

ESTTA Tracking number: **ESTTA641503**

Filing date: **11/26/2014**

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	11/26/2014
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES

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

Applicant Information

Application No	86202335	Publication date	07/29/2014
Opposition Filing Date	11/26/2014	Opposition Period Ends	11/26/2014
Applicant	Patel, Atul 5361 Duke Drive La Palma, CA 90623 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Motion picture film production; Music video production

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.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE

U.S. Registration No.	4088195	Application Date	03/22/2008
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007

Word Mark	APPLE
-----------	-------

Design Mark	
-------------	--

Description of Mark	NONE
---------------------	------

Goods/Services	Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, informa-
----------------	--

	tion and commentary in the fields of music,concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network
--	---

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	<p>Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01</p> <p>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 otherdigital 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 madeof cloth or textile materi-</p>
----------------	---

als, 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

U.S. Registration No.	3359045	Application Date	04/09/2007
Registration Date	12/25/2007	Foreign Priority Date	11/13/2006
Word Mark	APPLE TV		
Design Mark			
Description of	NONE		

Mark	
Goods/Services	Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21 Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; 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

U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE

Word Mark	NONE
-----------	------

Design Mark	
-------------	---

Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF ANAPPLE WITH A BITE REMOVED.
---------------------	---

Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE
----------------	---

U.S. Registration No.	3298028	Application Date	08/02/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE

Word Mark	NONE
-----------	------

Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics</p> <p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events</p>		
U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01</p> <p>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;</p>

	computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above
--	--

U.S. Registration No.	3679056	Application Date	01/13/2009
-----------------------	---------	------------------	------------

Registration Date	09/08/2009	Foreign Priority Date	NONE
-------------------	------------	-----------------------	------

Word Mark	NONE
-----------	------



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</p> <p>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</p>
----------------	---

	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
--	---

U.S. Registration No.	3359157	Application Date	04/11/2007
Registration Date	12/25/2007	Foreign Priority Date	NONE

Word Mark	TV
-----------	----

Design Mark	
-------------	--

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

Goods/Services	Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21 Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; 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
----------------	---

Attachments	77428980#TMSN.png(bytes) 77172511#TMSN.png(bytes) 77152380#TMSN.png(bytes) 73162799#TMSN.png(bytes) 78943482#TMSN.png(bytes) 76426501#TMSN.png(bytes) 77648705#TMSN.png(bytes) 77154348#TMSN.png(bytes) Notice of Opposition (APPLE HEAD - SN 86202335).pdf(88379 bytes) EXHIBIT 1 (Apple Head- Par 1 of 2).pdf(3650525 bytes) EXHIBIT 1 (Apple Head Part 2 of 2).pdf(2871784 bytes) EXHIBIT 2 (Apple Head).pdf(337942 bytes) EXHIBITS 3-5 (Apple Head).pdf(2495326 bytes) -EXHIBIT 6 (Apple Head).pdf(2826969 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	/Joseph Petersen/
Name	Joseph Petersen
Date	11/26/2014

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

In the Matter of Application Serial No. 86/202,335
For the mark: APPLE HEAD
Filed: February 24, 2014
Published: July 9, 2014

APPLE INC.,	-----X	
	:	
Opposer,	:	Opposition No.
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
	:	
Atul Patel,	:	
	:	
Applicant.	:	
	-----X	

APPLE INC. (“Opposer”), 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 in Class 41 for the APPLE HEAD mark underlying Application Serial No. 86/202,335, 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 computing goods and services, including personal computers, mobile communication and media devices, software, and services related thereto, and Opposer’s APPLE brand is one of the best known brands in the world. Among the variety of Opposer’s computing goods and services, Opposer offers many products specifically used in connection with the creation, distribution and reproduction of audio and audiovisual entertainment content, including but by no means limited to the iTunes media player software, the iTunes Store internet-based media retail and audio and visual content-delivery services, iPod mobile digital media players, digital

audio and video editing software, multi-media publishing services, and a broad range of other goods and services.

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 seven 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 2014 rankings, Opposer's APPLE brand was ranked the second most valuable brand in the world. In the 2013 rankings, Opposer's APPLE brand was ranked the most valuable brand in the world 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, 1st in 2011, 2012, and 2013 rankings, and 2nd in MBO's 2014 rankings. Attached as **Exhibit 1** are copies of relevant pages of MBO's rankings in reverse chronological order from 2014 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 2014, for the third 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/insights/equitrendrankings/2014EquiTrendRankings.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 2014, the APPLE brand took the top spot for the second time as the most valuable brand in the world on Interbrand's rankings. Apple first rose to the number one position in 2013, following an increase in Apple's position in 2012 from 8th (2011) to 2nd (2012), representing 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 17th (2010) to 8th (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 2014 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past five years:

- i. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.9 billion.
- ii. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.32 billion.
- iii. 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.
- iv. 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.
- v. 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 2014, 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 2014 through 2008.

10. 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/ REG. DATE	GOODS/SERVICES (FIRST USE)
APPLE	1,078,312	March 25, 1977/ June 21, 2007	Class 9: Computers and computer programs recorded on paper and tape (April 1976)
APPLE	4,088,195	March 22, 2008/ Jan. 12, 2012	Class 41: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television,

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE)
			books, news, sports, games and cultural events all via a global computer network (March 1, 1981)
APPLE	3,928,818	May 3, 2007/ May 8, 2011	<p>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 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</p>

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE)
			<p>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</p>

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE)
			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 (April 1, 1976)
APPLE TV	3,359,045	April 9, 2007/ December 25, 2007	Class 9: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; 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 (March 21, 2007)
	1,114,431	March 20, 1978/ March 6, 1979	Class 9: Computers and computer programs recorded on paper and tape (January 1977)
	3,298,028	Aug. 2, 2006/ Sept. 25, 2007	Class 41: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE)
			<p>images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events (March 1, 1981)</p>
	2,715,578	July 1, 2002/ May 13, 2003	<p>Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; 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 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,</p>

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE)
			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 (January 1, 1977)
	3,679,056	January 13, 2009 September 8, 2009	Class 9: . . . 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 of January 31, 1977)
	3,359,157	April 11, 2007/ December 25, 2007	Class 9: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; 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 (March 21, 2007)

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 6**.

11. 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. 1,078,312, 1,114,431, 2,715,578, 3,298,028, 3,359,045, and 3,359,157, rendering such registrations incontestable.

12. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on February 24, 2014, Atul Patel ("Applicant") filed intent-to-use Application Serial No. 86/202,335 to register the APPLE HEAD mark ("Applicant's Mark" or the "APPLE HEAD Mark") for "motion picture film production; music video production," in International Class 41.

13. Opposer is timely filing this Notice of Opposition.

14. There is no issue as to priority. Opposer's Apple Marks were filed and first used in commerce well prior to the February 14, 2014 filing date of Applicant's intent-to-use application.

15. Consumers encountering Applicant's APPLE HEAD Mark, particularly in connection with Applicant's Services, are likely to associate Applicant's Mark with Opposer. Applicant's APPLE HEAD Mark is highly similar to Opposer's Apple Marks, as the APPLE HEAD Mark incorporates Apple's famous APPLE word mark in its entirety. The only difference between Applicant's Mark and Apple's famous APPLE mark is the addition of the term HEAD, which simply connotes an enthusiast of the Apple brand, and is insufficient to dispel the confusing similarity between the parties' marks. Indeed, consumers encountering Applicant's Services are likely to associate Applicant's APPLE HEAD Mark as a brand extension by Apple in the area of entertainment, motion picture film and music video production services.

16. Further, Applicant's Services are identical and/or highly related to the goods and services Opposer has long offered and provided in connection with the Apple Marks, and for which Opposer owns numerous registrations. Specifically, Applicant offers music video production services and Opposer has long offered under its Apple Marks and owns a registration for production of musical performances. Opposer also owns multiple registrations for its Apple

Marks covering many goods and services that are highly related to Applicant's services of film production and music video production, including but not limited to providing information and podcasts in the field of entertainment and music; digital, audio, and multimedia publishing services; providing live musical performances online; rental of digital entertainment content; computer hardware and software for reproducing, processing, and streaming audio and video content; computer software for video and audio editing; and computer software for use in authoring and editing audio and video. Moreover, Opposer offers the iTunes media player software, the iTunes Store internet-based media retail and audio and visual content-delivery services, and iPod mobile digital media players, digital audio and video editing software, multimedia publishing services, and a broad range of other goods and services, all of which are specifically used in connection with the creation, distribution and reproduction of audio and audiovisual entertainment content.

17. Opposer will be damaged by the registration of Applicant's Mark because Applicant's Mark so closely resemble 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 Marks would necessarily reflect upon and seriously injure the reputation that Opposer has established for its goods and services.

18. 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).

19. 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 Applicant's Mark incorporates Apple's famous APPLE word mark in its entirety;

(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 application date and alleged first use in commerce date of Applicant's application;

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

(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 application or any claimed date of first use.

20. 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. 86/202,335 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: November 26, 2014

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: /s/ Joseph Petersen

Joseph Petersen
The Grace Building
1114 Avenue of the Americas, 21st Floor
New York, New York 10036
Telephone: (212) 775-8700
Facsimile: (212) 775-8800

Crystal C. Genteman
Suite 2800
1100 Peachtree Street NE
Atlanta, Georgia 30309
Telephone: (404) 815-6500
Facsimile: (404) 815-6555

Attorneys for Opposer Apple Inc.

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

In the Matter of Application Serial No. 86/202,335
For the mark: APPLE HEAD
Filed: February 24, 2014
Published: July 9, 2014

APPLE INC.,	X	
	:	
Opposer,	:	Opposition No.
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
Atul Patel,	:	
	:	
Applicant.	:	
	X	

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, November 26, 2014.

/s/ Alberto Garcia
Alberto Garcia

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:

Atul Patel
5361 Duke Dr
La Palma, California 90623-1781

This the 26th day of November, 2014

/s/ Alberto Garcia
Alberto Garcia

EXHIBIT 1

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1		Technology	158,843	3	40%	1
2		Technology	147,880	4	-20%	-1
3		Technology	107,541	4	-4%	0
4		Technology	90,185	4	29%	3
5		Fast Food	85,706	4	-5%	-1
6		Soft Drinks	80,683	4	3%	-1
7		Credit Card	79,197	4	41%	2
8		Telecoms	77,883	3	3%	-2
9		Tobacco	67,341	3	-3%	-1
10		Retail	64,255	3	41%	4
11		Telecoms	63,460	3	20%	1
12		Conglomerate	56,685	2	2%	-1
13		Regional Banks	54,262	3	14%	0
14		Technology	53,615	4	97%	7
15		Telecoms	49,899	3	-10%	-5
16		Logistics	47,738	4	12%	-1
17		Regional Banks	42,101	2	2%	-1
18		Credit Card	39,497	3	42%	2
19		Technology	36,390	2	6%	0
20		Telecoms	36,277	3	-9%	-3
21		Technology	35,740	4	68%	10
22		Retail	35,325	2	-2%	-4
23		Entertainment	34,538	4	44%	3
24		Credit Card	34,430	4	46%	4
25		Technology	29,768	4	46%	8

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26		Cars	29,598	3	21%	-3
27		Telecoms	28,756	2	20%	0
28		Global Banks	27,051	3	13%	-3
29		Technology	25,892	3	21%	1
30		Luxury	25,873	4	14%	-1
31		Fast Food	25,779	3	44%	13
32		Cars	25,730	4	7%	-8
33		Regional Banks	25,008	2	-7%	-11
34		Apparel	24,579	4	55%	22
35		Beer	24,414	4	20%	-1
36		Personal Care	23,356	4	30%	6
37		Apparel	23,140	3	15%	-2
38		Regional Banks	22,620	4	13%	0
39		Baby Care	22,598	5	10%	-7
40		Retail	22,165	2	20%	1
41		Luxury	21,844	5	14%	-1
42		Cars	21,535	4	20%	1
43		Fast Food	21,020	4	26%	8
44		Regional Banks	21,001	3	18%	4
45		Technology	20,913	2	4%	-9
46		Telecoms	20,809	2	56%	20
47		Regional Banks	19,950	3	12%	-1
48		Oil & Gas	19,745	1	3%	-9
49		Technology	19,469	2	19%	5
50		Retail	19,367	3	61%	24

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 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51	ANZ	Regional Banks	19,072	3	15%	1
52	Gillette	Personal Care	19,025	4	7%	-7
53	Shell	Oil & Gas	19,005	1	8%	-4
54	中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,235	2	-9%	-17
55	accenture	Technology	18,105	3	10%	-2
56	Colgate	Personal Care	17,668	4	2%	-6
57	citi	Global Banks	17,341	2	30%	7
58	FedEx	Logistics	17,002	4	24%	4
59	SIEMENS	Technology	16,800	2	36%	13
60	GUCCI	Luxury	16,131	5	27%	8
61	ebay	Retail	15,587	2	-12%	-14
62	orange	Telecoms	15,580	3	13%	-2
63	H&M	Apparel	15,557	2	22%	6
64	BT	Telecoms	15,367	2	61%	30
65	usbank	Regional Banks	14,926	3	9%	-2
66	TESCO	Retail	14,842	4	-9%	-11
67	Silcoff	Oil & Gas	14,269	1	9%	0
68	中国银行 BANK OF CHINA	Regional Banks	14,177	2	0%	-10
69	YAHOO!	Technology	14,174	3	44%	23
70	HONDA	Cars	14,085	3	14%	1
71	Twitter	Technology	13,837	4	New	New
72	CISCO	Technology	13,710	2	16%	5
73	DHL	Logistics	13,687	4	53%	25
74	bp	Oil & Gas	12,871	1	12%	4
75	SBERBANK By your side	Regional Banks	12,637	3	0%	-5

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76	PetroChina	Oil & Gas	12,413	1	-7%	-11
77	中国平安 PING AN	Insurance	12,409	2	18%	7
78	LinkedIn	Technology	12,407	4	New	New
79	J.P.Morgan	Global Banks	12,356	2	28%	14
80	MTS	Telecoms	12,175	3	14%	2
81	中国人寿 China Life	Insurance	12,026	2	-21%	-24
82	Woolworths the fresh food people	Retail	11,953	3	8%	-2
83	KFC	Fast Food	11,910	3	20%	8
84	Ford	Cars	11,812	3	56%	New
85	Westpac	Regional Banks	11,743	3	17%	3
86	intel	Technology	11,667	2	-15%	-25
87	CHASE	Regional Banks	11,663	3	8%	-6
88	pepsi	Soft Drinks	11,476	3	-5%	-13
89	Scotiabank	Regional Banks	11,351	2	9%	-4
90	NISSAN	Cars	11,104	3	9%	-4
91	Santander	Global Banks	11,060	3	20%	5
92	Red Bull	Soft Drinks	10,873	4	3%	-9
93	MTN	Telecoms	10,221	3	-11%	-14
94	Bank of America	Regional Banks	10,149	2	New	New
95	NTT docomo	Telecoms	10,041	2	0%	-5
96	PRADA	Luxury	9,985	4	6%	-1
97	PayPal	Payments	9,833	4	New	New
98	ING	Global Banks	9,771	3	29%	New
99	UBS	Global Banks	9,683	2	30%	New
100	ALDI	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diets
The Brand Value of Red Bull includes sugar-free and Cola

MillwardBrown
Optimor

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 above on earnings, on a scale of 1 to 5 (5 highest).

MillwardBrown
Experian

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 China Life	15,279	3	5%	-4
58 Regional Banks	中国银行 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	usbank	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

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 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 Australia's First Bank	10,070	3	New	New
89 Telecoms	telcel	10,054	3	-13%	-18
90 Telecoms	docomo	10,028	3	-37%	-43
91 Fast Food	KFC	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	ASDA	8,885	2	-5%	-12
100 Cars	VW	8,790	3	3%	-4

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).

MillwardBrown
Optimizr

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

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank 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	Microsoft	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 C2G
 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	BMW	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	Perfumanes	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 BANK OF CHINA	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 Communications	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	BMW	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 CITIC BANK	22,811	16%	49	citi	14,608	-52%
25	ORACLE	21,438	-6%	50	HONDA The Power of Dreams	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	Orange	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	旺旺	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 China 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	Wendy's	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 Beeline	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	Bradesco	6,565	N/A
74	ASDA	8,638	49%	99	TIM	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 & local economies

[BUSINESS](#) | 11/06/2013 @ 11:56AM | 73,903 views

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

—

You can follow me on [Twitter](#) or subscribe to my [Facebook profile](#). Read my Forbes blog [here](#).

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 & 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 11th 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 36th 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](#)

-

Follow me on [Facebook](#) or on [Twitter](#).

[See the historic Forbes 400 print issue. Subscribe here.](#)

This article is available online at:

<http://www.forbes.com/sites/kurtbadenhausen/2012/10/02/apple-tops-list-of-the-worlds-most-powerful-brands/>



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.

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 6

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312
Registered Nov. 29, 1977

TRADEMARK
Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).

First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)**Trademarks > Trademark Electronic Search System (TESS)**

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)[Logout](#) Please logout when you are done to release system resources allocated for you.**Record 1 out of 1**[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***Typed Drawing**

Word Mark	APPLE
Goods and Services	IC 009. US 026. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19760400. FIRST USE IN COMMERCE: 19760400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73120444
Filing Date	March 25, 1977
Current Basis	1A
Original Filing Basis	1A
Registration Number	1078312
International Registration Number	0870749
Registration Date	November 29, 1977
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 950142081 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070621.
Renewal	1ST RENEWAL 20070621
Live/Dead Indicator	LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 4,088,195

Registered Jan. 17, 2012

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, ARRANGING AND CONDUCTING PERSONAL TRAINING, CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, WEBSITE DESIGN, AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ONLINE JOURNALS, NAMELY, BLOGS FEATURING GENERAL INTEREST TOPICS COVERING A WIDE VARIETY OF TOPICS AND SUBJECT MATTER; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF MAGAZINES, NEWSLETTER AND JOURNALS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; PROVIDING INFORMATION, PODCASTS AND WEBCASTS IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; DIGITAL VIDEO, AUDIO AND MULTIMEDIA PUBLISHING SERVICES; PROVIDING ENTERTAINMENT INFORMATION REGARDING MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS; PROVIDING INFORMATION, REVIEWS AND PERSONALIZED RECOMMENDATIONS OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS IN THE FIELD OF ENTERTAINMENT; ENTERTAINMENT SERVICES, NAMELY, PRODUCTION OF LIVE MUSICAL PERFORMANCES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING LIVE MUSICAL PERFORMANCES ONLINE VIA A GLOBAL COMPUTER NETWORK; RENTAL OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS, BY MEANS OF COMMUNICATIONS NETWORKS, NAMELY, PROVISION OF NON-DOWNLOADABLE AUDIO AND AUDIOVISUAL PROGRAMS VIA AN ONLINE VIDEO-ON-DEMAND SERVICE; PROVIDING A DATABASE OF DIGITAL ENTERTAINMENT CONTENT IN THE NATURE OF MOVIES, MUSIC, VIDEOS, TELEVISION, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, AND CURRENT EVENTS VIA ELECTRONIC COMMU-



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 4,088,195 NICATION NETWORKS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING PRERECORDED AUDIO AND AUDIOVISUAL CONTENT, INFORMATION AND COMMENTARY IN THE FIELDS OF MUSIC, CONCERTS, VIDEOS, MOVIES, TELEVISION, BOOKS, NEWS, SPORTS, GAMES AND CULTURAL EVENTS ALL VIA A GLOBAL COMPUTER NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 6313316, FILED 9-28-2007.

OWNER OF U.S. REG. NOS. 2,649,455, 3,317,089, AND OTHERS.

SN 77-428,980, FILED 3-22-2008.

MARILYN IZZI, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#) | [ASSIGN Status](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

APPLE

Word Mark APPLE

Goods and Services IC 041. US 100 101 107. G & S: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service. providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301

Standard

Characters

Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK**Serial Number** 77428980**Filing Date** March 22, 2008**Current Basis** 1A**Original Filing Basis** 1B;44D**Published for Opposition** February 16, 2010**Registration Number** 4088195**International Registration Number** 0978171**Registration Date** January 17, 2012**Owner** (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014**Attorney of Record** Thomas R. La Perle**Priority Date** September 28, 2007**Prior Registrations** 2649455;3226289;3317089;AND OTHERS**Description of Mark** Color is not claimed as a feature of the mark.**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[| HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

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 J. 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 AUTHORIZING, 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



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Logout

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#) | [ASSIGN Status](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

APPLE

Word Mark APPLE

Goods and Services

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

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 3,359,045

Registered Dec. 25, 2007

TRADEMARK
PRINCIPAL REGISTER

APPLE TV

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

FOR: COMPUTER HARDWARE; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; 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, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

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

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 37955, FILED 11-13-2006.

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

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

SER. NO. 77-152,380, FILED 4-9-2007.

ANGELA GAW, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#) | [ASSIGN Status](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

APPLE TV

Word Mark	APPLE TV
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; 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. FIRST USE: 20070321. FIRST USE IN COMMERCE: 20070321
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Trademark Search Facility Classification Code	LETS-2 TV Two letters or combinations of multiples of two letters
Serial Number	77152380
Filing Date	April 9, 2007
Current Basis	1A
Original Filing Basis	1A;44D
Published for Opposition	October 9, 2007
Registration	3359045

Number
International Registration Number 0928475
Registration Date December 25, 2007
Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record Thomas R. La Perle
Priority Date November 13, 2006
Prior Registrations 1078312;2034964;2808567;AND OTHERS
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 9

Prior U.S. Cl.: 26, 38

United States Patent and Trademark Office

Reg. No. 1,114,431
Registered Mar. 6, 1979

TRADEMARK
Principal Register



Apple Computer, Inc. (California corporation)
10260 Bandley Drive
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CLS. 26 and 38).

First use during January 1977; in commerce January
1977.

The mark consists of a silhouette of an apple with a
bite removed.

Owner of Reg. No. 1,078,312.

Ser. No. 162,799, filed Mar. 20, 1978.

J. TINGLEY, Examiner



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Logout

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)



Goods and Services	IC 009. US 026 038. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19770100. FIRST USE IN COMMERCE: 19770100
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73162799
Filing Date	March 20, 1978
Current Basis	1A
Original Filing Basis	1A
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1114431
Registration Date	March 6, 1979
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
Description of Mark THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.
Renewal 2ND RENEWAL 20080314
Live/Dead Indicator LIVE

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cls.: 35 and 41

Prior U.S. Cls.: 100, 101, 102 and 107

Reg. No. 3,298,028

United States Patent and Trademark Office

Registered Sep. 25, 2007

SERVICE MARK
PRINCIPAL REGISTER



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

FOR: ARRANGING AND CONDUCTING TRADE SHOWS, AND TRADE SHOW EXPOSITIONS AND EXHIBITIONS IN THE FIELDS OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, AND CONSUMER ELECTRONICS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, CONFERENCES AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING OF EXHIBITIONS, SEMINARS AND CONFERENCES; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS AND COMPUTER SOFTWARE; PROVIDING A WEBSITE FOR THE UPLOADING, SHARING, VIEWING AND

POSTING OF PHOTOGRAPHS, DIGITAL IMAGES, MOVIES, VIDEOS, ONLINE JOURNALS, NAMELY WEB BLOGS IN GENERAL INTEREST FIELDS, AND OTHER RELATED MULTIMEDIA ENTERTAINMENT MATERIALS OVER A GLOBAL COMPUTER NETWORK; PROVIDING FITNESS AND EXERCISE FACILITIES; PHYSICAL FITNESS CONSULTATION AND INSTRUCTION; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF NEWSLETTERS IN THE FIELD OF COMPUTERS AND EDUCATION; PROVIDING INFORMATION IN THE FIELD OF EDUCATION VIA THE INTERNET; PROVIDING INFORMATION IN THE FIELD OF ENTERTAINMENT VIA THE INTERNET CONCERNING MOVIES, MUSIC, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-1-1981; IN COMMERCE 3-1-1981.

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

SER. NO. 78-943,482, FILED 8-2-2006.

JEFFERY COWARD, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Logout

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)



Goods and Services

IC 035. US 100 101 102. G & S: Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301

IC 041. US 100 101 107. G & S: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events. FIRST USE: 19810301. FIRST USE IN COMMERCE: 19810301

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 78943482

Filing Date August 2, 2006
Current Basis 1A
Original Filing Basis 1A
Published for Opposition July 10, 2007
Registration Number **3298028**
International Registration Number 0946932
Registration Date September 25, 2007
Owner (REGISTRANT) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Thomas R. La Perle
Prior Registrations 1114431;2715578;2753069;AND OTHERS
Description of Mark Color is not claimed as a feature of the mark.
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)

[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,715,578

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





United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Logout

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)



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

[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)

[.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

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



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Logout

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)



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

VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves

Classification Code**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 Record** Thomas R. La Perle**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[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[| .HOME](#) | [| SITE INDEX](#) | [| SEARCH](#) | [| eBUSINESS](#) | [| HELP](#) | [| PRIVACY POLICY](#)

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 3,359,157

Registered Dec. 25, 2007

TRADEMARK
PRINCIPAL REGISTER



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

FOR: COMPUTER HARDWARE; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; 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, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

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

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

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

SER. NO. 77-154,348, FILED 4-11-2007.

ANGELA GAW, EXAMINING ATTORNEY



United States Patent and Trademark Office

[Home](#) | [Site Index](#) | [Search](#) | [FAQ](#) | [Glossary](#) | [Guides](#) | [Contacts](#) | [eBusiness](#) | [eBiz alerts](#) | [News](#) | [Help](#)

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Nov 26 03:20:59 EST 2014

[TESS HOME](#) | [NEW USER](#) | [STRUCTURED](#) | [FREE FORM](#) | [BROWSE DICT](#) | [SEARCH OG](#) | [BOTTOM](#) | [HELP](#)

Logout

Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDR](#)

[ASSIGN Status](#)

[TTAB Status](#)

(Use the "Back" button of the Internet Browser to return to TESS)



Word Mark

TV

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; 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. FIRST USE: 20070321. FIRST USE IN COMMERCE: 20070321

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

05.09.05 - Apples

Trademark

Search Facility Classification Code

LETS-2 TV Two letters or combinations of multiples of two letters
VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves

Serial Number

77154348

Filing Date

April 11, 2007

Current Basis

1A

Original Filing Basis

1A

Published for Opposition

October 9, 2007

Registration Number

3359157

International Registration Number 0946501
Registration Date December 25, 2007
Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record Yuka Sugar
Prior Registrations 1114431;2715578;2753069;AND OTHERS
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a design of an apple with a bite removed.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#)

[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

EXHIBIT 3



United States [change]

[Login](#)

[Register](#)

[Solutions](#)

[Industries](#)

[Products](#)

[Methods & Tools](#)

[Insights](#)

[News](#)

Home: [Insights](#) ▶ [EquiTrend Rankings](#) ▶ [2014 EquiTrend Rankings](#)

Awards

[Harris Poll EquiTrend® Rankings](#)

[2014 Rankings](#)

[2013 Rankings](#)

[Harris Vault®](#)

EquiTrend® Categories

- [Airlines](#)
- [Apparel](#)
- [Appliances](#)
- [Automotive](#)
- [Beverages](#)
- [Computer Products](#)
- [Consumer Electronics](#)
- [Cruise Lines](#)
- [Entertainment / Recreation](#)
- [Financial Services / Insurance](#)
- [Foods](#)
- [Health & Beauty](#)
- [Hotels](#)
- [Household Products](#)
- [Media](#)
- [Non-Profits](#)
- [Online Organizations](#)
- [Other Products](#)
- [Over-the-Counter Products](#)
- [Restaurants](#)
- [Retail](#)
- [Sports](#)
- [Telecommunications](#)

[... back to top](#)

- [Airlines](#)
- [Apparel](#)
- [Appliances](#)
- [Automotive](#)
- [Beverages](#)
- [Computer Products](#)
- [Consumer Electronics](#)
- [Cruise Lines](#)
- [Entertainment / Recreation](#)
- [Financial Services / Insurance](#)
- [Foods](#)
- [Health & Beauty](#)
- [Hotels](#)
- [Household Products](#)
- [Media](#)
- [Non-Profits](#)
- [Online Organizations](#)

2014 Harris Poll EquiTrend® Rankings

Using an academically vetted brand equity model with elements like familiarity, quality, and purchase consideration, brands create powerful connections with consumers.

The stronger the brand, the greater the bond. The Harris Poll EquiTrend study benchmarks how deep those bonds go and honors the highest ranked brands in each award category.

The EquiTrend® study results disclosed on this page may not be used for advertising, marketing, or promotional purposes without the prior written consent of Harris Interactive. Products, brand names, and logos are trademarks or registered trademarks of their respective owners.



Airlines

Full Service Airline
Value Airline

Apparel

Outdoor Wear
Running Shoe
Sporting Apparel

Appliances

Major Appliance
Small Kitchen Appliance
Single Serve Coffee Maker

Automotive

Auto Service Center
Full Line Automotive
Luxury Automotive
Motorcycle
Recreation Vehicle
Tires

Beverages

Beer
Bottled Water
Coffee
Diet Soft Drink
Energy Drink
Fruit Flavored Drink
Fruit Juice
Hot Tea
Light Beer
Soft Drink

Computers

[Harris Poll EquiTrend® Press](#)

[Online Streaming Entertainment Providers Are Rapidly Building Brand Equity, According to the 2014 Harris Poll EquiTrend® Study](#)

[More on EquiTrend®](#)

[Harris Poll EquiTrend Product Overview Georgetown University/IJRM Article](#)

[White Paper](#)

[Georgetown University](#)

Harris Poll EquiTrend® as a predictor of stock performance in the 2008 financial crisis.

[Read Now](#)

[Contact](#)

Got a question or want to learn more?

877.919.4765

info@harrisinteractive.com

- Other Products
- Over-the-Counter Products
- Restaurants
- Retail
- Sports
- Telecommunications

... back to top

EquiTrend® Categories

- Airlines
- Apparel
- Appliances
- Automotive
- Beverages
- Computer Products
- Consumer Electronics
- Cruise Lines
- Entertainment / Recreation
- Financial Services / Insurance
- Foods
- Health & Beauty
- Hotels
- Household Products
- Media
- Non-Profits
- Online Organizations
- Other Products
- Over-the-Counter Products
- Restaurants
- Retail
- Sports
- Telecommunications

... back to top

- Airlines
- Apparel
- Appliances
- Automotive
- Beverages
- Computer Products
- Consumer Electronics
- Cruise Lines
- Entertainment / Recreation
- Financial Services / Insurance
- Foods
- Health & Beauty
- Hotels
- Household Products
- Media
- Non-Profits
- Online Organizations
- Other Products
- Over-the-Counter Products
- Restaurants
- Retail

Computer	
	2014 Harris Poll EquiTrend® Computer Brand of the Year
1	Apple Computers
2	Hewlett-Packard (HP) Computers
3	Dell Computers
4	Samsung Computers
5	Sony Computers
<p>Other Computer brands in study ranked below category average (alphabetically): Acer Computers, Asus Computers, Fujitsu Computers, Gateway Computers, Lenovo Computers, Panasonic Computers, Toshiba Computers</p>	

Printer

Tablet Computer	
	2014 Harris Poll EquiTrend® Tablet Computer Brand of the Year
1	Apple iPad Series (Tablet)
2	Kindle Fire Series (Tablet)
<p>Other Tablet Computer brands in study ranked below category average (alphabetically): Asus Transformer Pad Series Tablet, Google Nexus Series Tablet, Microsoft Surface Tablet, Samsung Galaxy Series Tablet, Sony Xperia Series Tablet</p>	

Consumer Electronics

Car Audio
Consumer Electronics
Digital Camera
Gaming Console

Cruise Lines

Cruise Line

Entertainment / Recreation

Las Vegas Casino
Movie Theater
Video Game Series

Financial Services / Insurance

Discount Brokerage
Health Insurance
Investment
Life Insurance
National Bank
Payment Card
Property & Casualty Insurance
Real Estate Agency
Super Regional Bank
Tax Preparation

Foods

Chocolate Candy
Cookie
Frozen Pizza
Ice Cream
Non-Chocolate Candy
Popcorn

Sports
Telecommunications

... back to top

Potato Chip
Premium Chocolate
Pretzel
Tortilla Chip
Yogurt

EquiTrend® Categories

Airlines
Apparel
Appliances
Automotive
Beverages
Computer Products
Consumer Electronics
Cruise Lines
Entertainment / Recreation
Financial Services / Insurance
Foods
Health & Beauty
Hotels
Household Products
Media
Non-Profits
Online Organizations
Other Products
Over-the-Counter Products
Restaurants
Retail
Sports
Telecommunications

Health & Beauty

Sun Screen
Health & Fitness Club

Hotels

Economy Hotel
Extended Stay Hotel
Full Service Hotel
Luxury Hotel
Mid-Market Hotel

Household Products

Cat Food
Dog Food
Household Cleaner
Paint
Power Tool
Vacuum Cleaner
Window Covering

Media

Factual Entertainment TV
General Entertainment TV
Kids' TV
Late Night Talk Show
Music TV
News Service
Pay Cable TV Network
Sports TV
TV Network
TV News
Women's Magazine

Non-Profits

Animal Welfare Non-Profit
Disability Non-Profit
Environmental Non-Profit
Health Non-Profit
International Aid Non-Profit
Social Services Non-Profit
Veterans Association
Youth Non-Profit

Online Organizations

E-Retailer
Health Information Website
Online Auto Shopping
Online Computer Retailer
Online Department Store
Online Home Search

... back to top

Airlines
Apparel
Appliances
Automotive
Beverages
Computer Products
Consumer Electronics
Cruise Lines
Entertainment / Recreation
Financial Services / Insurance
Foods
Health & Beauty
Hotels
Household Products
Media
Non-Profits
Online Organizations
Other Products
Over-the-Counter Products
Restaurants
Retail
Sports
Telecommunications

... back to top

Online Job Search
Online Mass Merchandiser
Online Office Supply Retailer
Online Travel Service
Video Streaming Subscription

Other Products

Gift Basket
Greeting Card

Over-the-Counter Products

OTC Children's Pain Relief
OTC Cold / Allergy
OTC Digestive Aid
OTC Fiber Supplement
OTC Laxative
OTC Pain Relief
OTC Sleep Aid

Restaurants

Burger Restaurant
Casual Dining Restaurant
Chicken Restaurant
Coffee & Quick Service Restaurant
Fast Casual Mexican Restaurant
Italian Dining Restaurant
Pizza Chain
Sandwich Shop

Retail

Convenience Store
Department Store
Discount Shoes Store
Gasoline
Grocery Store - Midwest Region
Grocery Store - Northeast Region
Grocery Store - South Region
Grocery Store - West Region
Hardware & Home Store
Jeweler
Luxury Department Store
Mass Merchandiser
Off-Price Retailer
Office Supply Store
Pharmacy
Sporting Goods Store
Value Store
Warehouse Club

Sports

Sports League

Telecommunications

Mobile Network
Mobile Phone
Pre-Paid Mobile Carrier

[About Us](#) | [Careers](#) | [Contact Us](#) | [Privacy Policy](#) | [Site Map](#) | [Join Our Panel](#)

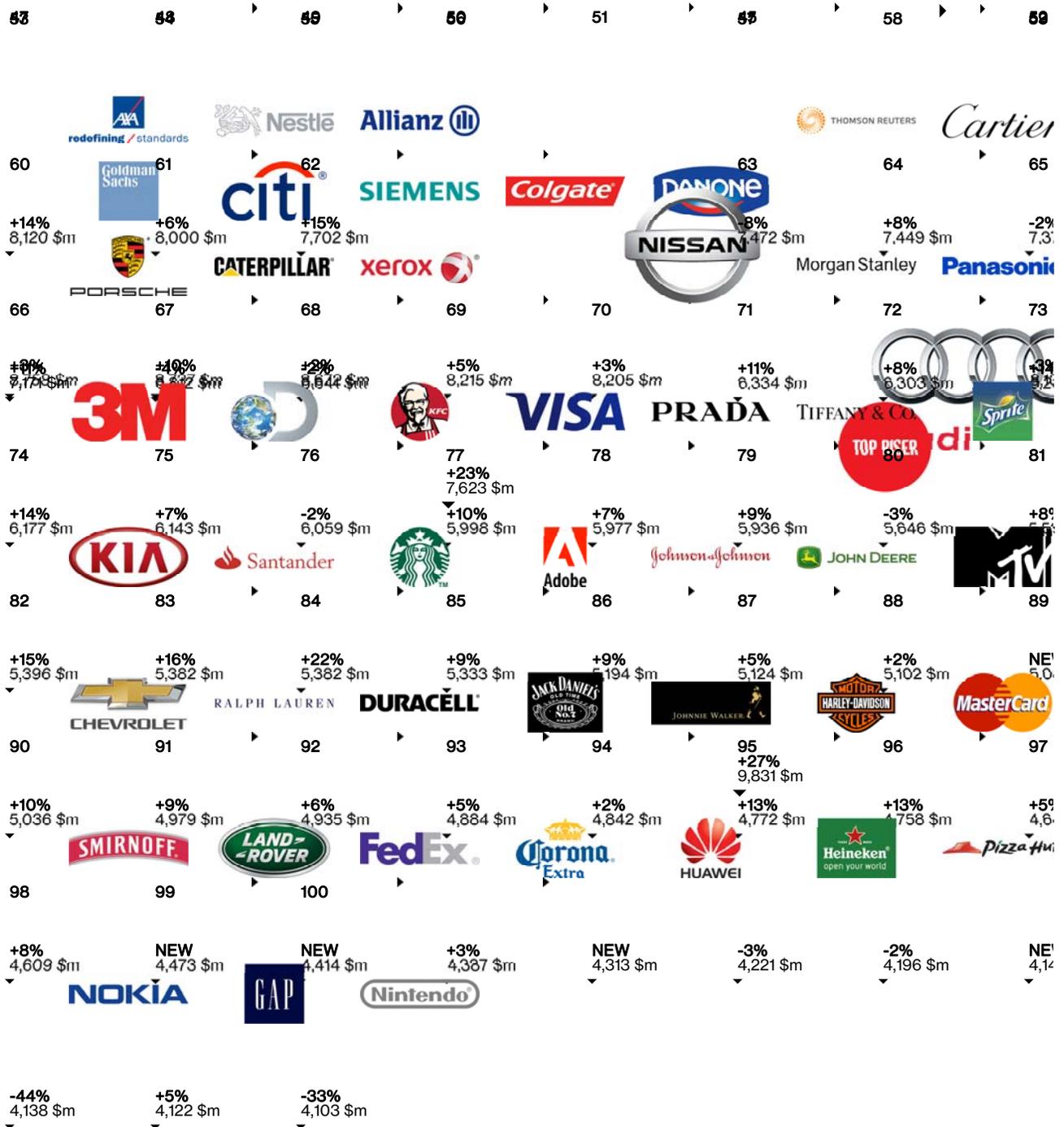
© 2014 Harris Interactive Inc. All rights reserved.

EXHIBIT 4

Rankings

Filter +

01	02	03	04	05	06	07	08
09	10	11	12	13	14	15	
+21% 118,863 \$m	+15% 107,439 \$m	+3% 81,563 \$m	-8% 72,244 \$m	+3% 61,154 \$m	-3% 45,480 \$m	+15% 45,462 \$m	+20% 42,...
16	17	18	19	20	21		
+1% 42,254 \$m	+8% 34,338 \$m	+7% 34,214 \$m	-8% 34,153 \$m	+14% 32,223 \$m	+6% 30,936 \$m		
22	23	24	25	26	27	28	30
+8% 25,980 \$m	-8% 23,758 \$m	-9% 22,845 \$m	-9% 22,552 \$m	+17% 21,973 \$m	+16% 21,083 \$m		
29		31		32	33	34	35
+16% 19,875 \$m	+11% 19,510 \$m	+7% 19,119 \$m	+4% 17,340 \$m	+15% 15,885 \$m	+5% 14,470 \$m	+25% 29,478 \$m	+9% 14,358 \$m
				36	37	38	39
				-4% 13,442 \$m	+8% 13,142 \$m	+3% 13,024 \$m	+9% 12,...
40	41	42	43	44			46
+86% 14,349 \$m		+23% 13,716 \$m		+12% 12,126 \$m	+6% 11,702 \$m	+7% 11,406 \$m	+18% 10,8...
+16% 10,409 \$m	+2% 10,385 \$m	+5% 10,264 \$m	+3% 10,162 \$m	+4% 9,882 \$m			+18% 8,9...



Best Global Brands

Interbrand's Best Global Brands is the definitive list of the world's most valuable brands. Find out the world's top 100 brands and the leadership strategies here.

[Rankings](#)

[Age of You](#)

[Methodology](#)

[Sector Overview](#)

[Articles](#)

[Interviews](#)

[Previous Years](#)

[Downloads](#)

[Contributors](#)

[Contact Us](#)

[Interbrand](#)

[InterbrandHealth](#)

[InterbrandDesignForum](#)

[BrandWizard](#)

[HMKM](#)

[LinkedIn](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)

[brandchannel](#)

[RSS](#)

<p>Best Global Brands 2013</p>	 <p>The New Top 100</p>	<p>The Leadership Issue</p>	<p>Sector Overviews</p>
<p>Articles & Interviews</p>	<p>Charts</p>	<p>Methodology & Applications</p>	<p>Contact Info & 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	 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	NIKE	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	Canon	10,989
36	Z A R A	10,821
37	NESCAFÉ	10,651
38	G U C C I	10,151
39	L'ORÉAL PARIS	9,874
40	PHILIPS	9,813
41	accenture	9,471

42		9,181
43		9,004
44		8,536
45		8,503
46		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	Panasonic	5,821
69		5,811
70		5,756
71	Morgan Stanley	5,724
72	PRADA	5,570
73		5,535
74	VISA	5,465
75	TIFFANY & CO.	5,440
76	3M	5,413
77	BURBERRY	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

Copyright © 2013 Interbrand. All Rights Reserved.

Interbrand's 2012 Best Global Brands report, including detailed sector analyses, is available in full on interbrand.com and 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%

BEST GLOBAL BRANDS 2011

Top 100 Brands

Interactive Charts

Methodology

Top Brand Interviews

Articles



SIGN UP FOR UPDATES



2011 REPORT:
Read Online
Download
For iPad
Top 100 Poster

PREVIOUS YEARS

- 2011 ranking
- 2010 ranking
- 2009 ranking
- 2008 ranking
- 2007 ranking
- 2006 ranking
- 2005 ranking
- 2004 ranking
- 2003 ranking
- 2002 ranking
- 2001 ranking



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
+1 212 798-7646

Lindsay Beltzer
Global Public Relations
Associate
+1 212 798-7786

BGB BADGE

Are you a Best Global
Brand? Contact Jessica
McHie for the BGB badge
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

Which brands lead when it
comes to the environment.
Find out in our Best Global
Green Brands 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 Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices 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%

RSS  | COPYRIGHT © 2011 INTERBRAND. ALL RIGHTS RESERVED. | [brandchannel](#)

**SIGN UP
FOR UPDATES**

[Take me to the form](#)

English Search
SEARCH SITE

Interbrand Creating and managing brand value™

ABOUT US OUR WORK KNOWLEDGE BEST GLOBAL BRANDS NEWS ROOM OFFICES

BEST GLOBAL BRANDS 2010

BEST GLOBAL BRANDS

2010 RANKINGS

Print

Top 100 Brands

Methodology

Brand Leader Conversations



SIGN UP FOR UPDATES



Read online:
Full Report

Downloads:
Report (US format)
Report (UK format)
Top 100 Poster

+	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%

CHARTS & GRAPHS
 TOP RISERS & FALLERS
 Find out which brands experienced the biggest change in brand value in 2010.

INDUSTRY INSIGHTS
 Find out which sectors performed best from 2009 to 2010.

- PREVIOUS YEARS
- 2010 ranking
 - 2009 ranking
 - 2008 ranking
 - 2007 ranking
 - 2006 ranking
 - 2005 ranking
 - 2004 ranking
 - 2003 ranking
 - 2002 ranking
 - 2001 ranking

BGB BADGE
 Are you a Best Global Brand? Contact Lisa Kline for the BGB badge and guidelines for usage.



PRESS & MEDIA
 Lisa Kline
 +1 212-798-7647
 Lindsay Beltzer
 +1 212 798-7786

+	54	63	 BlackBerry	Canada	Electronics	6,762	32%
+	55	54	 MTV	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 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 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%

ABOUT US
 Interbrand
 Interbrand Companies
 InterbrandHealth
 Interbrand Design
 Forum
 BrandWizard
 Interbrand Foundation

OUR WORK
 By Client
 By Discipline
 Analytics
 Brand Strategy
 Brand Valuation
 Corporate Design
 Digital Strategy
 Digital Brand Management
 Health
 Internal Brand Engagement
 Naming
 Packaging Design
 Retail
 Verbal Identity

KNOWLEDGE
 Branding Studies
 Papers & Articles
 Blog
 Books
 Brandchannel

BEST GLOBAL BRANDS
 2010 Report
 Previous Years
 Methodology

NEWS ROOM
 Press Releases
 In the News
 Awards & Recognition

OFFICES
 Our Local Offices
 Contact Form

SIGN UP FOR UPDATES

Take me to the form

EXHIBIT 5



Most Admired 2014

Filter



1 Apple

2 Amazon.com

3 Google

4 Berkshire Hathaway

The Most Admired list is the definitive report card on corporate reputations. [See our Methodology](#)



1 Apple



Mario Tama / Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
HQ Country	USA
Website	www.apple.com

▲ AAPL 118.93+1.33 (1.13%)
NOV 26
11:07 AM
EDT

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year's list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market)

are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

Nine Key Attributes of Reputation	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

[Company Profile](#)



Subscribe to Fortune U.S. Log In CNN

Enter symbol or keyword Submit Q

Home Video Business News Markets My Portfolio Investing Economy Tech Personal Finance Small Business Leadership Like 150k



0 comments 2013

World's Most Admired Companies

Recommend 1.4k Tweet 753 36 Email Print 1 of 50

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

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



jobs by

Job openings... at Apple

At-Home Advisor (Japanese)
Austin, TX-Apple

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

See All Jobs

Search All Jobs from Across the Web

job title or compan location Search

Sponsored Links

Top 3 Stocks for 2013
3 Companies with Outstanding Growth Potential.
www.TheStockReport.com

Frontrun a Revolution
Own the Stock Poised To Create a New Generation of Millionaires.
www.EmergingPennyStocks.com

New Look. Powerful Tools.
Get UNLIMITED credit score access at the new TransUnion® site
transunion.com

Buy a link here



U.S. Log in CNN

Submit Q

- Home
- Video
- Business News
- Markets
- Investing
- Economy
- Tech
- Personal Finance
- Small Business
- Leadership

Like 116k

The cloud goes from mainstream to revenue stream.

WORLD'S MOST ADMIRABLE COMPANIES

2012

- Full List
- By Location
- Best & Worst
- No. 1s
- Industries

Apple

1 of 50 Back

Vote for it as readers choice: Like 1.2k

Share Tweet

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.

Job openings... at Apple

Medical Doctor or Doctor of Osteopathic
San Antonio, TX-Apple One Government Services

Multiple Positions Available. IMMEDIATE...
Charlotte, NC-Apple Unlimited

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

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

Product Administrator
Elk Grove Village, IL-Apple Vacations

See All Jobs

Search All Jobs from Across the Web

job title or company location Search



Sponsored Links

2100% Penny Stock Gains?
We'll teach you how to turn 1k\$ to 10k\$ with Penny Stocks. 100% Free!

Accelerated MBA Programs
Earn Your MBA in Atlanta with South University's Flexible Programs!

Truth About Annuities?*
Don't Buy Any Annuity Until You Watch This Special Video Report!

Weird Loophole in Georgia
(NOV 2012): If you pay for car insurance you better read this...

Buy a link here

Find companies you most admire

- 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

(HOW THIS TOOL WORKS)

Submit

Readers' choice

World's Most Admired Companies

Apple

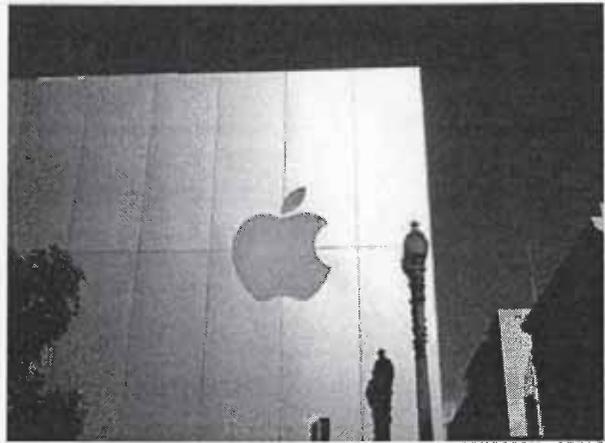
Top 50 rank: 1

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.



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

Advertisement

Print Powered By FormatDynamics



Quality of products/services	1
Global competitiveness	2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71

[See all](#)

From the March 21, 2011 issue

Advertisement



Print Powered By FormatDynamics™



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/AP/ARND BRONKHORST

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

Advertisement



Print Powered By FormatDynamics™



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

Advertisement



Print Powered By FormatDynamics



Subscribe to Fortune Magazine
Magazine Customer Service

- [Home](#)
- [Fortune 500](#)
- [Technology](#)
- [Markets](#)
- [Personal Finance](#)
- [Small Business](#)
- [CNN.com](#)
- [Rankings](#)
- [Jobs](#)
- [Magazines](#)
- [RSS](#)

WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

- [Full List](#)
- [By Location](#)
- [Best & Worst](#)
- [No. 1s](#)
- [Industries](#)

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

[Get Quote: AAPL](#) [Financials: Latest Results](#)
[Add AAPL to Portfolio](#) [Add AAPL to Alerts](#)

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
Cupertino, CA - Apple
- Tooling and Process Engineer (Metals)
Cupertino, CA - Apple
- [See All Jobs](#)

Search All Jobs from Across the Web

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...

Sponsored Links

- Solar Stock Pick - EVSO**
Emerging Green Energy Co. Growth Stock Investment
- Are you "PM" Certified?**
Villanova Project Management Certification 8 weeks - Enroll Now.
- Bankruptcy**
Looking for Alternatives to Bankruptcy?
- Countrywide® Home Loans**
No Cash Required For Closing Costs. Call Or Apply Online Now.

[Buy a link here](#)

Find companies you most admire

Industry: Computers Most Admired

Rank	Company	Overall score
1	Xerox	7.28

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.

Sponsored Links

Solar Stock Pick - EVSO
Emerging Green Energy Co. Growth Stock Investment
www.EvolutionSolar.com

Are you "PM" Certified?
Villanova Project Management Certification 8 weeks - Enroll Now.
www.VillanovaU.com/PM

Bankruptcy
Looking for Alternatives to Bankruptcy?
JustClickLocal.com

Buy a link here

- 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)

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
See the rest		

How we pick the Most Admired

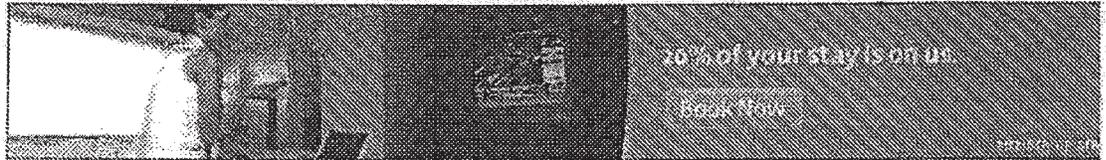
This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one. [More](#)

- [LATEST ISSUE](#)
- [FORTUNE ASIA](#)
- [FORTUNE EUROPE](#)



How Facebook is taking over our lives

[Table of Contents](#)
[Recent Issues](#)



CNNMoney.com

News | Markets | Technology | Personal Finance | Small Business | CNN.com

Enter quotes



Home Fortune 500 Technology Investing Management Rankings

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

Stocks

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 iit they're recommen

Click here for *TJ

*Results as of 5/13/08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

Indicates a tie.

Sponsored Links

"Teeth Whiteners Exposed"

7 Teeth Whitening Products Tested, Rated, and Reviewed. A Must Read!
www.best-teeth-whitening.com

Countrywide® Home Loans

No Closing Cost Refi Options. No Points or Processing Fees. Call Now.
www.Countrywide.com

What's your credit score?

The U.S. Average is 692. See your 2008 report and score now for \$0!
FreeCreditReport.com

Sponsored Links

"Teeth Whitening C
7 Teeth Whitening Pro
Must Read!

Countrywide® Hom
No Closing Cost Refi
Call Now.

What's your credit :
The U.S. Average is 6
for \$0!

GEICO Car Insuran
GEICO could save you
quote.

Best compa

State

California

Buy a link here

New York

Texas

See the rest

**Most admir
manager**

Company

Medco Health Solutio

BMW

Walt Disney

See the rest

Most admir

Company

Apple

Nike

Medco Health Solutio

See the rest

Industry ch: