               |
| 52 | Walmart     | 13,912                 | -7%                                | 77  | SIEMENS            | 9,293                  | -31%                               |
| 53 | Mercedes    | 13,736                 | -11%                               | 78  | LOTUS              | 9,283                  | 25%                                |
| 54 | citi        | 13,403                 | -8%                                | 79  | WRIGLEY'S          | 9,201                  | -15%                               |
| 55 | 中国移动 Mobile | 13,010                 | 20%                                | 80  | ZARA               | 8,986                  | 4%                                 |
| 56 | BBVA        | 12,977                 | 3%                                 | 81  | Home Depot         | 8,971                  | -3%                                |
| 57 | docomo      | 12,969                 | -18%                               | 82  | Red Bull           | 8,917                  | 9%                                 |
| 58 | pepsi       | 12,752                 | -15%                               | 83  | ASDA               | 8,747                  | 1%                                 |
| 59 | NIKE        | 12,597                 | 5%                                 | 84  | NISSAN             | 8,607                  | -16%                               |
| 60 | Walmart     | 12,434                 | 14%                                | 85  | Starbucks          | 8,490                  | 17%                                |
| 61 | CHASE       | 12,426                 | 17%                                | 86  | HERMES PARIS       | 8,457                  | 8%                                 |
| 62 | Target      | 12,148                 | -1%                                | 87  | BARCLAYS           | 8,383                  | 20%                                |
| 63 | H&M         | 12,131                 | 1%                                 | 88  | USbank             | 8,377                  | N/A                                |
| 64 | SUBWAY      | 12,032                 | 9%                                 | 89  | Standard Chartered | 8,327                  | 1%                                 |
| 65 | PROFESOR    | 12,021                 | -31%                               | 90  | 招商銀行               | 8,236                  | 2%                                 |
| 66 | DOLL        | 11,938                 | -23%                               | 91  | Walmart            | 8,214                  | 19%                                |
| 67 | MasterCard  | 11,659                 | 57%                                | 92  | Bunzl              | 8,160                  | -8%                                |
| 68 | SAMSUNG     | 11,351                 | 80%                                | 93  | J.P.Morgan         | 8,159                  | 4%                                 |
| 69 | Asda        | 10,850                 | NA                                 | 94  | SONY               | 8,147                  | 30%                                |
| 70 | O2          | 10,593                 | 23%                                | 95  | Morgan Stanley     | 8,003                  | 18%                                |
| 71 | TD          | 10,274                 | -7%                                | 96  | Auchan             | 7,848                  | NA                                 |
| 72 | MTS         | 9,723                  | 6%                                 | 97  | GUCCI              | 7,588                  | 2%                                 |
| 73 | PETROBRAS   | 9,675                  | N/A                                | 98  | Bradesco           | 7,450                  | 13%                                |
| 74 | FedEx       | 9,418                  | -1%                                | 99  | AVON               | 7,293                  | -16%                               |
| 75 | Baidu 百度    | 9,356                  | 62%                                | 100 | TIM                | 7,280                  | 14%                                |

THE TOP 100

| TOP 100 Most Valuable Global Brands 2009 |                     |                      |                                |    |                 |                      |                                |
|--|---------------------|----------------------|--------------------------------|----|-----------------|----------------------|--------------------------------|
| #  | Brand               | Brand Value 09 (\$M) | % Brand Value Change 09 vs. 08 | #  | Brand           | Brand Value 09 (\$M) | % Brand Value Change 09 vs. 08 |
| 1  | Google              | 100,039              | 16%                            | 26 | amazon.com      | 21,294               | 85%                            |
| 2  | Microsoft           | 76,249               | 8%                             | 27 | 中国银行            | 21,192               | 9%                             |
| 3  | Coca-Cola           | 67,625               | 16%                            | 28 | at&t            | 20,059               | 67%                            |
| 4  | IBM                 | 66,622               | 20%                            | 29 | LV              | 19,395               | 5%                             |
| 5  | McDonald's          | 66,575               | 34%                            | 30 | HSBC            | 19,079               | 3%                             |
| 6  | Apple               | 63,113               | 14%                            | 31 | Pampers         | 18,945               | N/A                            |
| 7  | 中国移动通信 CHINA MOBILE | 61,283               | 7%                             | 32 | Nintendo        | 18,233               | N/A                            |
| 8  | GE                  | 59,793               | -16%                           | 33 | cisco           | 17,965               | -25%                           |
| 9  | vodafone            | 53,727               | 45%                            | 34 | verizon         | 17,713               | -8%                            |
| 10                                       | Marlboro            | 49,460               | 33%                            | 35 | POSCHE          | 17,467               | -20%                           |
| 11                                       | Walmart             | 41,083               | 19%                            | 36 | VISA            | 16,353               | N/A                            |
| 12                                       | ICBC (中国工商银行)       | 38,056               | 36%                            | 37 | WELLS FARGO     | 16,228               | -34%                           |
| 13                                       | NOKIA               | 35,163               | -20%                           | 38 | Santander       | 16,035               | 10%                            |
| 14                                       | TOYOTA              | 29,907               | -15%                           | 39 | docomo          | 15,776               | 5%                             |
| 15                                       | UPS                 | 27,842               | -9%                            | 40 | Mercedes-Benz   | 15,499               | -14%                           |
| 16                                       | BlackBerry          | 27,478               | 100%                           | 41 | Bank of America | 15,480               | -53%                           |
| 17                                       | hp                  | 26,745               | -9%                            | 42 | DELL            | 15,422               | 1%                             |
| 18                                       | SONY                | 23,948               | -15%                           | 43 | accenture       | 15,076               | 7%                             |
| 19                                       | SAP                 | 23,615               | 9%                             | 44 | pepsi**         | 14,996               | -3%                            |
| 20                                       | Disney              | 23,110               | -3%                            | 45 | LOREAL          | 14,991               | -9%                            |
| 21                                       | TESCO               | 22,938               | -1%                            | 46 | ABB             | 14,963               | -40%                           |
| 22                                       | Gillette            | 22,919               | 6%                             | 47 | Garzeferaz      | 14,961               | -1%                            |
| 23                                       | intel               | 22,851               | 4%                             | 48 | ULC             | 14,894               | -22%                           |
| 24                                       | 中国建设银行              | 22,811               | 16%                            | 49 | citi            | 14,608               | -52%                           |
| 25                                       | ORACLE              | 21,438               | -6%                            | 50 | HONDA           | 14,571               | -12%                           |

\* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero  
 \*\* The brand value of Pepsi includes Diet Pepsi and Pepsi  
 \*\*\* Budweiser's value includes both Bud Light and Bud  
 \*\*\*\* ING value includes ING Bank and ING Insurance  
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)



| #  | Brand             | Brand Value 09 (\$M) | % Brand Value Change 09 vs. 08 | #   | Brand              | Brand Value 09 (\$M) | % Brand Value Change 09 vs. 08 |
|----|-------------------|----------------------|--------------------------------|-----|--------------------|----------------------|--------------------------------|
| 51 | SIEMENS           | 13,562               | -8%                            | 76  | ZARA               | 8,609                | -1%                            |
| 52 | Red Bull***       | 13,292               | 23%                            | 77  | O2                 | 8,601                | 36%                            |
| 53 | Target            | 13,242               | -6%                            | 78  | Standard Chartered | 8,219                | 20%                            |
| 54 | eBay              | 12,970               | 16%                            | 79  | Red Bull           | 8,154                | N/A                            |
| 55 | BBVA              | 12,549               | 33%                            | 80  | 招商银行               | 8,052                | 168%                           |
| 56 | Colgate           | 12,396               | 17%                            | 81  | YAHOO!             | 7,927                | -31%                           |
| 57 | Target            | 12,254               | -17%                           | 82  | HERMES PARIS       | 7,862                | 13%                            |
| 58 | H&M               | 12,061               | 8%                             | 83  | J.P.Morgan         | 7,852                | -20%                           |
| 59 | NIKE              | 11,999               | -4%                            | 84  | pepsi              | 7,777                | -8%                            |
| 60 | SUBWAY            | 10,997               | 6%                             | 85  | Tide               | 7,512                | -18%                           |
| 61 | TD                | 10,991               | N/A                            | 86  | GUCCI              | 7,468                | 15%                            |
| 62 | Wells Fargo       | 10,911               | 34%                            | 87  | MasterCard         | 7,427                | 7%                             |
| 63 | 中国移动 Mobile       | 10,864               | 22%                            | 88  | Costco             | 7,415                | -38%                           |
| 64 | WRIGLEY'S         | 10,841               | N/A                            | 89  | Starbucks          | 7,260                | -40%                           |
| 65 | Auchan            | 10,586               | 48%                            | 90  | BARCLAYS           | 6,992                | -5%                            |
| 66 | CHASE             | 10,582               | -17%                           | 91  | Walmart            | 6,922                | -27%                           |
| 67 | NISSAN            | 10,206               | -13%                           | 92  | Morgan Stanley     | 6,765                | -40%                           |
| 68 | DHL               | 9,719                | 19%                            | 93  | ING 保险****         | 6,743                | -55%                           |
| 69 | FedEx Corporation | 9,491                | -17%                           | 94  | KFC                | 6,721                | 10%                            |
| 70 | Wal-Mart          | 9,280                | -40%                           | 95  | IKEA               | 6,713                | -21%                           |
| 71 | MTS               | 9,189                | 14%                            | 96  | NIVEA              | 6,572                | 24%                            |
| 72 | Билайн            | 8,884                | N/A                            | 97  | ESPRIT             | 6,571                | -17%                           |
| 73 | Canon             | 8,779                | -29%                           | 98  | Bradesco           | 6,565                | N/A                            |
| 74 | ASB               | 8,638                | 49%                            | 99  | TIN                | 6,409                | -19%                           |
| 75 | AVON              | 8,631                | 20%                            | 100 | LOWE'S             | 6,394                | N/A                            |

## Top 100 Brands

| POSITION | BRAND*                  | BRAND VALUE \$M | BRAND VALUE CHANGE |
|----------|-------------------------|-----------------|--------------------|
| 1        | Google                  | 86,057          | 30%                |
| 2        | GE (General Electric)   | 71,379          | 15%                |
| 3        | Microsoft               | 70,887          | 29%                |
| 4        | Coca-Cola (1)           | 58,208          | 17%                |
| 5        | China Mobile            | 57,225          | 39%                |
| 6        | IBM                     | 55,335          | 65%                |
| 7        | Apple                   | 55,206          | 123%               |
| 8        | McDonald's              | 49,499          | 49%                |
| 9        | Nokia                   | 43,975          | 39%                |
| 10       | Marlboro                | 37,324          | -5%                |
| 11       | Vodafone                | 36,962          | 75%                |
| 12       | Toyota                  | 35,134          | 5%                 |
| 13       | Wal-Mart                | 34,547          | -6%                |
| 14       | Bank of America         | 33,092          | 15%                |
| 15       | Citi                    | 30,318          | -10%               |
| 16       | HP                      | 29,278          | 17%                |
| 17       | BMW                     | 28,015          | 9%                 |
| 18       | ICBC                    | 28,004          | 70%                |
| 19       | Louis Vuitton           | 25,739          | 13%                |
| 20       | American Express        | 24,816          | 7%                 |
| 21       | Wells Fargo             | 24,739          | 2%                 |
| 22       | Cisco                   | 24,101          | 28%                |
| 23       | Disney                  | 23,705          | 5%                 |
| 24       | UPS                     | 23,610          | -4%                |
| 25       | Tesco                   | 23,208          | 39%                |
| 26       | Oracle                  | 22,904          | 29%                |
| 27       | Intel                   | 22,027          | 18%                |
| 28       | Porsche                 | 21,718          | 62%                |
| 29       | SAP                     | 21,669          | 20%                |
| 30       | Gillette                | 21,523          | 20%                |
| 31       | China Construction Bank | 19,603          | 82%                |
| 32       | Bank of China           | 19,418          | 42%                |
| 33       | Verizon Wireless        | 19,202          | 18%                |
| 34       | Royal Bank of Canada    | 18,995          | 39%                |
| 35       | HSBC                    | 18,479          | 6%                 |
| 36       | Mercedes                | 18,044          | 1%                 |

# EXHIBIT 2

**Kurt Badenhausen**, Forbes Staff

I cover sports business with rare dip in education &amp; local economies

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# Apple Dominates List Of The World's Most Valuable Brands

## [The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand. "Design is how a product works, how it looks, how it feels. It's functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive," says Keller.

## [Full List: The World's Most Valuable Brands](#)

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one

of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (8) and Japan (7). Tech brands are the most prevalent with 19, including six of the top 10.

Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

### **Full List: The World's Most Valuable Brands**

*Research: Courtney Retter*

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**This article is available online at:**

<http://www.forbes.com/sites/kurtbadenhausen/2013/11/06/apple-dominates-list-of-the-worlds-most-valuable-brands/>

**Kurt Badenhausen**, Forbes Staff

I cover sports business with rare dip in education &amp; local economies

[BUSINESS](#) | 10/02/2012 @ 4:57PM | 77,326 views

# Apple Tops List Of The World's Most Powerful Brands

## [The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates](#)' baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

“In an industry that transforms itself every year, Microsoft has been a leader for decades,” says Mann. Apple surprisingly only ranked 11<sup>th</sup> on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

### [In Pictures: The World's Most Powerful Brands](#)

#### [Full Coverage: The World's Most Powerful Brands](#)

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36<sup>th</sup> highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft.

“Consumers, especially Americans, trust, and find comfort in their food brands,” says Mann. The maker of Cheerios and Wheaties scored highly on attributes like “makes communities a better place” and “cares about the issues that matter to me.”

**[In Pictures: The World's Most Powerful Brands](#)**

**[Full Coverage: The World's Most Powerful Brands](#)**

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**Brian Caulfield**, Forbes Staff

Covering the intersection of new things and mass markets.

TECH | 5/09/2011 @ 6:10AM | 12,220 views

# Apple Blasts Past Google To Become World's Most Valuable Brand

[Apple](#) is now the most valuable brand in the world.

The value of the Cupertino, California-based company's brand grew 84% to \$153.3 billion, according to WPP, bumping search engine [Google](#) out of the top spot on the advertising and marketing company's list of most valuable brands after a four-year run.

The value of Apple's brand has grown 859% since 2006, according to WPP, thanks to the success of new products such as Apple's iPhone smartphones and iPad tablet computers.



Image via CrunchBase

Tech brands comprise one-third of the 100 most valuable brands on the sixth annual "BrandZ Top 100 Most Valuable Global Brands" study, released Monday.

Six of the top ten most valuable brands were technology or telecommunications companies, including Apple, Google, IBM, [Microsoft](#), AT&T, and China Mobile, according to WPP.

Google, number two on the list, saw the value of its brand fall 2% to 111.5 billion.

The value of [Amazon.com](#)'s brand rose 37% to place it 14th on the list, passing Walmart to become the most valuable retail brand.

Facebook made the list for the first time. WPP figures the social network's brand is worth \$19.1 billion.

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This article is available online at:

<http://www.forbes.com/sites/briancaulfield/2011/05/09/apple-blasts-past-google-to-become-worlds-most-valuable-brand/>

# EXHIBIT 3

## Apple Pulls a Hat Trick with Brand of the Year Status Across Three Harris Poll EquiTrend® Categories

*Tech Categories are Full of Multi-Year Award Companies – Apple, Hewlett Packard and Verizon Wireless; NewEgg.com Makes Debut Appearance*

**NEW YORK, N.Y. – June 25, 2013** – While many have questioned the post-Steve Jobs fate of Apple, the company continues to hold its spot as a top technology brand across three mainstream categories, according to findings from the 2013 Harris Poll EquiTrend® (EQ) study. In its first full year under Tim Cook’s stewardship, Apple took home repeat Brand of the Year distinctions in three categories - Computer, Tablet and Mobile Phone - in the annual study, which measures the perceptions of 38,500+ American consumers on more than 1,500 lifestyle, product and service brands across over 155 categories.

“Americans continue to give Apple brands strong ratings,” says Manny Flores, Senior Vice President at Harris Interactive. “And while their Consumer Connection scores are strong within their respective categories, what really stands out is that in all three of the categories Apple brands are measured – Computer, Tablet and Mobile Phone – its Brand Momentum scores are in the top 30 of all 1,500 brands evaluated in the study, showing that consumers see this as a brand of the future.” Consumer Connection measures a brand’s Emotion, Fit, Trust and Performance; Brand Momentum is comprised of Energy, Ubiquity, Future Outlook, Leadership and Popularity.

### Apple crunches three categories’ worth of competition

Apple continues to hold the top spot among computer manufacturers, earning the 2013 Harris Poll EquiTrend Brand of the Year. Strong scores for all elements of Brand Equity (Familiarity, Quality and Purchase Consideration) keep the brand at the top.

“Despite a drop in Apple’s Quality score for this year, their Brand Momentum score increased, which was driven by increases in Ubiquity and Popularity scores,” continues Flores.

Hewlett-Packard computers holds steady year-over-year behind Apple computers, but has been unable to match the peak its Brand Equity scores reached in 2011. Also finishing above the category average are Dell, with strong Familiarity and improving Purchase Consideration scores, as well as the style-focused Sony computer brand.

### Computer brands ranked above category average:

- 1 Apple Computers - **2013 Computer Brand of the Year**
- 2 Hewlett-Packard (HP) Computers
- 3 Dell Computers
- 4 Sony Computers

**Other Computer brands in study ranked below category average (alphabetically):** Acer Computers, Asus Computers, Compaq Computers, Fujitsu Computers, Gateway Computers, Lenovo Computers, Panasonic Computers, Samsung Computers, Toshiba Computers

In the world of tablets, Apple's iPad series, which expanded its offerings in 2012 with the iPad mini, receives the Tablet Brand of the Year distinction for the second consecutive year. Amazon's Kindle Fire series, which also expanded in 2012 with the addition of HD and larger offerings, follows. "While both the Apple iPad and Amazon Kindle Fire series of tablets show small gains in Brand Equity for 2013, they both receive strong increases for Purchase Consideration," says Flores. "These increases show how the relatively new Tablet technology has grown to meet the needs of both the sophisticated and first time tablet buyer." Google's Nexus series, Samsung's Galaxy series and HP's Slate series tablets also out-perform the category average.

**Tablet brands ranked above category average:**

- 1 Apple iPad Series – **2013 Tablet Brand of the Year**
- 2 Kindle Fire Series
- 3 Google Nexus Series
- 4 Samsung Galaxy Series
- 5 HP Slate Series

**Other Tablet Computer brands in study ranked below category average (alphabetically):** BlackBerry PlayBook (Tablet), Microsoft Surface (Tablet), Motorola XOOM (Tablet), Nook HD Series

Another product category, another repeat Brand of the Year Brand of the Year title for Apple. For the second consecutive year, the iPhone earns the 2013 Mobile Phone Brand of the Year title. HTC, Samsung and LG, each with Android phones in their lineups, also outperform the category average.

**Mobile Phone brands ranked above category average:**

- 1 Apple iPhone – **2013 Mobile Phone Brand of the Year**
- 2 HTC Phone
- 3 Samsung Phone
- 4 LG Phone

**Other Mobile Phone brands in study ranked below category average (alphabetically):** Blackberry Phone, Kyocera Phone, Motorola Phone, Nokia Phone, Pantech Phone, Sanyo Phone, Sharp Phone, Sony Phone, T-Mobile Phone

**Verizon clearly not phoning it in**

Also scoring repeat Brand of the Year accolades in multiple categories, Verizon receives the top position in two mobile service categories: the Pre-Paid Mobile Carrier Brand of the Year title (for the second consecutive year) and the Mobile Network Brand of the Year title (for the third year in a row).

"Both Verizon brands receive strong scores straight across the board, including in the areas of Consumer Connection and Brand Momentum," comments Flores.

AT&T also scores ahead of the category average for both of these categories, while TracFone Wireless outperforms the Pre-Paid Mobile Carrier category average.

**Mobile Network brands ranked above category average:**

- 1 Verizon Mobile Network – **Mobile Network Brand of the Year**
- 2 AT&T Mobile Network

**Other Mobile Network brands in study ranked below category average (alphabetically):** Alltel Mobile Network, CenturyLink Mobile Network, Cricket Mobile Network, Sprint Mobile Network, T-Mobile Mobile Network, Virgin Mobile Network, Vonage Mobile Network

**Pre-Paid Mobile Carrier brands ranked above category average:**

- 1 Verizon Wireless (no contract wireless phone) – ***Pre-Paid Mobile Carrier Brand of the Year***
- 2 AT&T GoPhone (no contract wireless phone)
- 3 TracFone Wireless (no contract wireless phone)

**Other Pre-Paid Mobile Carrier brands in study ranked below category average (alphabetically):** Boost Mobile (no contract wireless phone), Cricket Wireless (no contract wireless phone), MetroPCS (no contract wireless phone), NET10 Wireless (no contract wireless phone), Virgin Mobile (no contract wireless phone)

**HP sets the tone(r)**

When it comes to printing, Hewlett-Packard continues to be recognized as the Printer Brand of the Year for 2013. HP maintains its strength across all measures of Brand Equity, including Familiarity, Quality and Purchase Consideration, as well as Consumer Connection and Brand Momentum, proving Americans still continue to connect with the brand.

Other brands ranking above the category average include Canon, Kodak, and Xerox, with Samsung moving above the category average for 2013.

**Printer brands ranked above category average:**

- 1 HP Printing & Imaging – ***Printer Brand of the Year***
- 2 Canon Printing & Imaging
- 3 Kodak Printing & Imaging
- 4 Samsung Printing & Imaging
- 5 Xerox Printing & Imaging

**Other Printer brands in study ranked below category average (alphabetically):** Brother Printing and Imaging, Dell Printing & Imaging, Epson Printing & Imaging, Konica Minolta Printing & Imaging, Kyocera Mita Printing & Imaging, Lexmark Printing & Imaging, Panasonic Printing & Imaging, Ricoh Printing & Imaging, Sharp Printing & Imaging, Toshiba Printing & Imaging

**Newbie Newegg.com named Online Computer Retailer Brand of the Year**

Lastly, this year includes a new study category looking at where consumers shop for and purchase computers online. Newegg.com rises to the top of this new study category to earn the Online Computer Retailer Brand of the Year title. While not the most Familiar brand in this category, Newegg.com enjoys strong Quality and Purchase Consideration scores. Underlying Newegg.com’s strong Brand Equity score are strong Consumer Connection scores. Also ranking above the category average are Microsoft.com, Store.Apple.com and BestBuy.com.

**Online Computer Retailer brands ranked above category average:**

- 1 Newegg.com – ***Online Computer Retailer Brand of the Year***
- 2 Microsoft.com
- 3 Store.Apple.com (Apple Store)
- 4 BestBuy.com

**Other Online Computer Retailer brands in study ranked below category average (alphabetically):** CDW.com (Computer Discount Warehouse), Dell.com, HPShopping.com (Hewlett Packard), Store.Sony.com, TigerDirect.com

### **Harris Poll EquiTrend® Methodology**

A sample of 38,814 U.S. consumers ages 15 and over were surveyed online by Harris Interactive from January 11 through February 8, 2013 and the survey took an average of 35 minutes to complete. The sample was from the Harris Interactive online panel of respondents, a database consisting of over a million cooperative respondents who have double-opted in to be randomly invited by Harris Interactive to take part in online surveys. The total number of brands rated was 1,511. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data were weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. This is the same precision weighting approach Harris has used to become the leading online polling organization when calling elections.

**The Brand Equity Index** is the keystone to the EquiTrend program providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

An academic study concluded that when using the Harris Poll EquiTrend® Brand Equity model to determine brand value (as opposed to a financially-based measure of brand value), the stock performance of the top brands consistently surpassed the market during the 2008 financial downturn. The academic study findings appear in the September 2012 issue of the *International Journal of Research in Marketing* in the paper titled, "**The Performance of Global Brands in the 2008 Financial Crisis: A Test of Two Brand Value Measures.**" The paper was authored by Johny K. Johansson, Claudiu V. Dimofte and Sanal K. Mazvancheryl.

*The Harris Poll EquiTrend® study results disclosed in this release may not be used for advertising, marketing or promotional purposes without the prior written consent of Harris Interactive.*

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### **About Harris Interactive**

Harris Interactive is one of the world's leading market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for **the Harris Poll®** and for pioneering innovative research methodologies, Harris offers proprietary solutions in the areas of market and customer insight, corporate brand and reputation strategy, and marketing, advertising, public relations and communications research. Harris possesses expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Additionally, Harris has a portfolio of multi-client offerings that complement our custom solutions while maximizing our client's research investment. Serving clients in more than 196 countries and territories through our North American and European offices, Harris specializes in delivering research solutions that help us – and our clients – stay ahead of what's next. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

# EXHIBIT 4

|                                  |  |                                       |                                     |
|----------------------------------|--|---------------------------------------|-------------------------------------|
| <p>Best Global Brands 2013</p>   |  <p>The New Top 100</p> | <p>The Leadership Issue</p>           | <p>Sector Overviews</p>             |
| <p>Articles &amp; Interviews</p> | <p>Charts</p>  | <p>Methodology &amp; Applications</p> | <p>Contact Info &amp; Downloads</p> |

## The Top 100 List View



Click headers to sort table.

| 2013 Rank | Brand   | Brand Value (\$m) |
|-----------|---|-------------------|
| 1         |  | 98,316            |
| 2         |  | 93,291            |
| 3         |  | 79,213            |

|    |  |        |
|----|--|--------|
| 4  |                     | 78,808 |
| 5  |                     | 59,546 |
| 6  |                     | 46,947 |
| 7  |                     | 41,992 |
| 8  |                     | 39,610 |
| 9  |                     | 37,257 |
| 10 |                    | 35,346 |
| 11 | <br>Mercedes-Benz | 31,904 |
| 12 |                   | 31,839 |
| 13 |                   | 29,053 |
| 14 |                   | 28,147 |
| 15 |                   | 25,843 |
| 16 |                   | 25,105 |

|    |   |        |
|----|---|--------|
| 17 | LOUIS VUITTON   | 24,893 |
| 18 | ORACLE  | 24,088 |
| 19 | amazon  | 23,620 |
| 20 | HONDA   | 18,490 |
| 21 | H&M   | 18,168 |
| 22 | pepsi   | 17,892 |
| 23 | AMERICAN EXPRESS  | 17,646 |
| 24 |  | 17,085 |
| 25 | SAP   | 16,676 |
| 26 | IKEA  | 13,818 |
| 27 | ups   | 13,763 |
| 28 | ebay  | 13,162 |
| 29 |   | 13,035 |

|    |  |        |
|----|--|--------|
|    |        |        |
| 30 | <i>Kellogg's</i>   | 12,987 |
| 31 | <i>Budweiser</i>   | 12,614 |
| 32 | HSBC  | 12,183 |
| 33 | J.P.Morgan   | 11,456 |
| 34 |       | 11,120 |
| 35 | <b>Canon</b>   | 10,989 |
| 36 | Z A R A  | 10,821 |
| 37 | <b>NESCAFÉ</b>   | 10,651 |
| 38 | GUCCI  | 10,151 |
| 39 | L'ORÉAL<br>PARIS   | 9,874  |
| 40 | <b>PHILIPS</b>   | 9,813  |
| 41 | accenture  | 9,471  |

|    |   |       |
|----|---|-------|
| 42 |    | 9,181 |
| 43 |    | 9,004 |
| 44 |    | 8,536 |
| 45 | <b>SIEMENS</b>  | 8,503 |
| 46 | <b>SONY.</b>  | 8,408 |
| 47 |    | 8,103 |
| 48 |   | 7,973 |
| 49 |  | 7,968 |
| 50 |  | 7,833 |
| 51 |  | 7,767 |
| 52 |  | 7,732 |
| 53 |  | 7,648 |
| 54 |  | 7,616 |

|    |   |       |
|----|---|-------|
| 55 |    | 7,535 |
| 56 |    | 7,527 |
| 57 |    | 7,444 |
| 58 |    | 7,125 |
| 59 |    | 7,096 |
| 60 |    | 6,897 |
| 61 |   | 6,845 |
| 62 |  | 6,779 |
| 63 |  | 6,710 |
| 64 |  | 6,471 |
| 65 |  | 6,203 |
| 66 |  | 6,192 |
| 67 |  | 6,086 |

|    |   |       |
|----|---|-------|
| 68 | <b>Panasonic</b>  | 5,821 |
| 69 |    | 5,811 |
| 70 |    | 5,756 |
| 71 | Morgan Stanley  | 5,724 |
| 72 | <b>PRADA</b>  | 5,570 |
| 73 |    | 5,535 |
| 74 | <b>VISA</b>   | 5,465 |
| 75 | TIFFANY & CO.   | 5,440 |
| 76 | <b>3M</b>   | 5,413 |
| 77 | <b>BURBERRY</b>   | 5,189 |
| 78 |  | 4,980 |
| 79 |  | 4,899 |
| 80 |  | 4,865 |

|    |   |       |
|----|---|-------|
| 81 |    | 4,777 |
| 82 |    | 4,745 |
| 83 |    | 4,708 |
| 84 |    | 4,660 |
| 85 |    | 4,645 |
| 86 |    | 4,642 |
| 87 |  | 4,610 |
| 88 |  | 4,584 |
| 89 |  | 4,578 |
| 90 |  | 4,428 |
| 91 |  | 4,399 |
| 92 |  | 4,331 |
| 93 |  | 4,276 |

|     |  |       |
|-----|--|-------|
| 94  |   | 4,269 |
| 95  |   | 4,262 |
| 96  |   | 4,230 |
| 97  |   | 4,206 |
| 98  |   | 4,013 |
| 99  |   | 3,943 |
| 100 |  | 3,920 |

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Interbrand's 2012 Best Global Brands report, including detailed sector analyses, is available in full on [interbrand.com](http://interbrand.com) and [bestglobalbrands.com](http://bestglobalbrands.com). The Best Global Brands website also includes in-depth CMO interviews and interactive charts & graphs.

### Interbrand's 2012 Best Global Brands

| 2012 RANK | 2011 RANK | BRAND            | SECTOR             | 2012 BRAND VALUE \$m | % CHANGE (Brand Value) |
|-----------|-----------|------------------|--------------------|----------------------|------------------------|
| 1         | 1         | Coca-Cola        | Beverages          | 77,839               | 8%                     |
| 2         | 8         | Apple            | Technology         | 76,568               | 129%                   |
| 3         | 2         | IBM              | Business Services  | 75,532               | 8%                     |
| 4         | 4         | Google           | Technology         | 69,726               | 26%                    |
| 5         | 3         | Microsoft        | Technology         | 57,853               | -2%                    |
| 6         | 5         | GE               | Diversified        | 43,682               | 2%                     |
| 7         | 6         | McDonald's       | Restaurants        | 40,062               | 13%                    |
| 8         | 7         | Intel            | Technology         | 39,385               | 12%                    |
| 9         | 17        | Samsung          | Technology         | 32,893               | 40%                    |
| 10        | 11        | Toyota           | Automotive         | 30,280               | 9%                     |
| 11        | 12        | Mercedes-Benz    | Automotive         | 30,097               | 10%                    |
| 12        | 15        | BMW              | Automotive         | 29,052               | 18%                    |
| 13        | 9         | Disney           | Media              | 27,438               | -5%                    |
| 14        | 13        | Cisco            | Business Services  | 27,197               | 7%                     |
| 15        | 10        | HP               | Technology         | 26,087               | -8%                    |
| 16        | 16        | Gillette         | FMCG               | 24,898               | 4%                     |
| 17        | 18        | Louis Vuitton    | Luxury             | 23,577               | 2%                     |
| 18        | 20        | Oracle           | Business Services  | 22,126               | 28%                    |
| 19        | 14        | Nokia            | Electronics        | 21,009               | -16%                   |
| 20        | 26        | Amazon           | Internet Services  | 18,625               | 46%                    |
| 21        | 19        | Honda            | Automotive         | 17,280               | -11%                   |
| 22        | 22        | Pepsi            | Beverages          | 16,594               | 14%                    |
| 23        | 21        | H&M              | Apparel            | 16,571               | 1%                     |
| 24        | 23        | American Express | Financial Services | 15,702               | 8%                     |
| 25        | 24        | SAP              | Business Services  | 15,641               | 8%                     |
| 26        | 25        | Nike             | Sporting Goods     | 15,126               | 4%                     |
| 27        | 27        | UPS              | Transportation     | 13,088               | 4%                     |
| 28        | 31        | IKEA             | Home Furnishings   | 12,808               | 8%                     |
| 29        | 34        | Kellogg's        | FMCG               | 12,068               | 6%                     |
| 30        | 33        | Canon            | Electronics        | 12,029               | 3%                     |
| 31        | 29        | Budweiser        | Alcohol            | 11,872               | -3%                    |
| 32        | 28        | J.P. Morgan      | Financial Services | 11,471               | -8%                    |
| 33        | 32        | HSBC             | Financial Services | 11,378               | -4%                    |
| 34        | N/A       | Pampers          | FMCG               | 11,296               | NEW                    |
| 35        | 30        | Nescafé          | Beverages          | 11,089               | -8%                    |
| 36        | 36        | eBay             | Internet Services  | 10,947               | 12%                    |
| 37        | 44        | Zara             | Apparel            | 9,488                | 18%                    |
| 38        | 39        | Gucci            | Luxury             | 9,446                | 8%                     |
| 39        | 47        | Volkswagen       | Automotive         | 9,252                | 18%                    |
| 40        | 35        | Sony             | Electronics        | 9,111                | -8%                    |
| 41        | 41        | Philips          | Electronics        | 9,066                | 5%                     |
| 42        | 40        | L'Oréal          | FMCG               | 8,821                | 1%                     |
| 43        | 45        | Accenture        | Business Services  | 8,745                | 9%                     |
| 44        | 37        | Thomson Reuters  | Business Services  | 8,444                | -11%                   |
| 45        | 50        | Ford             | Automotive         | 7,958                | 6%                     |

|     |     |                   |                    |       |      |
|-----|-----|-------------------|--------------------|-------|------|
| 46  | 49  | Heinz             | FMCG               | 7,722 | 1%   |
| 47  | 51  | Colgate           | FMCG               | 7,643 | 7%   |
| 48  | 38  | Goldman Sachs     | Financial Services | 7,599 | -16% |
| 49  | 43  | Dell              | Technology         | 7,591 | -9%  |
| 50  | 42  | Citi              | Financial Services | 7,570 | -12% |
| 51  | 46  | Siemens           | Diversified        | 7,534 | -5%  |
| 52  | 52  | Danone            | FMCG               | 7,498 | 8%   |
| 53  | 61  | Hyundai           | Automotive         | 7,473 | 24%  |
| 54  | 54  | Morgan Stanley    | Financial Services | 7,218 | 9%   |
| 55  | 59  | Audi              | Automotive         | 7,196 | 17%  |
| 56  | 48  | Nintendo          | Electronics        | 7,082 | -8%  |
| 57  | 55  | Nestlé            | FMCG               | 6,916 | 5%   |
| 58  | 53  | AXA               | Financial Services | 6,748 | 1%   |
| 59  | 57  | Xerox             | Technology         | 6,714 | 5%   |
| 60  | 60  | adidas            | Sporting Goods     | 6,699 | 9%   |
| 61  | 64  | Caterpillar       | Diversified        | 6,306 | 13%  |
| 62  | 67  | Allianz           | Financial Services | 6,184 | 16%  |
| 63  | 66  | Hermès            | Luxury             | 6,182 | 15%  |
| 64  | 62  | KFC               | Restaurants        | 5,994 | 2%   |
| 65  | 69  | Panasonic         | Electronics        | 5,765 | 14%  |
| 66  | 63  | Sprite            | Beverages          | 5,709 | 2%   |
| 67  | 58  | MTV               | Media              | 5,648 | -12% |
| 68  | 70  | Cartier           | Luxury             | 5,495 | 15%  |
| 69  | N/A | Facebook          | Internet Services  | 5,421 | NEW  |
| 70  | 73  | Tiffany & Co.     | Luxury             | 5,159 | 15%  |
| 71  | 65  | Avon              | FMCG               | 5,151 | -4%  |
| 72  | 72  | Porsche           | Automotive         | 5,149 | 12%  |
| 73  | 90  | Nissan            | Automotive         | 4,969 | 30%  |
| 74  | 75  | Visa              | Financial Services | 4,944 | 10%  |
| 75  | 74  | Shell             | Energy             | 4,788 | 7%   |
| 76  | 68  | Santander         | Financial Services | 4,771 | -6%  |
| 77  | 85  | 3M                | Diversified        | 4,656 | 18%  |
| 78  | 80  | Adobe             | Technology         | 4,557 | 9%   |
| 79  | 83  | Johnson & Johnson | FMCG               | 4,378 | 8%   |
| 80  | 71  | Kleenex           | FMCG               | 4,360 | -7%  |
| 81  | 78  | Jack Daniel's     | Alcohol            | 4,352 | 1%   |
| 82  | 95  | Burberry          | Luxury             | 4,342 | 16%  |
| 83  | 88  | Johnnie Walker    | Alcohol            | 4,301 | 12%  |
| 84  | N/A | Prada             | Luxury             | 4,271 | NEW  |
| 85  | 97  | John Deere        | Diversified        | 4,221 | 16%  |
| 86  | 81  | Pizza Hut         | Restaurants        | 4,193 | 2%   |
| 87  | N/A | Kia               | Automotive         | 4,089 | NEW  |
| 88  | 96  | Starbucks         | Restaurants        | 4,062 | 11%  |
| 89  | 86  | Corona            | Alcohol            | 4,061 | 3%   |
| 90  | 89  | Smirnoff          | Alcohol            | 4,050 | 5%   |
| 91  | N/A | Ralph Lauren      | Apparel            | 4,038 | NEW  |
| 92  | 91  | Heineken          | Alcohol            | 3,939 | 3%   |
| 93  | 56  | BlackBerry        | Electronics        | 3,922 | -39% |
| 94  | N/A | MasterCard        | Financial Services | 3,896 | NEW  |
| 95  | 82  | Credit Suisse     | Financial Services | 3,866 | -5%  |
| 96  | 100 | Harley-Davidson   | Automotive         | 3,857 | 10%  |
| 97  | 76  | Yahoo!            | Internet Services  | 3,851 | -13% |
| 98  | 77  | Moët & Chandon    | Alcohol            | 3,824 | -13% |
| 99  | 99  | Ferrari           | Automotive         | 3,770 | 5%   |
| 100 | 84  | Gap               | Apparel            | 3,731 | -8%  |

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PRESS & MEDIA

Karen Burke  
Global Chief

## 2011 Ranking of the Top 100 Brands

Print

| + | Rank | Previous Rank | Brand | Region/Country | Sector             | Brand Value (\$m) | Change in Brand Value |
|---|------|---------------|-------|----------------|--------------------|-------------------|-----------------------|
| + | 1    | 1             |       | United States  | Beverages          | 71,861            | 2%                    |
| + | 2    | 2             |       | United States  | Business Services  | 69,905            | 8%                    |
| + | 3    | 3             |       | United States  | Computer Software  | 59,087            | -3%                   |
| + | 4    | 4             |       | United States  | Internet Services  | 55,317            | 27%                   |
| + | 5    | 5             |       | United States  | Diversified        | 42,808            | 0%                    |
| + | 6    | 6             |       | United States  | Restaurants        | 35,593            | 6%                    |
| + | 7    | 7             |       | United States  | Electronics        | 35,217            | 10%                   |
| + | 8    | 17            |       | United States  | Electronics        | 33,492            | 58%                   |
| + | 9    | 9             |       | United States  | Media              | 29,018            | 1%                    |
| + | 10   | 10            |       | United States  | Electronics        | 28,479            | 6%                    |
| + | 11   | 11            |       | Japan          | Automotive         | 27,764            | 6%                    |
| + | 12   | 12            |       | Germany        | Automotive         | 27,445            | 9%                    |
| + | 13   | 14            |       | United States  | Business Services  | 25,309            | 9%                    |
| + | 14   | 8             |       | Finland        | Electronics        | 25,071            | -15%                  |
| + | 15   | 15            |       | Germany        | Automotive         | 24,554            | 10%                   |
| + | 16   | 13            |       | United States  | FMCG               | 23,997            | 3%                    |
| + | 17   | 19            |       | South Korea    | Electronics        | 23,430            | 20%                   |
| + | 18   | 16            |       | France         | Luxury             | 23,172            | 6%                    |
| + | 19   | 20            |       | Japan          | Automotive         | 19,431            | 5%                    |
| + | 20   | 22            |       | United States  | Business Services  | 17,262            | 16%                   |
| + | 21   | 21            |       | Sweden         | Apparel            | 16,459            | 2%                    |
| + | 22   | 23            |       | United States  | Beverages          | 14,590            | 4%                    |
| + | 23   | 24            |       | United States  | Financial Services | 14,572            | 5%                    |
| + | 24   | 26            |       | Germany        | Business Services  | 14,542            | 14%                   |
| + | 25   | 25            |       | United States  | Sporting Goods     | 14,528            | 6%                    |
| + | 26   | 36            |       | United States  | Internet Services  | 12,758            | 32%                   |

| Communications Officer<br>+1 212 798-7646<br><br>Lindsay Beltzer<br>Global Public Relations<br>Associate<br>+1 212 798-7786<br><br>BGB BADGE<br>Are you a Best Global<br>Brand? Contact <b>Jessica<br/>                     McHie</b> for the BGB badge<br>and guidelines for usage. |  | + | Rank | Previous Rank | Brand   | Region/Country | Sector             | Brand Value (\$m) | Change in Brand Value |
|--|--|---|------|---------------|---|----------------|--------------------|-------------------|-----------------------|
|  |  | + | 27   | 31            |    | United States  | Transportation     | 12,536            | 6%                    |
|  |  | + | 28   | 29            |    | United States  | Financial Services | 12,437            | 1%                    |
|  |  | + | 29   | 30            |    | United States  | Alcohol            | 12,252            | 0%                    |
|  |  | + | 30   | 27            |    | Switzerland    | Beverages          | 12,115            | -5%                   |
|  |  | + | 31   | 28            |    | Sweden         | Home Furnishings   | 11,863            | -5%                   |
|  |  | + | 32   | 32            |    | United Kingdom | Financial Services | 11,792            | 2%                    |
|  |  | + | 33   | 33            |    | Japan          | Electronics        | 11,715            | 2%                    |
|  |  | + | 34   | 35            |    | United States  | FMCG               | 11,372            | 3%                    |
|  |  | + | 35   | 34            |    | Japan          | Electronics        | 9,880             | -13%                  |
| BEST GLOBAL GREEN BRANDS<br><br>Which brands lead when it<br>comes to the environment.<br>Find out in our <b>Best Global<br/>                     Green Brands</b> report.   |  | + | 36   | 43            |    | United States  | Internet Services  | 9,805             | 16%                   |
|  |  | + | 37   | 39            |    | Canada         | Media              | 9,515             | 6%                    |
|  |  | + | 38   | 37            |    | United States  | Financial Services | 9,091             | -3%                   |
|  |  | + | 39   | 44            |    | Italy          | Luxury             | 8,763             | 5%                    |
|  |  | + | 40   | 45            |    | France         | FMCG               | 8,699             | 9%                    |
|  |  | + | 41   | 42            |   | Netherlands    | Electronics        | 8,658             | 0%                    |
|  |  | + | 42   | 40            |  | United States  | Financial Services | 8,620             | -3%                   |
|  |  | + | 43   | 41            |  | United States  | Electronics        | 8,347             | -6%                   |
|  |  | + | 44   | 48            |  | Spain          | Apparel            | 8,065             | 8%                    |
|  |  | + | 45   | 47            |  | United States  | Business Services  | 8,005             | 7%                    |
|  |  | + | 46   | 49            |  | Germany        | Diversified        | 7,900             | 8%                    |
|  |  | + | 47   | 53            |  | Germany        | Automotive         | 7,857             | 14%                   |
|  |  | + | 48   | 38            |  | Japan          | Electronics        | 7,731             | -14%                  |
|  |  | + | 49   | 46            |  | United States  | FMCG               | 7,609             | 1%                    |
|  |  | + | 50   | 50            |  | United States  | Automotive         | 7,483             | 4%                    |
|  |  | + | 51   | 51            |  | United States  | FMCG               | 7,127             | 3%                    |
|  |  | + | 52   | 58            |  | France         | FMCG               | 6,936             | 9%                    |
|  |  | + | 53   | 56            |  | France         | Financial Services | 6,694             | 0%                    |
|  |  | + | 54   | 52            |  | United States  | Financial Services | 6,634             | -4%                   |
|  |  | + | 55   | 57            |  | Switzerland    | FMCG               | 6,613             | 1%                    |
|  |  | + | 56   | 54            |  | Canada         | Electronics        | 6,424             | -5%                   |



|   | +  | Rank | Previous Rank | Brand          | Region/Country     | Sector | Brand Value (\$m) | Change in Brand Value | ABOUT US<br>Interbrand<br>Interbrand Companies<br>InterbrandHealth<br>Interbrand Design Forum<br>BrandWizard<br>Interbrand Foundation<br>OUR WORK<br>By Client<br>By Discipline<br>Analytics<br>Brand Strategy<br>Brand Valuation<br>Corporate Design<br>Digital Strategy<br>Digital Brand Management<br>Health<br>Internal Brand Engagement<br>Naming<br>Packaging Design<br>Retail<br>Verbal Identity<br>KNOWLEDGE<br>Branding Studies<br>Papers & Articles<br>Blog<br>Books<br>Brandchannel<br>IQ<br>BEST GLOBAL BRANDS<br>2011 Report<br>2010 Report<br>Previous Years<br>Methodology<br>Best Global Green Brands<br>NEWS ROOM<br>Press Releases<br>In the News<br>Awards & Recognition<br>OFFICES<br>Our Local Offices<br>Contact Form |
|---|----|------|---------------|----------------|--------------------|--------|-------------------|-----------------------|---|
| + | 57 | 59   |               | United States  | Electronics        | 6,414  | 5%                |                       |   |
| + | 58 | 55   |               | United States  | Media              | 6,383  | -5%               |                       |   |
| + | 59 | 63   |               | Germany        | Automotive         | 6,171  | 13%               |                       |   |
| + | 60 | 62   |               | Germany        | Sporting Goods     | 6,154  | 12%               |                       |   |
| + | 61 | 65   |               | South Korea    | Automotive         | 6,005  | 19%               |                       |   |
| + | 62 | 60   |               | United States  | Restaurants        | 5,902  | 1%                |                       |   |
| + | 63 | 61   |               | United States  | Beverages          | 5,604  | -3%               |                       |   |
| + | 64 | 70   |               | United States  | Diversified        | 5,598  | 19%               |                       |   |
| + | 65 | 64   |               | United States  | FMCG               | 5,376  | 6%                |                       |   |
| + | 66 | 69   |               | France         | Luxury             | 5,356  | 12%               |                       |   |
| + | 67 | 67   |               | Germany        | Financial Services | 5,345  | 9%                |                       |   |
| + | 68 | 68   |               | Spain          | Financial Services | 5,088  | 5%                |                       |   |
| + | 69 | 73   |               | Japan          | Electronics        | 5,047  | 16%               |                       |   |
| + | 70 | 77   |               | France         | Luxury             | 4,781  | 18%               |                       |   |
| + | 71 | 71   |               | United States  | FMCG               | 4,672  | 3%                |                       |   |
| + | 72 | 72   |               | Germany        | Automotive         | 4,580  | 4%                |                       |   |
| + | 73 | 76   |               | United States  | Luxury             | 4,498  | 9%                |                       |   |
| + | 74 | 81   |               | Netherlands    | Energy             | 4,483  | 12%               |                       |   |
| + | 75 | 82   |               | United States  | Financial Services | 4,478  | 12%               |                       |   |
| + | 76 | 66   |               | United States  | Internet Services  | 4,413  | -11%              |                       |   |
| + | 77 | 79   |               | France         | Alcohol            | 4,383  | 9%                |                       |   |
| + | 78 | 78   |               | United States  | Alcohol            | 4,319  | 7%                |                       |   |
| + | 79 | 74   |               | United Kingdom | Financial Services | 4,259  | 1%                |                       |   |
| + | 80 | 88   |               | United States  | Computer Software  | 4,170  | 15%               |                       |   |
| + | 81 | 83   |               | United States  | Restaurants        | 4,092  | 3%                |                       |   |
| + | 82 | 80   |               | Switzerland    | Financial Services | 4,090  | 2%                |                       |   |
| + | 83 | 75   |               | United States  | FMCG               | 4,072  | -2%               |                       |   |
| + | 84 | 84   |               | United States  | Apparel            | 4,040  | 2%                |                       |   |
| + | 85 | 90   |               | United States  | Diversified        | 3,945  | 10%               |                       |   |
| + | 86 | 85   |               | Mexico         | Alcohol            | 3,924  | 2%                |                       |   |

|  | Rank | Previous Rank | Brand   | Region/Country | Sector             | Brand Value (\$m) | Change in Brand Value |
|---|------|---------------|---|----------------|--------------------|-------------------|-----------------------|
|  | 87   | 87            |  | Germany        | FMCG               | 3,883             | 4%                    |
|  | 88   | 92            |  | United Kingdom | Alcohol            | 3,842             | 8%                    |
|  | 89   | 89            |  | United Kingdom | Alcohol            | 3,841             | 6%                    |
|  | 90   | NEW           |  | Japan          | Automotive         | 3,819             | N/A                   |
|  | 91   | 93            |  | Netherlands    | Alcohol            | 3,809             | 8%                    |
|  | 92   | 86            |  | Switzerland    | Financial Services | 3,799             | 0%                    |
|  | 93   | 95            |  | Italy          | Luxury             | 3,794             | 10%                   |
|  | 94   | 94            |  | Switzerland    | Financial Services | 3,769             | 8%                    |
|  | 95   | 100           |  | United Kingdom | Luxury             | 3,732             | 20%                   |
|  | 96   | 97            |  | United States  | Restaurants        | 3,663             | 10%                   |
|  | 97   | NEW           |  | United States  | Diversified        | 3,651             | N/A                   |
|  | 98   | NEW           |  | Taiwan         | Electronics        | 3,605             | N/A                   |
|  | 99   | 91            |  | Italy          | Automotive         | 3,591             | 1%                    |
|  | 100  | 98            |  | United States  | Automotive         | 3,512             | 7%                    |

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# BEST GLOBAL BRANDS 2010

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|   | Rank | Previous Rank | Brand | Country of Origin | Sector            | Brand Value (\$m) | Change in Brand Value |
|---|------|---------------|-------|-------------------|-------------------|-------------------|-----------------------|
| + | 1    | 1             |       | United States     | Beverages         | 70,452            | 2%                    |
| + | 2    | 2             |       | United States     | Business Services | 64,727            | 7%                    |
| + | 3    | 3             |       | United States     | Computer Software | 60,895            | 7%                    |
| + | 4    | 7             |       | United States     | Internet Services | 43,557            | 36%                   |
| + | 5    | 4             |       | United States     | Diversified       | 42,808            | -10%                  |
| + | 6    | 6             |       | United States     | Restaurants       | 33,578            | 4%                    |
| + | 7    | 9             |       | United States     | Electronics       | 32,015            | 4%                    |
| + | 8    | 5             |       | Finland           | Electronics       | 29,495            | -15%                  |
| + | 9    | 10            |       | United States     | Media             | 28,731            | 1%                    |
| + | 10   | 11            |       | United States     | Electronics       | 26,867            | 12%                   |
| + | 11   | 8             |       | Japan             | Automotive        | 26,192            | -16%                  |
| + | 12   | 12            |       | Germany           | Automotive        | 25,179            | 6%                    |
| + | 13   | 13            |       | United States     | FMCG              | 23,298            | 2%                    |
| + | 14   | 14            |       | United States     | Business Services | 23,219            | 5%                    |
| + | 15   | 15            |       | Germany           | Automotive        | 22,322            | 3%                    |
| + | 16   | 16            |       | France            | Luxury            | 21,860            | 4%                    |
| + | 17   | 20            |       | United States     | Electronics       | 21,143            | 37%                   |
| + | 18   | 17            |       | United States     | Tobacco           | 19,961            | 5%                    |
| + | 19   | 19            |       | South Korea       | Electronics       | 19,491            | 11%                   |
| + | 20   | 18            |       | Japan             | Automotive        | 18,506            | 4%                    |
| + | 21   | 21            |       | Sweden            | Apparel           | 16,136            | 5%                    |
| + | 22   | 24            |       | United States     | Business Services | 14,881            | 9%                    |
| + | 23   | 23            |       | United States     | Beverages         | 14,061            | 3%                    |

| Rank | 2009 Rank | Brand | Country        | Industry           | Value  | % Change |
|------|-----------|-------|----------------|--------------------|--------|----------|
| 24   | 22        |       | United States  | Financial Services | 13,944 | -7%      |
| 25   | 26        |       | United States  | Sporting Goods     | 13,706 | 4%       |
| 26   | 27        |       | Germany        | Business Services  | 12,756 | 5%       |
| 27   | 28        |       | Switzerland    | Beverages          | 12,753 | -4%      |
| 28   | 29        |       | Sweden         | Home Furnishings   | 12,487 | 4%       |
| 29   | 30        |       | United States  | Financial Services | 12,314 | 29%      |
| 30   | 31        |       | United States  | Alcohol            | 12,252 | 4%       |
| 31   | 32        |       | United States  | Transportation     | 11,826 | 2%       |
| 32   | 33        |       | United Kingdom | Financial Services | 11,561 | 10%      |
| 33   | 34        |       | Japan          | Electronics        | 11,485 | 10%      |
| 34   | 29        |       | Japan          | Electronics        | 11,356 | -5%      |
| 35   | 34        |       | United States  | FMCG               | 11,041 | 6%       |
| 36   | 43        |       | United States  | Internet Services  | 9,665  | 23%      |
| 37   | 38        |       | United States  | Financial Services | 9,372  | 1%       |
| 38   | 39        |       | Japan          | Electronics        | 8,990  | -2%      |
| 39   | 40        |       | Canada         | Media              | 8,976  | 6%       |
| 40   | 36        |       | United States  | Financial Services | 8,887  | -13%     |
| 41   | 35        |       | United States  | Electronics        | 8,880  | 14%      |
| 42   | 42        |       | Netherlands    | Electronics        | 8,696  | 7%       |
| 43   | 46        |       | United States  | Internet Services  | 8,453  | 15%      |
| 44   | 41        |       | Italy          | Luxury             | 8,346  | 2%       |
| 45   | 44        |       | France         | FMCG               | 7,981  | 3%       |
| 46   | 48        |       | United States  | FMCG               | 7,534  | 4%       |
| 47   | 45        |       | United States  | Business Services  | 7,481  | -3%      |
| 48   | 50        |       | Spain          | Apparel            | 7,468  | 10%      |
| 49   | 47        |       | Germany        | Diversified        | 7,315  | 0%       |
| 50   | 49        |       | United States  | Automotive         | 7,195  | 3%       |
| 51   | 52        |       | United States  | FMCG               | 6,919  | 6%       |
| 52   | 57        |       | United States  | Financial Services | 6,911  | 8%       |
| 53   | 55        |       | Germany        | Automotive         | 6,892  | 6%       |

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|   |    |     |  |                |                    |       |     |
|---|----|-----|--|----------------|--------------------|-------|-----|
| + | 54 | 63  |  BlackBerry                         | Canada         | Electronics        | 6,762 | 32% |
| + | 55 | 54  |  JTV                                | United States  | Media              | 6,719 | 3%  |
| + | 56 | 53  |  AXA                                | France         | Financial Services | 6,694 | 3%  |
| + | 57 | 58  |  Nestlé                             | Switzerland    | FMCG               | 6,548 | 4%  |
| + | 58 | 60  |  DANONE                             | France         | FMCG               | 6,363 | 7%  |
| + | 59 | 56  |  xerox                              | United States  | Electronics        | 6,109 | -5% |
| + | 60 | 61  |  MCDONALD'S                         | United States  | Restaurants        | 5,844 | 2%  |
| + | 61 | N/A |  Sprite                             | United States  | Beverages          | 5,777 | 0%  |
| + | 62 | 62  |  adidas                             | Germany        | Sporting Goods     | 5,495 | 2%  |
| + | 63 | 65  |  Audi                               | Germany        | Automotive         | 5,461 | 9%  |
| + | 64 | 67  |  AVON                               | United States  | FMCG               | 5,072 | 3%  |
| + | 65 | 69  |  HYUNDAI                            | South Korea    | Automotive         | 5,033 | 9%  |
| + | 66 | 64  |  YAHOO!                             | United States  | Internet Services  | 4,958 | -3% |
| + | 67 | 81  |  Allianz                            | Germany        | Financial Services | 4,904 | 28% |
| + | 68 | N/A |  Sanitas                            | Spain          | Financial Services | 4,846 | 0%  |
| + | 69 | 70  |  HERMÈS<br>PARIS                   | France         | Luxury             | 4,782 | 4%  |
| + | 70 | 66  |  CATERPILLAR                      | United States  | Diversified        | 4,704 | -6% |
| + | 71 | 71  |  Kleenex                          | United States  | FMCG               | 4,536 | 3%  |
| + | 72 | 74  |  PORSCHE                          | Germany        | Automotive         | 4,404 | 4%  |
| + | 73 | 75  |  Panasonic                        | Japan          | Electronics        | 4,351 | 3%  |
| + | 74 | N/A |  BARCLAYS                         | United Kingdom | Financial Services | 4,218 | 0%  |
| + | 75 | 80  |  Johnson & Johnson                | United States  | FMCG               | 4,155 | 8%  |
| + | 76 | 76  |  TIFFANY & CO.                    | United States  | Luxury             | 4,127 | 3%  |
| + | 77 | 77  |  Cartier                          | France         | Luxury             | 4,052 | 2%  |
| + | 78 | N/A |  B & W                            | United States  | Alcohol            | 4,036 | 0%  |
| + | 79 | 82  |  MOËT & CHANDON<br>MADE IN FRANCE | France         | Alcohol            | 4,021 | 7%  |
| + | 80 | N/A |  CREDIT SUISSE                    | Switzerland    | Financial Services | 4,010 | 0%  |
| + | 81 | 92  |  SHELL                            | Netherlands    | Energy             | 4,003 | 24% |
| + | 82 | 94  |  VISA                             | United States  | Financial Services | 3,998 | 26% |

|       |     |   |                |                    |       |      |
|-------|-----|---|----------------|--------------------|-------|------|
| + 83  | 79  |    | United States  | Restaurants        | 3,973 | 2%   |
| + 84  | 78  |    | United States  | Apparel            | 3,961 | 1%   |
| + 85  | N/A |    | Mexico         | Alcohol            | 3,847 | 0%   |
| + 86  | 72  |    | Switzerland    | Financial Services | 3,812 | 13%  |
| + 87  | 86  |    | Germany        | FMCG               | 3,734 | 5%   |
| + 88  | 95  |    | United States  | Computer Software  | 3,626 | 15%  |
| + 89  | 84  |    | United Kingdom | Alcohol            | 3,624 | -2%  |
| + 90  | N/A |    | United States  | Diversified        | 3,586 | 0%   |
| + 91  | 88  |    | Italy          | Automotive         | 3,562 | 1%   |
| + 92  | N/A |    | United Kingdom | Alcohol            | 3,557 | 0%   |
| + 93  | N/A |    | Netherlands    | Alcohol            | 3,516 | 0%   |
| + 94  | N/A |    | Switzerland    | Financial Services | 3,496 | 0%   |
| + 95  | 89  |    | Italy          | Luxury             | 3,443 | 4%   |
| + 96  | 91  |    | France         | FMCG               | 3,403 | 5%   |
| + 97  | 90  |    | United States  | Restaurants        | 3,339 | 2%   |
| + 98  | 73  |   | United States  | Automotive         | 3,281 | -24% |
| + 99  | 100 |  | United States  | FMCG               | 3,241 | 5%   |
| + 100 | 98  |  | United Kingdom | Luxury             | 3,110 | 0%   |

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**PREVIOUS YEARS**  
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2007 ranking  
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2005 ranking  
2004 ranking  
2003 ranking  
2002 ranking  
2001 ranking

**MEDIA & GENERAL INQUIRIES**  
Lisa Marsala  
Group Communications Manager  
Tel: + 1 212 798 7646

**BEST GLOBAL BRANDS**

**2009 rankings**

Contract All | Expand All | Print

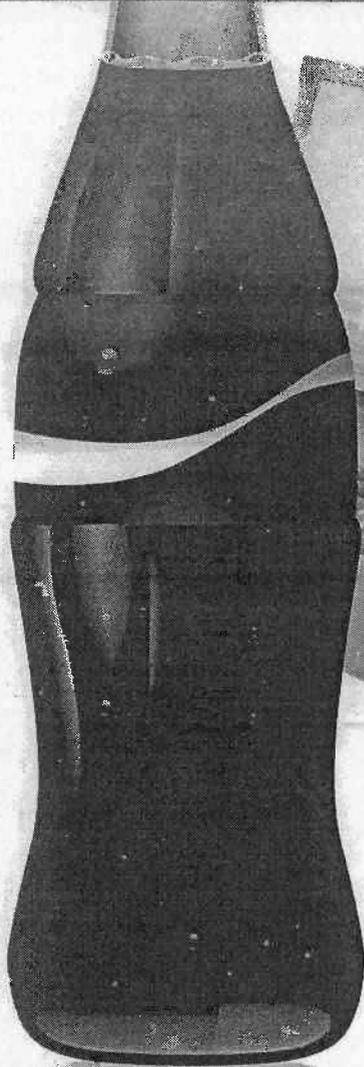
| 2009 Rank | 2008 Rank | Brand   | Country of Origin | Sector               | 2009 Brand Value (\$m) | Change in Brand Value |   |
|-----------|-----------|---|-------------------|----------------------|------------------------|-----------------------|---|
| 1         | 1         |    | United States     | Beverages            | 68,734                 | 3%                    | + |
| 2         | 2         |    | United States     | Computer Services    | 60,211                 | 2%                    | + |
| 3         | 3         |  | United States     | Computer Software    | 56,647                 | -4%                   | + |
| 4         | 4         |  | United States     | Diversified          | 47,777                 | -10%                  | + |
| 5         | 5         |  | Finland           | Consumer Electronics | 34,864                 | -3%                   | + |
| 6         | 8         |  | United States     | Restaurants          | 32,275                 | 4%                    | + |
| 7         | 10        |  | United States     | Internet Services    | 31,980                 | 25%                   | + |
| 8         | 6         |  | Japan             | Automotive           | 31,330                 | -8%                   | + |
| 9         | 7         |  | United States     | Computer Hardware    | 30,636                 | -2%                   | + |
| 10        | 9         |  | United States     | Media                | 28,447                 | -3%                   | + |
| 11        | 12        |  | United States     | Computer Hardware    | 24,096                 | 2%                    | + |

|    |    |   |                   |                      |        |      |   |
|----|----|---|-------------------|----------------------|--------|------|---|
| 12 | 11 |    | Germany           | Automotive           | 23,867 | -7%  | + |
| 13 | 14 |    | United States     | Personal Care        | 22,841 | 4%   | + |
| 14 | 17 |    | United States     | Computer Services    | 22,030 | 3%   | + |
| 15 | 13 |    | Germany           | Automotive           | 21,671 | -7%  | + |
| 16 | 16 |    | France            | Luxury               | 21,120 | -2%  | + |
| 17 | 18 |    | United States     | Tobacco              | 19,010 | -11% | + |
| 18 | 20 |    | Japan             | Automotive           | 17,803 | -7%  | + |
| 19 | 21 |    | Republic of Korea | Consumer Electronics | 17,518 | -1%  | + |
| 20 | 24 |   | United States     | Computer Hardware    | 15,433 | 12%  | + |
| 21 | 22 |  | Sweden            | Apparel              | 15,375 | 11%  | + |
| 22 | 15 |  | United States     | Financial Services   | 14,971 | -32% | + |
| 23 | 26 |  | United States     | Beverages            | 13,706 | 3%   | + |
| 24 | 23 |  | United States     | Computer Software    | 13,699 | -1%  | + |
| 25 | 28 |  | Switzerland       | Beverages            | 13,317 | 2%   | + |
| 26 | 29 |  | United States     | Sporting Goods       | 13,179 | 4%   | + |
| 27 | 31 |  | Germany           | Computer Software    | 12,106 | -1%  | + |
| 28 | 35 |  | Sweden            | Home Furnishings     | 12,004 | 10%  | + |

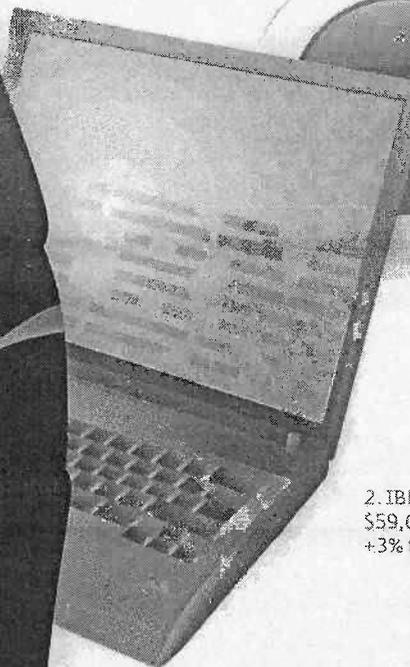
# Best Global Brands 2008

Creating and managing brand value

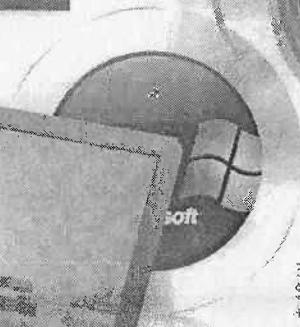
Interbrand



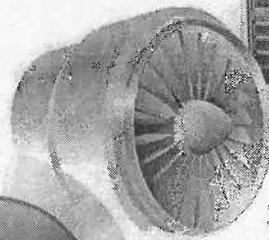
1. Coca-Cola  
\$66,667 Million  
+2% from 2007



2. IBM  
\$59,031 Million  
+3% from 2007



3. Microsoft  
\$59,007 Million  
+1% from 2007



4. GE  
\$53,086 Million  
-3% from 2007



5. Nokia  
\$35,042 Million  
+2% from 2007

## Lessons from the Best Global Brands

Building brand value

Collaborative branding

Activating employees

Are you acting like a brand leader?

Sustainability's impact on brand value

Marketing and sector performance

The Red Thread of brand value

# Best Global Brands 2008

| Rank | 2007 Rank | Brand           | Country     | Industry             | 2008 Brand Value (\$B) | % Change |
|------|-----------|-----------------|-------------|----------------------|------------------------|----------|
| 1    | 1         | Coca-Cola       | US          | Beverages            | 66,067                 | 2%       |
| 2    | 3         | IBM             | US          | Computer Services    | 59,042                 | 3%       |
| 3    | 2         | Microsoft       | US          | Computer Software    | 59,007                 | 1%       |
| 4    | 4         | Walmart         | US          | Diversified          | 53,086                 | 3%       |
| 5    | 5         | Nokia           | Finland     | Consumer Electronics | 44,942                 | 7%       |
| 6    | 6         | Toyota          | Japan       | Automotive           | 44,050                 | 5%       |
| 7    | 7         | Intel           | US          | Computer Hardware    | 32,262                 | 1%       |
| 8    | 8         | McDonald's      | US          | Restaurants          | 21,049                 | 3%       |
| 9    | 9         | Disney          | US          | Media                | 19,251                 | 8%       |
| 10   | 20        | Google          | US          | Internet Services    | 21,590                 | 47%      |
| 11   | 10        | Mercedes-Benz   | Germany     | Automotive           | 25,527                 | 3%       |
| 12   | 12        | HP              | US          | Computer Hardware    | 22,309                 | 3%       |
| 13   | 13        | Volkswagen      | Germany     | Automotive           | 22,298                 | 8%       |
| 14   | 16        | Gillette        | US          | Personal Care        | 22,059                 | 8%       |
| 15   | 15        | Bank of America | US          | Financial Services   | 21,940                 | 5%       |
| 16   | 17        | Louis Vuitton   | France      | Luxury               | 21,602                 | 5%       |
| 17   | 18        | Alibaba Group   | US          | Comp. Ser. Services  | 21,238                 | 12%      |
| 18   | 14        | Northern Foods  | US          | Food                 | 21,500                 | 0%       |
| 19   | 11        | Citi            | US          | Financial Services   | 20,174                 | -12%     |
| 20   | 19        | Honda           | Japan       | Automotive           | 19,071                 | 6%       |
| 21   | 21        | Samsung         | South Korea | Consumer Electronics | 17,589                 | 5%       |
| 22   | -         | Volvo           | Sweden      | Automotive           | 17,400                 | NEW      |
| 23   | 27        | Oracle          | US          | Computer Software    | 18,231                 | 21%      |
| 24   | 33        | Apple           | US          | Consumer Electronics | 13,724                 | 24%      |
| 25   | 25        | Sony            | Japan       | Consumer Electronics | 13,583                 | 5%       |
| 26   | 26        | Pepsi           | US          | Beverages            | 13,249                 | 3%       |
| 27   | 23        | HSBC            | UK          | Financial Services   | 13,143                 | -3%      |
| 28   | 24        | Nestle          | Switzerland | Beverages            | 13,055                 | 1%       |
| 29   | 29        | Nike            | US          | Sporting Goods       | 12,672                 | 0%       |
| 30   | 28        | AT&T            | US          | Telecom              | 12,537                 | 5%       |
| 31   | 34        | SAP             | Germany     | Computer Software    | 12,228                 | 13%      |
| 32   | 35        | IBM             | US          | Computer Hardware    | 11,595                 | 3%       |
| 33   | 30        | Spotify         | US          | Alcohol              | 11,438                 | -2%      |
| 34   | 22        | Bank of America | US          | Financial Services   | 11,399                 | -11%     |
| 35   | 38        | Ikea            | Sweden      | Home Furnishings     | 10,923                 | 8%       |
| 36   | 36        | Canon           | Japan       | Computer Hardware    | 10,876                 | 3%       |
| 37   | 32        | JPMorgan        | US          | Financial Services   | 10,773                 | -6%      |
| 38   | 35        | Bank of America | US          | Financial Services   | 10,331                 | 2%       |
| 39   | 40        | Kellogg         | US          | Food                 | 9,210                  | 4%       |
| 40   | 44        | Best Buy        | US          | Consumer Electronics | 7,777                  | 14%      |
| 41   | 39        | UBS             | Switzerland | Financial Services   | 8,745                  | -13%     |
| 42   | 37        | Morgan Stanley  | US          | Financial Services   | 8,700                  | -8%      |
| 43   | 42        | Philips         | Netherlands | Diversified          | 8,325                  | 8%       |
| 44   | -         | Facebook        | Canada      | Media                | 8,212                  | NEW      |
| 45   | 45        | Gucci           | Italy       | Luxury               | 8,214                  | 7%       |
| 46   | 43        | eBay            | US          | Internet Services    | 7,981                  | 7%       |
| 47   | 50        | Accenture       | US          | Computer Services    | 7,948                  | 9%       |
| 48   | 43        | Siemens         | Germany     | Diversified          | 7,941                  | 3%       |
| 49   | 41        | Ford            | US          | Automotive           | 7,896                  | -12%     |
| 50   | 45        | Harley-Davidson | US          | Automotive           | 7,609                  | -1%      |

| Rank | 2007 Rank | Brand             | Country     | Industry             | 2008 Brand Value (\$B) | % Change |
|------|-----------|-------------------|-------------|----------------------|------------------------|----------|
| 51   | 51        | L'Oréal           | France      | Personal Care        | 7,505                  | 7%       |
| 52   | 52        | Netflix           | US          | Media                | 7,192                  | 4%       |
| 53   | 54        | BMW               | Germany     | Automotive           | 7,092                  | 5%       |
| 54   | 47        | AIG               | US          | Financial Services   | 7,022                  | -6%      |
| 55   | 48        | AXA               | France      | Financial Services   | 7,001                  | -4%      |
| 56   | 53        | Wendy's           | US          | Food                 | 6,176                  | 2%       |
| 57   | 57        | Estée Lauder      | US          | Personal Care        | 6,437                  | 7%       |
| 58   | 62        | Amazon.com        | US          | Internet Services    | 6,154                  | 10%      |
| 59   | 56        | Rafael Nadal      | US          | Computer Hardware    | 6,192                  | 6%       |
| 60   | 58        | Danone            | France      | Luxury               | 6,173                  | 3%       |
| 61   | 59        | Unilever          | US          | Food                 | 6,105                  | 6%       |
| 62   | 64        | ZARA              | Spain       | Apparel              | 5,955                  | 15%      |
| 63   | 63        | Nestle            | Switzerland | Food                 | 5,921                  | 5%       |
| 64   | 60        | Wendy's           | US          | Restaurants          | 5,862                  | 2%       |
| 65   | 55        | Yahoo!            | US          | Internet Services    | 5,496                  | -9%      |
| 66   | 67        | Unilever          | France      | Food                 | 5,408                  | 3%       |
| 67   | 64        | Ford              | Germany     | Automotive           | 5,407                  | 11%      |
| 68   | 66        | Enterprise        | US          | Diversified          | 5,390                  | 1%       |
| 69   | 65        | Avon              | US          | Personal Care        | 5,264                  | 3%       |
| 70   | 68        | Adidas            | Germany     | Sporting Goods       | 5,072                  | 6%       |
| 71   | 71        | Rolex             | Switzerland | Luxury               | 4,956                  | 8%       |
| 72   | 72        | Southwest         | South Korea | Airline              | 4,841                  | 9%       |
| 73   | 73        | BlackBerry        | Canada      | Consumer Electronics | 4,602                  | NEW      |
| 74   | 70        | Visa              | US          | Personal Care        | 4,616                  | 1%       |
| 75   | 75        | BMW               | Germany     | Automotive           | 4,603                  | 9%       |
| 76   | 73        | Cartier           | France      | Luxury               | 4,575                  | 3%       |
| 77   | 62        | IBM               | US          | Apparel              | 4,327                  | -5%      |
| 78   | 78        | Panasonic         | Japan       | Consumer Electronics | 4,201                  | 2%       |
| 79   | 63        | Cartier           | Switzerland | Luxury               | 4,236                  | 12%      |
| 80   | 74        | J.P. Morgan & Co. | US          | Telecom              | 4,208                  | 1%       |
| 81   | 74        | Wendy's           | US          | Restaurants          | 4,207                  | 4%       |
| 82   | 80        | Alitalia          | Germany     | Financial Services   | 4,193                  | 1%       |
| 83   | 85        | Wendy's           | France      | Alcohol              | 3,993                  | 6%       |
| 84   | 84        | Unilever          | US          | Luxury               | 3,981                  | 2%       |
| 85   | 84        | Wendy's           | US          | Restaurants          | 3,879                  | 7%       |
| 86   | 81        | ING               | Netherlands | Financial Services   | 3,768                  | 1%       |
| 87   | 77        | Wendy's           | US          | Consumer Electronics | 3,731                  | -10%     |
| 88   | 88        | Duracell          | US          | Consumer Electronics | 3,672                  | 3%       |
| 89   | 91        | Wendy's           | UK          | Alcohol              | 3,580                  | 6%       |
| 90   | 92        | Leopold           | Japan       | Automotive           | 3,588                  | 7%       |
| 91   | 94        | Prada             | Italy       | Luxury               | 3,585                  | 9%       |
| 92   | 90        | Wendy's           | US          | Personal Care        | 3,587                  | 4%       |
| 93   | -         | Wendy's           | Italy       | Automotive           | 3,577                  | NEW      |
| 94   | -         | Wendy's           | Italy       | Luxury               | 3,526                  | NEW      |
| 95   | 87        | Wendy's           | France      | Alcohol              | 3,513                  | -1%      |
| 96   | -         | Wendy's           | US          | Hospitality          | 3,507                  | NEW      |
| 97   | 93        | Wendy's           | Netherlands | Energy               | 3,471                  | 4%       |
| 98   | 96        | Nivea             | Germany     | Personal Care        | 3,461                  | 9%       |
| 99   | -         | FedEx             | US          | Transportation       | 3,359                  | NEW      |
| 100  | -         | Visa              | US          | Financial Services   | 3,338                  | NEW      |

# EXHIBIT 5



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# World's Most Admired Companies

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## Apple

BACK NEXT

Top 50 rank: 1  
Rank in Computers: 1  
(Previous rank: 1)  
Overall score: 8.24  
Ticker:AAPL



COURTESY: APPLE

### Why it's admired:

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. —OA

### Headquarters:

Cupertino, CA  
Website: [www.apple.com](http://www.apple.com)  
By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

BACK NEXT



### Tech stars

Top companies in innovation, responsibility and more

7 Most Admired Companies that fell off the map

See full list



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- Apple At-Home Team Manager  
Frisco, TX-Apple
- At Home Advisor - AppleCare (Customer...  
Austin, TX-Apple
- AppleCare At-Home Team Manager  
Frisco, TX-Apple
- Group Program Manager  
Santa Clara, CA-Apple

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**WORLD'S MOST ADMIRABLE COMPANIES** 2012

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**Apple**

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**MOST ADMIRABLE**  
 Top 50 rank: 1  
 Rank in Computers: 1  
 (Previous rank: 1)  
 Overall score: 8.42  
 Ticker: AAPL



**Why it's admired:**  
 To say it was another big year for Apple would be a gross understatement. With the passing of Steve Jobs, questions swirled around the company's future. But under new CEO Tim Cook's guidance, Apple continues to prosper.

The company's annual revenues climbed to \$108 billion, led by an 81% increase in iPhone sales -- a jump that doesn't factor in the runaway success of the iPhone 4S -- and a 334% spike in iPad sales, due in no small part to the revamped iPad 2. Increased sales across the board explain why shares soared 75% during the company's fiscal year to \$495.

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Director of Core Operations  
 Fairfax, VA-Apple Federal Credit Union

Nurse Practitioner / Neuro / Spine  
 Columbus, OH-Apple Connections Recruiting

Product Administrator  
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## World's Most Admired Companies

### Apple

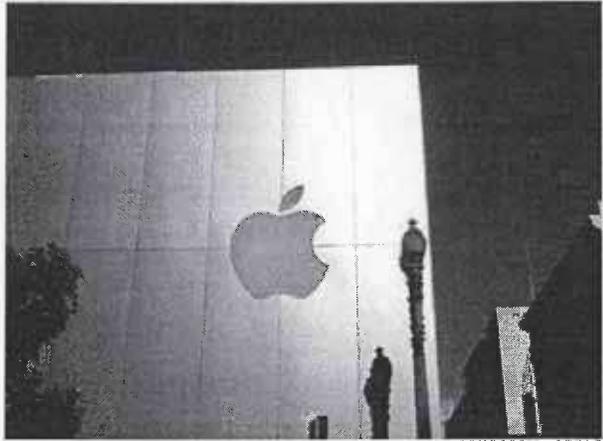
**Top 50 rank:** 1

**Rank in Computers:** 1

(Previous rank: 1)

**Overall score:** 8.16

**Why it's admired** For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

### Apple stats

Nine key attributes of reputation

Industry rank

|                         |   |
|-------------------------|---|
| Innovation              | 1 |
| People management       | 1 |
| Use of corporate assets | 1 |
| Social responsibility   | 1 |
| Quality of management   | 1 |
| Financial soundness     | 1 |
| Long-term investment    | 1 |

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|                              |   |
|------------------------------|---|
| Quality of products/services | 1 |
| Global competitiveness       | 2 |

## Industry: Computers

### Most Admired

| Rank | Company                | Overall score |
|------|------------------------|---------------|
| 1    | <b>Apple</b>           | <b>8.16</b>   |
| 2    | <b>EMC</b>             | <b>6.79</b>   |
| 3    | <b>Hewlett-Packard</b> | <b>6.71</b>   |

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From the March 21, 2011 issue

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## World's Most Admired Companies

### Apple

**MOST ADMIRABLE** Top 50 rank: 1

**Rank in Computers:** 1

(Previous rank: 2)

**Overall score:** 7.95

**Why it's admired** Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



PHOTO: RYAN ANTON/APPHRETTY IMAGES

With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*

### Apple stats

Nine key attributes of reputation

Industry rank

| Nine key attributes of reputation | Industry rank |
|-----------------------------------|---------------|
| Innovation                        | 1             |
| People management                 | 1             |
| Use of corporate assets           | 2             |
| Social responsibility             | 2             |
| Quality of management             | 1             |
| Financial soundness               | 1             |
| Long-term investment              | 2             |

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| Nine key attributes of reputation |  | Industry rank |
|-----------------------------------|--|---------------|
| Quality of products/services      |  | 1             |
| Global competitiveness            |  | 2             |

**Industry: Computers**

**Most Admired**

| Rank | Company         | Overall score |
|------|-----------------|---------------|
| 1    | Apple           | 7.95          |
| 2    | Hewlett-Packard | 7.74          |
| 3    | EMC             | 6.86          |

From the March 22, 2010 issue

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## WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

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### Apple

1 of 50

**MOST ADMIRABLE**  
**Top 50 rank: 1**  
**Rank in Computers: 2 (Previous rank: 2\*)**  
**Overall score: 7.07**

**Why it's admired**  
 It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. --Alyssa Abkowitz

**Address:** 1 Infinite Loop  
 Cupertino, CA 95014  
**Phone:** 408-996-1010  
**Website:** www.apple.com



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Note key attributes of reputation:

- Innovation
- People management
- Use of corporate assets
- Social responsibility
- Quality of management
- Financial soundness
- Long-term investment
- Quality of products/services
- Global competitiveness

### Industry rank ...Top 50 Headquarters



**Show: Top 50 | All Most Admired. The Americas | Europe | Asia/Australia**

### ...What Readers Say

They speak out on the Most Admired...  
*Goldman Sachs, Morgan Chase, and Bank of America in the Top 50?? Y...*

*How about Genentech, 9 billion in sales with significant profit, whi...*

*AT&T most admired? Not by their rank and file employees. 12,000...*

Overall score

### Industry: Computers

#### Most Admired

| Rank | Company | Overall score |
|------|---------|---------------|
| 1    | Xerox   | 7.28          |

### Job openings... at Apple

- Quartz Engineering  
Cupertino, CA - Apple
- Handwriting Recognition Engineer  
Cupertino, CA - Apple
- AirPort Firmware Engineer  
Cupertino, CA - Apple
- Sr. Trademark/Brand Protection Counsel  
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### Find companies you most admire

|                  |                 |         |               |
|------------------|-----------------|---------|---------------|
| 2                | Apple           | 7.07    | Have your say |
| 3                | Hewlett-Packard | 7.04    |               |
| More competitors |                 | See all |               |

From the March 16, 2009 issue

\*Designated as an international industry. Prior year's ranks, unless otherwise noted, are ranks in the World's Most Admired Companies listing.

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- Innovation
- Quality of management
- People management
- Financial soundness
- Use of corporate assets
- Long-term investment
- Social responsibility
- Product/services quality
- Global competitiveness

Select Industry(s) [See All](#)

Select State(s) [See All](#)

Select Country(s) [See All](#)

Get more Most Admired data (HOW THIS TOOL WORKS) [Submit](#)

**Video** (3 of 3)



**Least admired companies**  
Fortune's Stanley Bing looks at qualities, like repeated layoffs, that could land a company on this, um, prestigious list. [Watch](#)

**Top 3**

| INNOVATION                   | PEOPLE MANAGEMENT | FINANCIAL SOUNDNESS |
|------------------------------|-------------------|---------------------|
| Company                      |                   | Industry rank       |
| Apple                        |                   | 2                   |
| Walt Disney                  |                   | 1                   |
| Google                       |                   | 1                   |
| <a href="#">See the rest</a> |                   |                     |

**How we pick the Most Admired**

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one. [More](#)

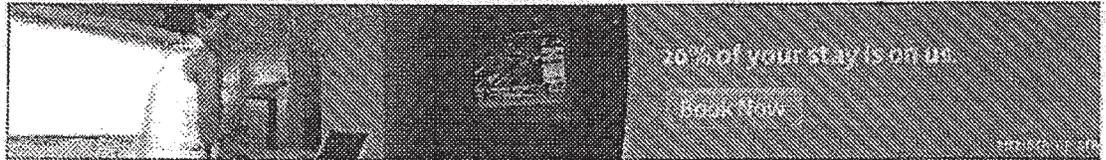
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AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20 No. 1s Full list Best & Worst Companies States Industries Global

Top 20

For the 20 most admired companies overall. FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

| Rank | Company               |
|------|-----------------------|
| 1    | Apple                 |
| 2    | Berkshire Hathaway    |
| 3    | General Electric      |
| 4    | Google                |
| 5    | Toyota Motor          |
| 6    | Starbucks             |
| 7    | FedEx                 |
| 8    | Procter & Gamble      |
| 9    | Johnson & Johnson     |
| 10   | Goldman Sachs Group   |
| 11   | Target                |
| 12   | Southwest Airlines    |
| 13   | American Express      |
| 14*  | BMW                   |
| 14*  | Costco Wholesale      |
| 16   | Microsoft             |
| 17   | United Parcel Service |

**Most Admired Companies HQs**

Show: Top 20 | Full list

**What readers say...**

- Safeway should be ranked one of the WORST companies to work for! I ...
- Indeed these are amongst the most admired companies overall. One t...
- I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

Have your say

Find compar

- Innovation
- People managemt
- Use of corporate a
- Social responsibili

**Industry:**  
For multiple selections, ho  
down the <Ctrl> key

**State:**  
For multiple selections, ho  
down the <Ctrl> key

Get more Most Adr

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**Motley Fool**  
don't think so. The  
Advisor in the bea

96% of the picks t  
up. 83% are beati  
than tripled...

Activision is up 80  
earning returns il  
they're recommen

**Click here for \*T!**

\*Results as of 5/13/08

|    |               |
|----|---------------|
| 18 | Cisco Systems |
| 19 | 3M            |
| 20 | Nordstrom     |

From the March 17, 2008 issue

Indicates a tie.

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quote.

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**Most admir  
manager**

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- Medco Health Solutic
- BMW
- Walt Disney
- See the rest

**Most admir**

- Company
- Apple
- Nike
- Medco Health Solutic
- See the rest

**Industry ch:**

# EXHIBIT 6

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Find everything from A to Z.

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## Teacher stories

Meet educators who are transforming education.

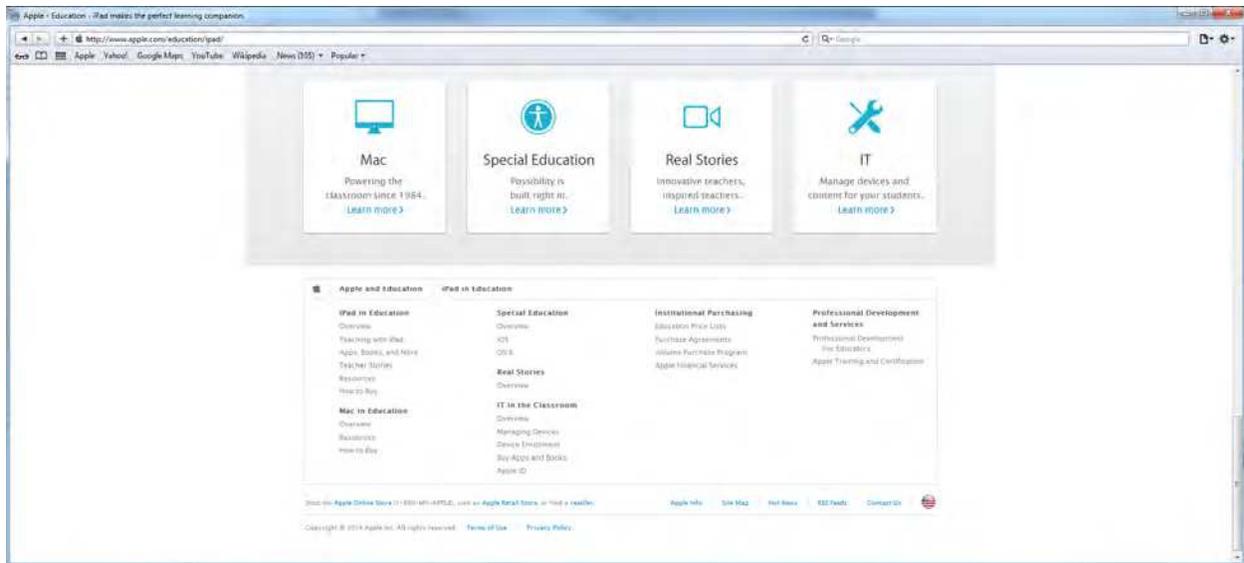
See how teachers are using iPad to inspire their students and transform learning. Whether you're trying to advance a classroom of students at different learning levels or find a more creative approach to a familiar lesson, these teachers give you practical and effective tips to help you take your lessons to the next level with iPad.

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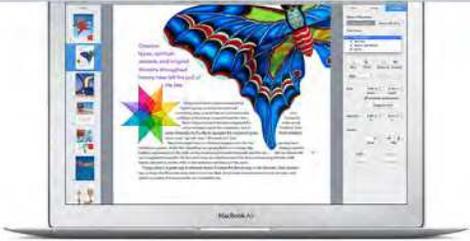
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## Mac App Store

There's always something more to learn.

The Mac App Store is packed with education apps to help your students learn and create. Whether they're using flash cards to practice vocabulary or high-powered statistical tools for math, you'll be amazed at what Mac apps can add to your lessons.



### Solar Walk

This 3D solar system model lets students navigate through the galaxy, observe all the planets close up, learn about the history of space exploration, and more. [View in the Mac App Store.](#)

#### Find new ways to make your lessons click.

The Mac becomes a more powerful learning tool every time you add a new app. Let your students explore a 3D model of the skeletal system with an anatomy app. Teach about the electoral college with an app that turns data into visually stunning charts and graphs. Or find an art history app that gives your students an up-close look at museum masterpieces around the world. It's easy to search the Mac App Store and find an app for two or three to enhance almost any lesson.

#### Spend less time preparing and more time teaching.

The Mac App Store is filled with education apps that students will love. But you'll also find apps designed just for teachers. Organize your lessons for the day, homework for the week, and snack meetings for the entire year with one of many great planning apps. Or use a popular mind-mapping app to improve brainstorming with other teachers and administrators. There are even apps to help you grade essays more efficiently or create an interactive quiz in minutes.

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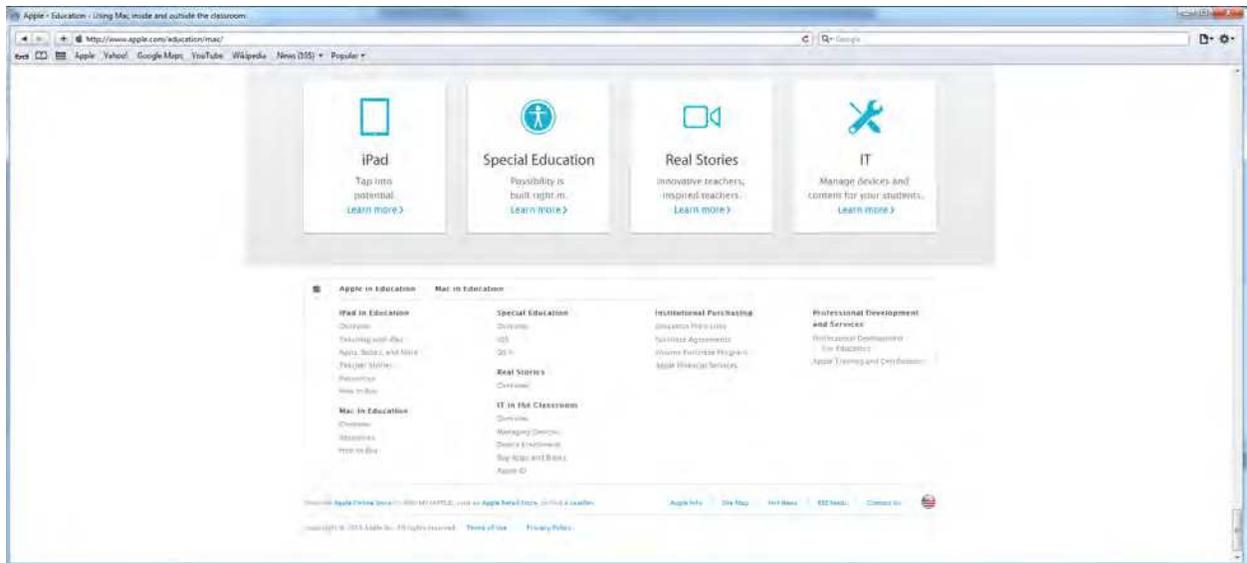
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One UK school reinvents its learning environment.  
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Burlington High School  
Creating new possibilities in the classroom with iPad.  
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RDFZ XISHAN School  
A school in China takes an innovative approach to education.  
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Fitch Green Academy  
An unconventional approach to learning.  
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Special Education



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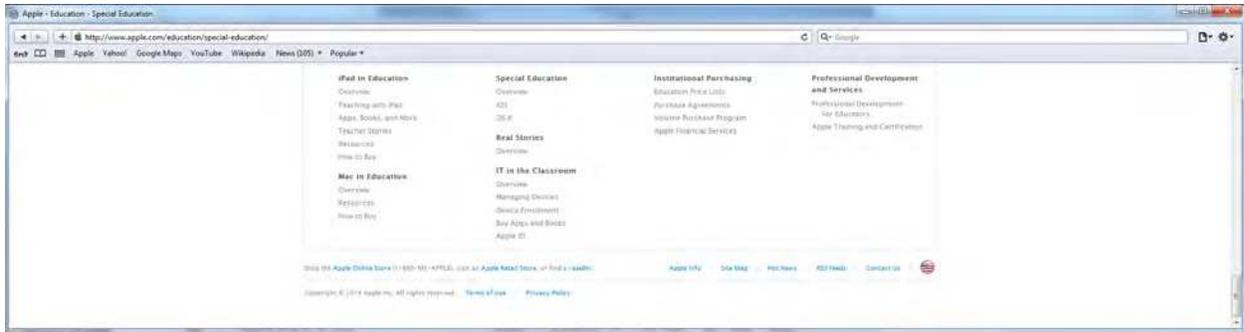
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http://www.apple.com/education/it/

are easy to set up and manage, opening up a world of resources — all just a tap away.

[Download the iOS 7 Deployment Overview](#) | [Download the iOS 7 Technical Reference Guide](#)

The right solution.

Deploying iPad and Mac throughout your institution has never been easier. With a robust wireless network and a mobile device management (MDM) solution, you can easily set up iPad and Mac. MDM lets you establish accounts, set policies and restrictions, query devices, and even distribute applications and books. It's the first step to getting your teachers and students up and running.

[Learn more about MDM](#)




Automate enrollment.

Automatically enroll iPad and Mac into your MDM solution to ensure that all of your devices are properly configured from the start — without ever touching the device. With the Device Enrollment

Apple - IT

http://www.apple.com/education/it/



Program, you can lock devices into MDM, customize settings for your institution, and streamline the setup process so teachers and students can get going right out of the box. [Learn more about the Device Enrollment Program](#)

## Purchase and distribute apps and books.

With iPad and Mac you have access to apps and books that cover a wide range of subjects for every grade and learning style. The Volume Purchase Program makes it simple for you to find, buy, and wirelessly distribute apps and books across your institution. Give teachers the opportunity to discover the right learning materials for their students. With over 75,000 educational apps and books for any topic, teachers have everything they need to inspire their students. [Learn more about the Volume Purchase Program](#)




Available for everyone.

Apple - IT

http://www.apple.com/education/it/



With an Apple ID, students can access their own materials and resources, at any time, and from any iPad or Mac. Students can back up their devices, access and store documents in the cloud, and receive apps and books that have been assigned to them. And now with the Apple ID for Students program, you can ensure that students under age 13 have a personal Apple ID. [Learn more about Apple ID for Students](#)

## Apple and Education.

We believe in the power of technology to transform classrooms. [Learn more](#)



**iPad**  
Tap into potential. [Learn more](#)



**Mac**  
Powering the classroom since 1984. [Learn more](#)



**Special Education**  
Possibility is built right in. [Learn more](#)



**Real Stories**  
Innovative teachers. Inspired teachers. [Learn more](#)

| Apple and Education   | IT   |
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| <b>iPad in Education</b><br>Overview<br>Teaching with iPad<br>Apps, Books, and More                   | <b>Special Education</b><br>Overview<br>iOS<br>OS X  |
| <b>Institutional Purchasing</b><br>Education Branch<br>Purchase Agreements<br>Volume Purchase Program | <b>Professional Development and Services</b><br>Professional Development<br>Top Educators<br>Special Education and Accessibility |

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http://www.apple.com/education/it/

**Mac in Education**

- Resource
- How to Buy

**Real Stories**

- Overview

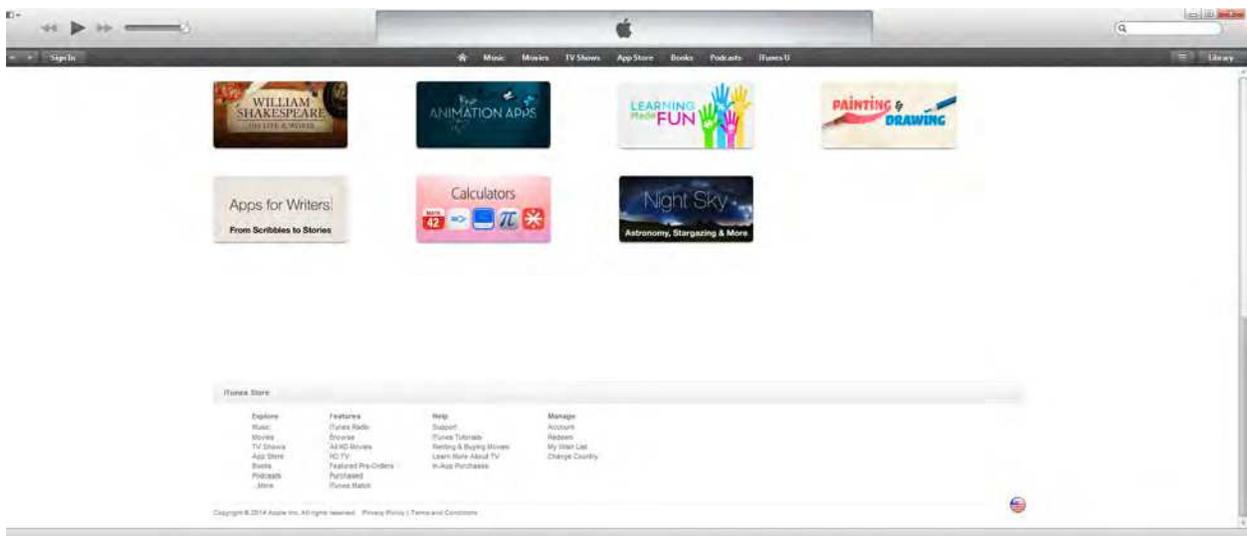
**IT in the Classroom**

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- Buy Apps and Books
- Apple ID

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# EXHIBIT 7



App Store > Education > Teacher's Starter Kit

Essentials

# Teacher's Starter Kit

Apps are an incredible resource for any educator. Integrate these amazing tools into your teaching plan, and you can use them to get organized, manage your classroom, stimulate discussion, and ignite students' creativity.

Prepare Teach

**Notability**  
Perfect for annotating and voice-recording, Notability lets you mark up homework, make diagrams and lessons with audio, and more.

Free

**Evernote**  
Capture your ideas in neatly organized, searchable notes that you can sync across multiple devices and share with others.

Free

**Edmodo**  
Monitor students' progress and assignments and access key resources with this platform for managing classroom activity and instruction.

Free

**ClassDojo**  
To encourage students' growth and participation, use ClassDojo to track their behavior and produce reports for their parents.

Free

**Nearpod**  
Manage the Mac, iPad, or iPhone of everyone in class—from presenting lessons that students follow to giving quizzes whose grades are recorded.

Free

**Graffio - Diagrams & Ideas**  
Crafting helpful handouts and arranging your classroom has never been easier, thanks to this wondeful diagramming app.

\$4.99

App Store > Education > SPECIAL EDUCATION

# SPECIAL EDUCATION

Communication

Professors! Feel Medical Education \$29.99

Professors! Go Education \$29.99

Rocktavern Education \$149.99

Acorn AAC: The Intelligent... Education \$199.99

My First AAC to Sign Education \$29.99

Scout Speak Education \$9.99

Verbally Invented Free

Clicker Sentences Education \$79.99

Clicker Docs Education \$59.99

Goodn Translate Reference Free

Typ-O HD Writing is Not... Education \$29.99

OneView - AAC Education \$199.99

Answers! Yes! HD Education \$19.99

Emotional Development

The Social Express Pro Education \$29.99

Breathe, Think, Do with Sequences Education \$29.99

Feel Electrol! Games Free

FluminaVision Education Free

First Words Feelings Games \$19.99

Peek a Zoo HD by Duck Duck... Books \$9.99

Youth and Learn Emotions Education \$29.99

Middle School Confidential! ... Books \$29.99

Emotions from 1 Can Do Apps Education \$29.99

Social Skill Builder Fall Education \$19.99

Let's be Social Social Skills Education \$19.99

Sensory & Visual Perception

injin! Injin! Child Development... Education \$29.99

Go Go Games Education \$29.99

Dynalix Quest Education \$29.99

Further Writer Education \$29.99

Further Connect Education \$29.99

Further Calculator Education \$29.99

Let's Be Social: Overcoming Let... Medical \$29.99

P.O.V. - Spatial Reasoning Game... Medical \$29.99

Math Concepts \$29.99

Preschool Motor Skills \$29.99

Dexterity - Fine Motor Skill... Medical \$29.99

Dexterity - Fine Motor Skill... Medical \$29.99

Shabby's Quest Mission \$29.99







App Store > Education > Homework Projects

# Homework Projects

A big school assignment can be a big learning opportunity for kids—especially if they have the right tools for success. These fun educational apps will help students research and report on a wealth of interesting topics, including physics, designing, ancient Rome, and American presidents.

**Science Fair** Featured

- Big Boy The Science Guy Education
- Bobo Factory Light Education
- Sound Uncovered Education
- Meet Science! Measurement and Education
- The Lab Entertainment Education
- Volcanoes Education
- The Human Body by Teague Education
- NOVA Elements Education
- Fun Science Lab Education
- Monster Physics Education
- Get the Science Kit Book & Play Education
- Simple Physics Education
- Go Garden Education

**Entrepreneurship** Featured

- Madison Math Fun Education
- Discovery Education
- Scratchmaths Fun Education
- My Robot Friend Education
- LEGO Movie Maker Education
- News & Math, Daily Reading Education
- MOMA Art Lab Education
- Grid by Story Education
- MindNote Education
- Stop Motion Studio Education
- Quick Math Education
- MyCrack Calculator Education

**Book Report** Featured

App Store > Education > Virtual Field Trips

# VIRTUAL FIELD TRIPS

**Museums** Featured

- Australian art at Gallery of Art
- American Art 18th-20th Centuries: West... All Beyond Sight
- Connections - Videos The Metropolitan Museum of Art
- Education Audio: Apparatus of the Pacific
- Passport to Asia: Asian Art Museum
- Exhibits: California Academy of Sciences
- Collection: Colonial to Early 19th Century Art, Capital Bridge Museum
- Kids: MoMA Audio: Kids English MoMA, The Museum of Modern Art
- CURRIER MUSEUM OF ART: Collection Highlights, Currier Museum of Art
- HISTORIES VOIR: Histories de voix, Show and Tell: Activities of... Foundation Carter pi...
- Antiques from Far East: Grand Palace

**Museum Apps** Featured

- City Guides by National Geographic
- Museums of the World: Travel
- NHM Alive: Entertainment
- Art in the City: Art in the City
- Creatures of Light: Education
- DINOSAURS! iPad: Education
- OAK MUSEUM PCA: Oakland Museum of California
- DESIGN MUSEUM: The Design Museum
- National Gallery: London HD Free Lifestyle
- Time Out: New York for iPad Lifestyle
- Museo du Louvre HD: Education

**Historic Sites** Featured

- New York Beyond
- Gallery of the History
- Fort Vancouver: Podcast
- Ranger Stories: Ranger Stories
- Arctic Expedition: Arctic Expedition
- History of St. Paul, MN: History of St. Paul, MN
- Rock Creek Park: Rock Creek Park
- Sagehen Inn Works: Sagehen Inn Works
- Valley Forge History & Culture: Valley Forge History & Culture

App Store

# Apps for Learning Music

Budding composer? Would-be virtuoso? Wherever your musical interests lie, a terrific app's just waiting to help you harness and develop them. Train your ear, take a quick guitar lesson, review the foundations of print music, use a metronome, and more—all with apps from our carefully picked collection.

**Instruments** Featured

- GuitarHero - The ultimate guitar... Music \$19.99
- Piano Maestro by NYTimes... Education \$19.99
- Drum Game Music \$19.99
- Drum School Music \$19.99
- Learn Guitar Music \$19.99
- Learn Piano HD Music \$19.99
- Lick of the Day Music \$19.99
- Piano Drill Buster by NYTimes Education \$19.99
- Percussion Music \$19.99
- Fingering for iPad Music \$19.99

**Read & Compose** Featured

- Ultimate Guitar Tabs HD - Legen... Music \$19.99
- NotScore Music \$19.99
- GuitarBlast Music \$19.99
- Chromatics Music \$19.99
- Notate Live! for iPad Music \$19.99
- Notate Live! for iPad Music \$19.99
- Notate Live! for iPad Music \$19.99
- Symphony Pro Music \$19.99
- Symphony Pro Music \$19.99
- MusicNotes, Sheet Music Viewer Music \$19.99

**Theory** Featured

- Music Theory \$19.99

App Store > Productivity > Brainstorming

## Brainstorming

Featured

- MindNode Productivity \$19.99
- Grid by Binary Thought Productivity \$19.99
- Popplet Productivity \$19.99
- Colorful Visual notes Productivity \$19.99
- FiftyThree Productivity \$19.99
- ConceptCircle Productivity \$19.99
- MagicalPad HD Productivity \$19.99
- Springpad Productivity \$19.99
- Unstuck Productivity \$19.99
- ThoughtKit mindmapping Productivity \$19.99

GTDO - Getting Things Done Productivity \$19.99

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iTunes Store > Brainstorming

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# WILLIAM SHAKESPEARE

## HIS LIFE & WORKS

With their timeless and universal themes of love, power, betrayal, and the human quest for meaning, William Shakespeare's plays and poems remain curriculum mainstays around the world more than 400 years after they were written. Explore our selection of resources—including books, apps, films and iTunes U collections—to help you teach and study the Bard's work. With lectures about Shakespeare's life and cultural influences, apps with scene-by-scene analysis and iBooks Textbooks with performance videos, interactive character maps and more, this collection will enrich students' appreciation of the playwright's profound legacy.

**iTunes U Collections** Featured

- Shakespeare's First Steps
- Shakespeare and His World
- Approaching Shakespeare
- Not Shakespeare: Elizabethan and...
- Shakespeare: From Page to Stage
- Staging Shakespeare
- Shakespeare: Renowned Parks
- Romeo and Juliet
- Merchant of Venice
- The Tragedy of Juliet
- Romeo

**Apps** Featured

- Explore Shakespeare Education
- Starting Shakespeare Education
- Shakespeare in 100
- The Sonnets by William Shakespeare
- Shakespeare Education
- London - A City Through Time
- Verona Map and Walks
- Explore Shakespeare Education
- Macbeth: Explore Shakespeare Education
- Hamlet: Explore Shakespeare Education
- Othello: Explore Shakespeare Education
- A Midsummer Night's Dream
- Twelfth Night

**iBooks Textbooks** Featured

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App Store > Education > Animation Apps

# ANIMATION APPS

**Featured**

- Disney Animated
- Animation Desk
- Stop Motion Studio
- Storyboard
- Animation Canvas HD
- Stop Motion for iPad
- Millions HD
- LEGO® Mixels
- Puppet Pals 2: All Stars
- Stop Motion Animation Maker
- Easy Motion

**iTunes Store > Animation Apps**

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- Audiobooks
- iTunes U

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- iTunes Radio
- Shows
- All HD Movies
- HD TV
- Featured Pre-Orders
- Newsstand
- iTunes Match

- Help
- Support
- iTunes Tutorials
- Renting & Buying Movies
- Learn More About TV
- In-App Purchases

- Manage
- Account
- Redeem
- My Wish List
- Change Country

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# LEARNING Made FUN

Math, ABCs, programming—these educational apps make every subject appealing to kids. Whether you want to challenge your child, add excitement to homework, or spark a new interest, you'll find the tools you need to keep young ones engaged and entertained while they stretch their brains.

**Ages 5 & Under** [Featured](#)

- Onboard Train A to Z** Education [\\$2.99](#)
- Kids Learning Program** Education [Free](#)
- Boys and Girls** Education [\\$2.99](#)
- Team Unicorn Multi Race HD** Education [\\$2.99](#)
- Endless Alphabet** Education [\\$2.99](#)
- Grandma's Garden** Games [\\$2.99](#)
- Monkey Preschool... Games!** Education [\\$2.99](#)
- Dora ABCs Vol 3: Ready to Read...** Education [\\$2.99](#)
- Grandma Loves Apps** Education [\\$2.99](#)
- Endless Reader** Education [Free](#)
- Stinky Party - Shapes & Colors** Education [\\$2.99](#)
- Shaking with Double Deck** Education [\\$2.99](#)
- SUPER WHY! Phonics Fun!** Education [\\$2.99](#)

**Ages 6-8** [Featured](#)

- CyberChase Shape Quest** Education [Free](#)
- ShapePOP: A Move of the...** Education [Free](#)
- Reading Rainbow: Read Along...** Education [Free](#)
- Dragon Shapes: Counting...** Education [\\$2.99](#)
- MooMoo's Learn, create, an...** Education [\\$2.99](#)
- Rampin' Rick 3: Apperitions...** Education [\\$2.99](#)
- Faces Make Right Stars...** Education [\\$2.99](#)
- Go Garden** Education [\\$2.99](#)
- Hoppy & The Pranks: A...** Education [\\$2.99](#)
- Hoppy & The World That's A...** Education [\\$2.99](#)
- Mathia Speaks Word Spinner** Education [\\$2.99](#)
- Beat Monster** Education [\\$2.99](#)
- Mystery Math Team** Education [\\$2.99](#)

**Ages 9-11** [Featured](#)

- motion** Education [\\$2.99](#)

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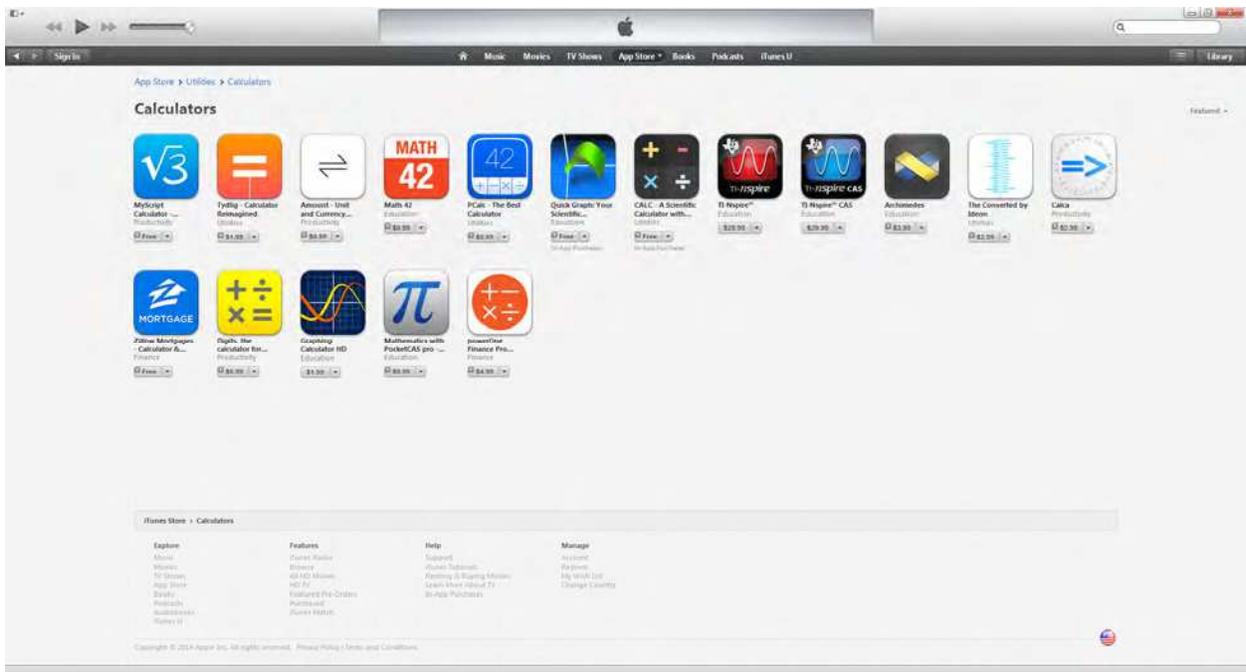
# PAINTING & DRAWING

**Featured**

- Procreate - Sketch, paint,...** Entertainment [\\$9.99](#)
- Paper by FiftyThree** Productivity [Free](#)
- Reveal Sketches** Productivity [Free](#)
- SketchBook Pro for iPad** Entertainment [\\$4.99](#)
- Supa Mini Doodlecast** Education [\\$2.99](#)
- Abderr Draw, Sketch, Paint** Productivity [Free](#)
- Zen Brush** Entertainment [\\$2.99](#)
- Animation Creator HD** Entertainment [\\$2.99](#)
- ArtStudio for iPad - draw, paint,...** Photo & Video [\\$4.99](#)
- Animation Desk™** Entertainment [\\$4.99](#)
- Draw This App** Education [Free](#)
- Draw** Productivity [\\$2.99](#)
- Layers - Pro Edition for iPad** Productivity [\\$9.99](#)
- Adobe Ideas - Vector drawing...** Entertainment [Free](#)
- Sketch Club** Entertainment [\\$2.99](#)
- ArtRage** Entertainment [\\$4.99](#)

**iTunes Store - Painting & Drawing**

|  |  |  |   |
|--|--|--|---|
| <b>Explore</b>   | <b>Features</b>  | <b>Help</b>  | <b>Manage</b>   |
| <ul style="list-style-type: none"> <li>Music</li> <li>Movies</li> <li>TV Shows</li> <li>App Store</li> <li>Books</li> <li>Podcasts</li> <li>Autobooks</li> </ul> | <ul style="list-style-type: none"> <li>iTunes Radio</li> <li>News</li> <li>All HD Movies</li> <li>HD TV</li> <li>Featured Pre-Orders</li> <li>Purchase</li> <li>Parental Controls</li> </ul> | <ul style="list-style-type: none"> <li>Support</li> <li>iTunes Tutorials</li> <li>Ranking &amp; Scoring Movies</li> <li>Learn More About TV</li> <li>In-App Purchases</li> </ul> | <ul style="list-style-type: none"> <li>Account</li> <li>Problems</li> <li>My Wish List</li> <li>Change Country</li> </ul> |



Night Sky

Row of 12 app icons with titles and prices:

- Sky Guide: View Stars Night or Day - \$1.99
- Star Walk™ HD - \$2.99
- Lumina Astronomy - \$6.99
- Pocket Universe: Virtual Sky - Free
- Solar Walk™ 3D - \$2.99
- Space Images for iPad - Free
- Star Chart - \$2.99
- Beautiful Planet HD - \$9.99
- StarMap 3D - \$2.99
- Astronomy Picture of the Day Reference - Free
- SkyAtlas 3 - \$2.99
- SkyORB - \$9.99

NASA App - Free

| Explore  | Features  | Help  | Manage  |
|--|---|---|---|
| <ul style="list-style-type: none"> <li>Apps</li> <li>Books</li> <li>Movies</li> <li>TV Shows</li> <li>App Store</li> <li>Books</li> <li>Podcasts</li> <li>AudioBooks</li> <li> iTunes U</li> </ul> | <ul style="list-style-type: none"> <li>Star Walk</li> <li>StarMap</li> <li>Solar Walk</li> <li>HD HD Movies</li> <li>HD TV</li> <li>Enhanced Siri-Enabled</li> <li>Portrait</li> <li>Star Walk</li> </ul> | <ul style="list-style-type: none"> <li>Support</li> <li>Where's My Stuff?</li> <li>Apple's Software Updates</li> <li>Learn More About TV</li> <li>in-App Purchases</li> </ul> | <ul style="list-style-type: none"> <li>Account</li> <li>Payment</li> <li>My Media List</li> <li>Change Country</li> </ul> |

# EXHIBIT 8

Apple - Education - iPad - How to Buy

http://www.apple.com/education/ipad/how-to-buy/

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iPad in Education Teaching with iPad Apps, Books, and More Teacher Stories Resources How to Buy



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Join educators and institutions around the world who are using iPad to transform learning in the classroom.

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**Find an Apple Authorized Campus Store or Apple Retail Store.**  
Take advantage of Apple education pricing at your campus store or at a nearby Apple Retail Store.

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**Apple Online Store for Homeschoolers**  
Apple understands the benefits of homeschooling and can help you choose the products that are most relevant to you.  
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**Apple Recycling Program**  
Send us your old iPad, Mac, PC, or iPhone for reuse or recycling. If it has monetary value, we'll apply that toward an Apple Store Gift Card you can use to purchase anything in Apple Retail Stores or the Apple Online Store.  
[Learn more about the Apple Recycling Program](#)

Take advantage of special Apple education pricing for many products. And find purchase agreements for your state or region.  
[Education price lists](#)  
[Purchase agreements by state](#)

**Volume Purchase Program for Apps and Books**  
Apple offers affordable programs to keep your school's educational software up to date. The Volume Purchase Program allows educational institutions to purchase iOS apps and books in volume and distribute them to students, teachers, administrators, and employees.\* If your institution is tax exempt, you will not be charged sales tax. The program also allows app developers to offer special pricing for purchases of 20 apps or more.  
[Learn about the Apple Volume Purchase Program](#)

**AppleCare Products**  
Apple offers a wide range of service programs to support education customers with everything from answering the occasional question to getting help on a regular basis. Apple offers IT department-level incident support for system components, configuration, and other service solutions that fit your institution's needs.  
[iOS Direct Service Program](#)  
[AppleCare+](#)  
[AppleCare OS support](#)

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Get started using your Apple hardware and software immediately with custom onsite workshops given by Apple. The Apple Education Professional Services team can work with your IT department to plan and implement your technology initiatives.  
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**Education Reuse and Recycling Program**  
Work with Apple's Device and Darwin/IOS team to dispose of your old

more with Apple's secure and recycling team to upgrade or your old computers, displays, and peripherals in an environmentally friendly way. If your old equipment still has value on the secondary market, you may receive a cash payment. And rest assured, Apple triple-cleans all old hard drives, removing any data and identifying marks.  
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\*\*10 percent discount does not apply to iPad Shuffle.

| Apple and Education  | iPad in Education  | How to Buy   |
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| <ul style="list-style-type: none"> <li><b>iPad in Education</b></li> <li>Overview</li> <li>Teaching with iPad</li> <li>Apps, Books, and More</li> <li>Teacher Stories</li> <li>Resources</li> <li>How to Buy</li> <li><b>Mac in Education</b></li> </ul> | <ul style="list-style-type: none"> <li><b>Special Education</b></li> <li>Overview</li> <li>iOS</li> <li>OS X</li> <li><b>Real Stories</b></li> <li>Overview</li> <li><b>IT in the Classroom</b></li> </ul> | <ul style="list-style-type: none"> <li><b>Institutional Purchasing</b></li> <li>Education Price Lists</li> <li>Purchase Agreements</li> <li>Volume Purchase Program</li> <li>Apple Financial Services</li> <li><b>Professional Development and Services</b></li> <li>Professional Development For Educators</li> <li>Apple Training and Certification</li> </ul> |

Apple - Education - Mac - How to Buy

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## Mac in Education

Overview Resources [How to Buy](#)



### Education pricing for Mac.

Bring the power and creativity of Mac to your school by making a volume purchase of Mac computers. And if you're a college student, a parent of a college student, a homeschool teacher, or a staff member at any school, take advantage of special Mac pricing.

#### Buy Mac for Yourself

Choose and configure your Mac and shop for mobile devices and software, all at special pricing.

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**Apple Online Store for Homeschoolers**  
Apple understands the benefits of homeschooling and can help you choose the products that are most relevant to you. Homeschool teachers are eligible for special pricing on Mac and other products.  
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**Apple Recycling Program**  
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[Learn more about the Apple Recycling Program](#)

Take advantage of special Apple education pricing for many products. And find purchase agreements for your state or region.  
[Education price lists](#)  
[Purchase agreements by state](#)

**Volume Purchase Program for Apps and Books**  
Apple offers affordable programs to keep your school's educational software up to date. The Volume Purchase Program allows educational institutions to purchase Mac apps and books in volume and distribute them to students, teachers, administrators, and employees. If your institution is tax exempt, you will not be charged sales tax. The program also allows app developers to offer special pricing for purchases of 20 apps or more.  
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Get started using your Apple hardware and software immediately with custom onsite workshops given by Apple. The Apple Education Professional Services team can work with your IT department to plan and implement your technology initiatives.  
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| <b>iPad in Education</b>   | <b>Special Education</b>   | <b>Institutional Purchasing</b> | <b>Professional Development and Services</b> |
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http://store.apple.com/us/browse/campaigns/education\_pricing?aid=edu-3rdSearch-B

Free Recycling. Get an Apple QR Card for the value of your old computer. [Learn more about recycling](#). Terms and conditions apply.

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Compatible with everything college. Microsoft Office, Windows applications, and popular file formats, including ZIP, JPEG, PDF, and MP3, are all right at home on a Mac. [Learn more](#)

Built to last. Featuring a durable unibody enclosure, every Mac notebook is designed to handle the rigors of everyday use. [Learn more](#)

The Mac App Store has the best free and paid apps — for everything from studying to productivity to networking. <sup>2</sup> And each installs with just one click. [Learn more](#)

1. Battery life varies by use and configuration. See [www.apple.com/batteries](#) for more information.  
 2. Microsoft Office and Windows are sold separately.  
 3. The Mac App Store is available only to persons age 13 or older in the U.S. and many other countries; see [www.apple.com/usa/app-store/age](#) for a list of countries. Requires compatible hardware and software, and Internet access; broadband recommended (see [www.apple.com/usa/app-store/age](#)).

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# EXHIBIT 9

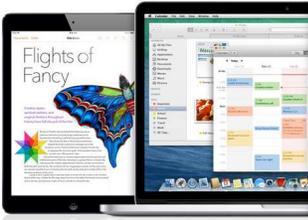
Apple - Financial Services - Education Finance Program

http://www.apple.com/financing/education.html

Apple Financing

## Education Finance Program

The Apple Education Finance Program gives your school several long-term lease options. Flexible terms make it easy to upgrade and finance multiple Apple products at the same time.



**Maximum flexibility to meet your needs**

- Select the payment schedule that fits your budget cycle: annual, semiannual, quarterly, or monthly.
- Finance the equipment you need with no down payment.
- Get payment and trade-in options tailored to your needs.
- Include software, upgrades, support, and training in your finance payment.

**Free financial services**

Apple provides free financial counseling to help your school get the equipment you need — and get the most out of your budget.

- Discuss the full range of financial, technology, and IT planning issues with our consultants.
- Learn about all your financing options.
- Discover how to maximize your budget so you can give your students and faculty the Apple products they need when they need them.

**Fixed vs. Variable Costs**



Apple Financial Services solutions give your school more spending power and greater flexibility than buying outright with cash.

[Download Education Finance brochure](#)

Apple - Financial Services - Education Finance Program

http://www.apple.com/financing/education.html

To explore what financing can do for your school or university, contact your Apple Education representative at 1-800-800-2775.

## Financing that fits.

**\$1 Purchase Option Lease**

\$1 Purchase Option lease financing lets you ramp up your technology quickly, build equity during the lease term, and own the equipment outright at the end of your lease.

- Quickly increase the number of computers available to students and teachers.
- Leverage your annual budget to finance more equipment than you could buy outright.
- Own the equipment at the end of your financing term by exercising the \$1 purchase option.\*

[Download brochure](#)

**Fair Market Value Lease**

Fair Market Value lease financing offers lower payments as well as the option to upgrade equipment at the end of the lease term.

- Place more computers in the classrooms by leasing instead of buying outright.
- At the end of the lease term you can extend the lease, purchase the equipment at its then-current fair market value, or return the equipment.

[Download brochure](#)

**Leases that fit your technology budget**

Apple Financial Services can help you find the right options for your school's budget and technology goals. These options include:

- Same-as-cash delayed payment structures
- Community Finance and Campus Connection financing options
- Trade-in and recycling services
- Flexible escrow account financing
- Special offers on select Apple equipment and services

# EXHIBIT 10

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 2,820,066

**United States Patent and Trademark Office**

Registered Mar. 2, 2004

**SERVICE MARK  
PRINCIPAL REGISTER**



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

FOR: CONSUMER LENDING SERVICES; RETAIL CREDIT SERVICES; RETAIL CREDIT SERVICES FOR THE PURCHASE OF COMPUTERS, COMPUTER SOFTWARE, CONSUMER ELECTRONICS AND RELATED ACCESSORIES; PROVIDING INFORMATION IN THE FIELDS OF INVESTMENT AND FINANCE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; FINANCIAL SERVICES, NAMELY, INSTALLMENT LOANS, LEASE-PURCHASE FINANCING AND

LOANS, AND LOAN FINANCING, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-0-1983; IN COMMERCE 7-0-1983.

OWNER OF U.S. REG. NO. 1,303,085.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 78-255,986, FILED 5-29-2003.

PAULA MAYS, EXAMINING ATTORNEY



United States Patent and Trademark Office

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**Goods and Services**

IC 036. US 100 101 102. G & S: Consumer lending services; retail credit services; retail credit services for the purchase of computers, computer software, consumer electronics and related accessories; providing information in the fields of investment and finance over computer networks and global communication networks; financial services, namely, installment loans, lease-purchase financing and loans, and loan financing. FIRST USE: 19830700. FIRST USE IN COMMERCE: 19830700

**Mark Drawing Code**

(2) DESIGN ONLY

**Design Search Code**

05.09.05 - Apples

**Serial Number**

78255986

**Filing Date**

May 29, 2003

**Current Basis**

1A

**Original Filing**

**Basis** 1A  
**Published for Opposition** December 9, 2003  
**Registration Number** **2820066**  
**International Registration Number** 0885881  
**Registration Date** March 2, 2004  
**Owner** (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA  
1 Infinite Loop Cupertino CALIFORNIA 95014  
  
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA  
1 INFINITE LOOP CUPERTINO CALIFORNIA 95014  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Thomas R. La Perle  
**Prior Registrations** 1303085  
**Description of Mark** The mark consists of the design of an apple with a bite removed.  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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Int. Cls.: 35 and 39

Prior U.S. Cls.: 100, 101, 102, and 105

United States Patent and Trademark Office

Reg. No. 2,926,853

Registered Feb. 15, 2005

**SERVICE MARK  
PRINCIPAL REGISTER**



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

FOR: ANALYSIS AND CONSULTATION IN THE FIELD OF BUSINESS INFORMATION MANAGEMENT, NAMELY, THE SELECTION, ADOPTION AND OPERATION OF COMPUTERS AND COMPUTER INFORMATION MANAGEMENT SYSTEMS; PROVIDING INFORMATION IN THE FIELDS OF BUSINESS AND COMMERCE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; BUSINESS SERVICES, NAMELY, PROVIDING COMPUTER DATABASES REGARDING THE PURCHASE AND SALE OF A WIDE VARIETY OF PRODUCTS AND SERVICES OF OTHERS; BUSINESS SERVICES, NAMELY, DISSEMINATION OF ADVERTISING FOR OTHERS VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO; ONLINE RETAIL STORE SERVICES PROVIDED VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS FEATURING COMPUTERS, COMPU-

TER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1983; IN COMMERCE 0-0-1983.

FOR: COMPUTERIZED DATA STORAGE SERVICES; DATA STORAGE RELATING TO BUSINESS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 0-0-1985; IN COMMERCE 0-0-1985.

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593671, FILED 2-26-2002, DATED 0-0-0000.

OWNER OF U.S. REG. NOS. 1,114,431, 1,401,154, AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SN 78-155,188, FILED 8-16-2002.

NORA BUCHANAN WILL, EXAMINING ATTORNEY

**United States Patent and Trademark Office**

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#### Goods and Services

IC 035. US 100 101 102. G & S: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. FIRST USE: 19830000. FIRST USE IN COMMERCE: 19830000

IC 039. US 100 105. G & S: computerized data storage services; data storage relating to business. FIRST USE: 19850000. FIRST USE IN COMMERCE: 19850000

**Mark Drawing Code** (2) DESIGN ONLY

**Design Search Code** 05.09.05 - Apples

**Serial Number** 78155188

**Filing Date** August 16, 2002

**Current Basis** 1A

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

**Published for Opposition** July 29, 2003

**Registration Number** 2926853

**International Registration Number** 0871151

**Registration Date** February 15, 2005

**Owner** (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Thomas R. La Perle

**Priority Date** February 26, 2002

**Prior Registrations** 1114431;1130288;1401154;AND OTHERS

**Description of Mark** The mark consists of the design of an apple with a bite removed.

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

**Live/Dead Indicator** LIVE

Int. Cl.: 9

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

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

TRADEMARK  
PRINCIPAL REGISTER



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

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY



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#### Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware;

computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131

**Mark Drawing Code** (2) DESIGN ONLY

**Design Search Code** 05.09.05 - Apples

**Trademark Search Facility Classification Code** VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

**Serial Number** 77648705

**Filing Date** January 13, 2009

**Current Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** June 23, 2009

**Registration Number** 3679056

**International Registration Number** 1014459

**Registration Date** September 8, 2009

**Owner** (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of** Thomas R. La Perle

**Record**

**Prior Registrations** 1114431;2715578;2753069;AND OTHERS

**Description of Mark** Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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Int. Cl.: 9

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

Reg. No. 2,715,578

United States Patent and Trademark Office

Registered May 13, 2003

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

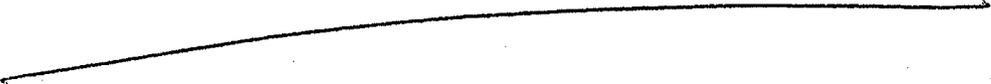
AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1977; IN COMMERCE 1-1-1977.

OWNER OF U.S. REG. NOS. 1,078,312, 2,180,949 AND OTHERS.

SER. NO. 76-426,501, FILED 7-1-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY





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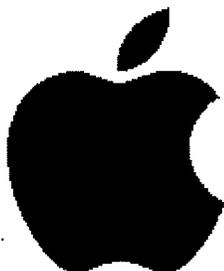
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#### Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [ terminals and ] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [ modems; ] audio speakers; computer video control devices, namely, computer mice, [ trackballs, joysticks and gamepads; ] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [ character recognition software; telephony management software; ] electronic mail and messaging software; [ telecommunications software, namely, for paging; ] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global

computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved. computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [ Computer search engine software; ] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101

**Mark Drawing Code** (2) DESIGN ONLY  
**Design Search Code** 05.09.05 - Apples  
**Serial Number** 76426501  
**Filing Date** July 1, 2002  
**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** February 18, 2003  
**Registration Number** 2715578  
**International Registration Number** 0851679  
**Registration**

**Date** May 13, 2003  
**Owner** (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1  
Infinite Loop Cupertino CALIFORNIA 95014  
  
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1  
INFINITE LOOP CUPERTINO CALIFORNIA 95014  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Thomas R. La Perle  
**Prior Registrations** 1078312;1157920;1219945;1303085;1401154;2180949;AND OTHERS  
**Description of Mark** Color is not claimed as a feature of the mark.  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130424.  
**Renewal** 1ST RENEWAL 20130424  
**Live/Dead Indicator** LIVE

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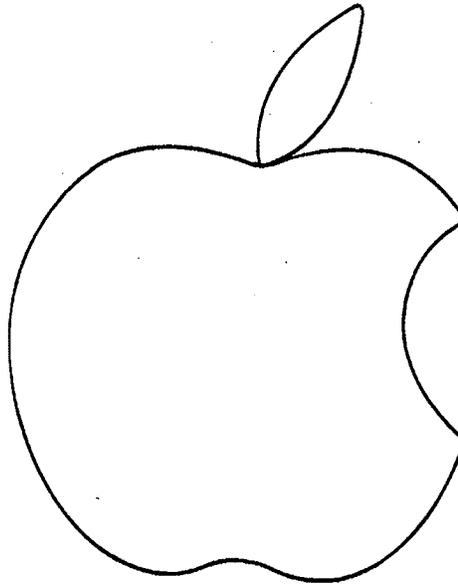
**Int. Cl.: 16**

**Prior U.S. Cls.: 23, 37 and 38**

**Reg. No. 1,401,154**

**United States Patent and Trademark Office** Registered July 15, 1986

**TRADEMARK  
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
20525 MARIANI AVENUE  
CUPERTINO, CA 95014

FOR: COMPUTER MAGAZINES; COMPUTER HARDWARE MANUALS; COMPUTER SOFTWARE MANUALS; MAIL-ORDER CATALOGS; STATIONERY, NAMELY WRITING PADS AND NOTE PADS; GIFT CARDS; POSTCARDS; BUSINESS CARDS; CALENDARS; POSTERS; BUMPER STICKERS; DECALS; PENS; PENCILS; PENCIL HOLDERS; DESK TRAYS;

LETTER TRAYS; STAPLERS; STAPLE REMOVERS; LOOSE LEAF BINDERS; CLIPBOARDS AND PAPER CLIPS, IN CLASS 16 (U.S. CLS. 23, 37 AND 38).

FIRST USE 1-6-1979; IN COMMERCE 1-6-1979.

OWNER OF U.S. REG. NOS. 1,114,431, 1,225,776 AND OTHERS.

SER. NO. 566,767, FILED 11-4-1985.

HENRY S. ZAK, EXAMINING ATTORNEY



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**Goods and Services** IC 016. US 002 005 022 023 029 037 038 050. G & S: COMPUTER MAGAZINES; COMPUTER HARDWARE MANUALS; COMPUTER SOFTWARE MANUALS; MAIL-ORDER CATALOGS; STATIONERY, NAMELY WRITING PADS AND NOTE PADS; GIFT CARDS; POSTCARDS; BUSINESS CARDS; [CALENDARS; POSTERS;] BUMPER STICKERS; DECALS; PENS; PENCILS; PENCIL HOLDERS; DESK TRAYS; LETTER TRAYS; [STAPLERS; STAPLE REMOVERS;] LOOSE LEAF BINDERS; [CLIPBOARDS AND PAPER CLIPS]. FIRST USE: 19790106. FIRST USE IN COMMERCE: 19790106

**Mark Drawing Code** (2) DESIGN ONLY

**Design Search Code** 05.09.05 - Apples

**Serial Number** 73566767

**Filing Date** November 4, 1985

**Current Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** April 22, 1986  
**Registration Number** 1401154  
**Registration Date** July 15, 1986  
**Owner** (REGISTRANT) APPLE COMPUTER, INC. CORPORATION  
CALIFORNIA 20525 MARIANI AVENUE CUPERTINO CALIFORNIA  
95014  
  
(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1  
INFINITE LOOP CUPERTINO CALIFORNIA 95014  
  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** Thomas R. La Perle  
**Prior Registrations** 1114431;1130288;1200280;1219945;1225776;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070317.  
**Renewal** 1ST RENEWAL 20070317  
**Live/Dead Indicator** LIVE

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Int. Cl.: 36

Prior U.S. Cl.: 102

**United States Patent and Trademark Office**

**Reg. No. 1,895,326**  
Registered May 23, 1995

**SERVICE MARK  
PRINCIPAL REGISTER**

**APPLE**

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
20525 MARIANI AVENUE  
CUPERTINO, CA 95014

FOR: EXTENSION OF RETAIL CREDIT SERVICES FOR THE PURCHASE OF COMPUTERS AND RELATED ACCESSORIES, IN CLASS 36 (U.S. CL. 102).

FIRST USE 7-0-1983; IN COMMERCE 7-0-1983.

OWNER OF U.S. REG. NO. 1,303,085.

SER. NO. 74-527,910, FILED 5-23-1994.

BARBARA S. HUDSON, EXAMINING ATTORNEY



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**Typed Drawing**

|                                 |  |
|---------------------------------|--|
| <b>Word Mark</b>                | APPLE  |
| <b>Goods and Services</b>       | IC 036. US 102. G & S: extension of retail credit services for the purchase of computers and related accessories. FIRST USE: 19830700. FIRST USE IN COMMERCE: 19830700 |
| <b>Mark Drawing Code</b>        | (1) TYPED DRAWING  |
| <b>Serial Number</b>            | 74527910   |
| <b>Filing Date</b>              | May 23, 1994   |
| <b>Current Basis</b>            | 1A   |
| <b>Original Filing Basis</b>    | 1A   |
| <b>Published for Opposition</b> | February 28, 1995  |
| <b>Registration Number</b>      | <b>1895326</b>   |
| <b>Registration Date</b>        | May 23, 1995   |
| <b>Owner</b>                    | (REGISTRANT) APPLE COMPUTER INC CORPORATION<br>CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014   |

(LAST LISTED OWNER) APPLE INC. CORPORATION  
 CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

**Assignment Recorded** ASSIGNMENT RECORDED  
**Prior Registrations** 1303085  
**Type of Mark Register** SERVICE MARK  
 PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050824.  
**Renewal** 1ST RENEWAL 20050824  
**Live/Dead Indicator** LIVE

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# United States of America

United States Patent and Trademark Office

## APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



*David S. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 3,928,818** IALS, MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES; CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY



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# APPLE

|                           |  |
|---------------------------|--|
| <b>Word Mark</b>          | APPLE  |
| <b>Goods and Services</b> | IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power |

adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text,

spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. FIRST USE: 19760401. FIRST USE IN COMMERCE: 19760401

**Standard  
Characters  
Claimed**

**Mark  
Drawing  
Code** (4) STANDARD CHARACTER MARK

**Serial  
Number** 77172511

**Filing Date** May 3, 2007

**Current  
Basis** 1A

**Original  
Filing Basis** 1B

**Published for  
Opposition** January 1, 2008

**Registration  
Number** 3928818

**International  
Registration  
Number** 0956402

**Registration  
Date** March 8, 2011

**Owner** (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of Record** Thomas R. La Perle  
**Prior Registrations** 1078312;2034964;2808567;AND OTHERS  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

**United States Patent and Trademark Office**

**Reg. No. 2,683,410**

Registered Feb. 4, 2003

**SERVICE MARK  
PRINCIPAL REGISTER**

**APPLE STORE**

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

FOR: RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO; ONLINE RETAIL STORE SERVICES PROVIDED VIA A GLOBAL COMPUTER NETWORK FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 11-1-1997; IN COMMERCE 11-1-1997.

OWNER OF U.S. REG. NOS. 1,078,312, 2,462,798 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 76-400,649, FILED 4-25-2002.

ANNE MADDEN, EXAMINING ATTORNEY



**United States Patent and Trademark Office**

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**Typed Drawing**

|                                 |   |
|---------------------------------|---|
| <b>Word Mark</b>                | APPLE STORE   |
| <b>Goods and Services</b>       | IC 035. US 100 101 102. G & S: Retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via a global computer network featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. FIRST USE: 19971101. FIRST USE IN COMMERCE: 19971101 |
| <b>Mark Drawing Code</b>        | (1) TYPED DRAWING   |
| <b>Serial Number</b>            | 76400649  |
| <b>Filing Date</b>              | April 25, 2002  |
| <b>Current Basis</b>            | 1A  |
| <b>Original Filing Basis</b>    | 1A  |
| <b>Published for Opposition</b> | November 12, 2002   |
| <b>Registration Number</b>      | <b>2683410</b>  |

**International Registration Number** 0883222

**Registration Date** February 4, 2003

**Owner** (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1  
 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1  
 INFINITE LOOP CUPERTINO CALIFORNIA 95014

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Thomas R. La Perle

**Prior Registrations** 1078312;1225776;2424976;2462798;AND OTHERS

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE"  
 APART FROM THE MARK AS SHOWN

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120307.

**Renewal** 1ST RENEWAL 20120307

**Live/Dead Indicator** LIVE

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**Int. Cl.: 35**

**Prior U.S. Cls.: 100, 101, and 102**

**United States Patent and Trademark Office**

**Reg. No. 2,462,798**

**Registered June 19, 2001**

**SERVICE MARK  
PRINCIPAL REGISTER**

**APPLESTORE**

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

FIRST USE 11-1-1997; IN COMMERCE 11-1-1997.

FOR: ONLINE RETAIL STORE SERVICES PROVIDED VIA A GLOBAL COMPUTER NETWORK FEATURING COMPUTERS, COMPUTER HARDWARE, COMPUTER SYSTEMS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND ACCESSORIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SN 75-857,151, FILED 11-23-1999.

NAKWAMA ANKRAH, EXAMINING ATTORNEY



**United States Patent and Trademark Office**

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**Typed Drawing**

|                                 |  |
|---------------------------------|--|
| <b>Word Mark</b>                | APPLE STORE  |
| <b>Goods and Services</b>       | IC 035. US 100 101 102. G & S: online retail store services provided via a global computer network featuring computers, computer hardware, computer systems, computer software, computer peripherals and accessories. FIRST USE: 19971101. FIRST USE IN COMMERCE: 19971101 |
| <b>Mark Drawing Code</b>        | (1) TYPED DRAWING  |
| <b>Serial Number</b>            | 75857151   |
| <b>Filing Date</b>              | November 23, 1999  |
| <b>Current Basis</b>            | 1A   |
| <b>Original Filing Basis</b>    | 1B   |
| <b>Published for Opposition</b> | June 20, 2000  |
| <b>Change In Registration</b>   | CHANGE IN REGISTRATION HAS OCCURRED  |
| <b>Registration Number</b>      | <b>2462798</b>   |

**Registration Date** June 19, 2001

**Owner** (REGISTRANT) APPLE COMPUTER, INC. CORPORATION  
CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1  
INFINITE LOOP CUPERTINO CALIFORNIA 95014

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Thomas R. La Perle

**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE"  
APART FROM THE MARK AS SHOWN

**Type of Mark** SERVICE MARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20110411.

**Renewal** 1ST RENEWAL 20110411

**Live/Dead Indicator** LIVE

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