ESTTA Tracking number: **ESTTA778676**
Filing date: **10/24/2016**

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	10/23/2016
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES

Attorney information	JOSEPH PETERSEN 1080 MARSH ROAD MENLO PARK, CA 94025 UNITED STATES jpetersen@ktslaw.com, prosenberg@ktslaw.com, agarcia@ktslaw.com, tmadmin@ktslaw.com Phone:650-326-2400

Applicant Information

Application No	79167637	Publication date	04/26/2016
Opposition Filing Date	10/24/2016	Opposition Period Ends	10/23/2016
International Registration No.	1252886	International Registration Date	04/10/2015
Applicants	JÃ©rÃ©my Seyman 17 rue CÃ©prÃ© FRANCE SÃ©bastien Bonneau 6 avenue des Ternes FRANCE		

Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Business management; business management and organization consultancy; web sitetraffic optimization; company audits, namely, business auditing for companies; business consulting including strategic advice and commercial analyses; commercial intermediation services, namely, mediation and conclusion of commercial transactions for others; acquisition and merger consultation
Class 036. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Real estate affairs, namely, real estate consultancy; real estate estimates, namely, real estate valuations; financial management; real estate management services, namely, real property management; financing services; financial analysis; raising and investing capital for others;venture capital advisory services; financial consultancy; finan-

cial evaluation for insurance, banking, and real estate purposes; fund investment; financial services, namely, business fundraising for others

Applicant Information

Application No	79170272	Publication date	05/24/2016
Opposition Filing Date	10/24/2016	Opposition Period Ends	
International Registration No.	1259690	International Registration Date	05/29/2015
Applicants	JÃ©rÃ©my Seyman 17 rue CÃ©prÃ© FRANCE SÃ©bastien Bonneau 6 avenue des Ternes FRANCE		

Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Business management; business administration; business management and organization consultancy; business management forfreelance service providers; computizedfile management; web site traffic optimization; commercial analyses, namely, business auditing for companies; company audits in the nature of account auditing;commercial intermediation services, namely, the mediation of contracts for purchase and sale of products

Applicant Information

Application No	79170533	Publication date	06/07/2016
Opposition Filing Date	10/24/2016	Opposition Period Ends	
International Registration No.	1260277	International Registration Date	05/29/2015
Applicants	JÃ©rÃ©my Seyman 17 rue CÃ©prÃ© FRANCE SÃ©bastien Bonneau 6 avenue des Ternes FRANCE		

Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Business management; business administration; providing office functions; business management and organization consultancy; public relations

Applicant Information

Application No	79170995	Publication date	05/24/2016

Opposition Filing Date	10/24/2016	Opposition Period Ends	
International Registration No.	1261389	International Registration Date	05/29/2015
Applicants	JÃ©rÃ©my Seyman 17 rue CÃ©prÃ© FRANCE SÃ©bastien Bonneau 6 avenue des Ternes FRANCE		

Goods/Services Affected by Opposition

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Advertising services; business management; business administration; direct mailadvertising, namely, mailing leaftlets,propectuses, printed matter, and product samples; arranging newspaper subscription services for others; arranging subscriptions to telecommunication services for others; presentation of goods on all communication media, for retail sale, inthe nature of marketing services, namely, promoting the retail goods of others;business management and organization consultancy; web site traffic optimization; organization of exhibitions for commercial or advertising purposes; online advertising on a computer network; rental of advertising time on all communication media; publication of advertizing texts;rentals of advertising space; dissemination of advertisemeents; public relations

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

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.	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	Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01 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 andgamepads;] a full line of computer software for business, home, education, anddeveloper 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 onmagnetic 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 foruse 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 videoand 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'seducational software; computer game software; Computer graphics software; [Computer search engine software;] Web sitedevelopment software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systemsand across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association withthe above

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

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

U.S. Registration No.	2870477	Application Date	08/22/2002
Registration Date	08/03/2004	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed.
Goods/Services	Class 038. First use: First Use: 1994/04/09 First Use In Commerce: 1994/04/09 Telecommunication services, namely, electronic transmission of data and images via computer networks; electronic mail services; providing on-line electronic bulletin boards for transmission of messages among computer users in the fields ofbusiness, creative design, education, computers, information technology, word processing, database management, entertainment, electronic commerce and telecommunications; telecommunications consultation; delivery of messages by electronic transmission; electronic transmission of data and information by computer, radio,mail, providing Internet access

U.S. Registration No.	2926853	Application Date	08/16/2002
Registration Date	02/15/2005	Foreign Priority Date	02/26/2002
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed.
Goods/Services	Class 035. First use: First Use: 1983/00/00 First Use In Commerce: 1983/00/00 analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerceover computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others;business services, namely, dissemination of advertising for others via computernetworks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals andconsumer electronics, and demonstrationof products relating thereto Class 039. First use: First Use: 1985/00/00 First Use In Commerce: 1985/00/00 computerized data storage services; data storage relating to business

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	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 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, viewingand 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 consultationand instruction; providing on-line publications in the nature of newsletters inthe field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment viathe Internet concerning movies, music, videos, television, celebrities, sports,news, history, science, politics, comedy, children's entertainment, animation, culture, current events

U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed.
Goods/Services	Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 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 unitwith, 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

Attachments	73162799#TMSN.png(bytes) 76426501#TMSN.png(bytes) 78255986#TMSN.png(bytes)

	78157042#TMSN.png(bytes) 78155188#TMSN.png(bytes) 78943482#TMSN.png(bytes) 77648705#TMSN.png(bytes) Consolidated Notice of Opposition - Bonneau and Seyman Power Button with Leaf.pdf(88291 bytes) Exhibit 1 - to Consolidated NOO -Bonneau.pdf(852429 bytes) Exhibit 2 - to Consolidated NOO -Bonneau.pdf(1970262 bytes) Exhibit 3 - to Consolidated NOO -Bonneau.pdf(2306336 bytes) Exhibit 4 - to Consolidated NOO -Bonneau.pdf(4143504 bytes) Exhibit 5 - to Consolidated NOO -Bonneau.pdf(1518471 bytes) Exhibit 6 - to Consolidated NOO -Bonneau.pdf(1113029 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	10/24/2016

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

Application Serial No. **79/167,637**

For the mark: Advice for Growth
Filed: April 10, 2015
Published: April 26, 2016

Application Serial No. **79/170,272**

For the mark: Accounting for Growth
Filed: May 29, 2015
Published: May 24, 2016

Application Serial No. **79/170,533**

For the mark: All you need for Growth
Filed: May 29, 2015
Published: June 7, 2016

Application Serial No. **79/170,995**

For the mark: Communication for Growth
Filed: May 29, 2015
Published: May 24, 2016

APPLE INC.,	
Opposer,	Opposition No.
v.	**CONSOLIDATED NOTICE OF OPPOSITION**
JÉRÉMY SEYMAN and SÉBASTIEN BONNEAU,	
Applicants.	

APPLE INC. ("Apple" or "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 registrations for the trademarks

underlying Application Serial Nos. 79/167,637, 79/170,272, 79/170,533, and 79/170,995 (the "Applications" for "Applicants' Marks") filed by Jérémy Seyman and Sébastien Bonneau ("Applicants"), 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 personal computers, mobile communication and media devices, digital media players, and many other goods and services, and Opposer's APPLE brand is one of the best known brands in the world. Opposer designs, manufactures, renders, and/or markets in interstate and international commerce a broad line of technology-related goods and services. Among its broad product line, Opposer has long offered products and services to business customers, including but not limited to a full line of computers and computer software for business use, as well as a range of business-related services, including business consultation and management services, advertising and marketing services, retail services, the arrangement of subscriptions to telecommunication services, and the distribution of news content. Additionally, Opposer has long offered consumer and lending services, including but by no means limited to Opposer's Apple Financial Services consumer and commercial financing, leasing, and credit programs.

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

(the "Apple Logo") (collectively, the "Apple Marks").

3. Opposer's family of Apple Marks are distinctive, arbitrary and fanciful 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 its 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 world's most famous brands. In May 2016, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the sixth year in a row, with an estimated valuation of $154.1 billion, 87% more than second-ranked Google. Attached as **Exhibit 1** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2016, for the fifth consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in the tablet computer category, beating out its competitors, and was also named the #1 brand in the categories of computer manufacturer, mobile operating system, operating system, smartphones, and online computer retailer. Attached as **Exhibit 2** is a printout

of the *Harris Interactive* report obtained from the website at http://www.theharrispoll.com/business/2016-Brands-of-the-Year.html.

7. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, the APPLE brand took the top spot for the first time as the most valuable brand in the world, and has maintained this number one position for the 2014, 2015, and 2016 rankings. The rise to the number one position came after an increase in Apple's position in 2012 from 8th (2011) to 2nd (2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots in Interbrand's rankings—from 17th (2010) to 8th (2011)—and increased in estimated brand value by 58%. Attached as **Exhibit 3** are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2016 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past six years:

i. 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. $178.12 billion.

ii. 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. $170.28 billion.

iii. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. $118.86 billion.

iv. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. $98.316 billion.

v. 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.

vi. 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.

vii. 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.

8. Over the past eight years, Millward Brown Optimor ("MBO"), a leading market research and brand valuation and management company, has found APPLE to be one of the world's top 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 2016 rankings, Opposer's APPLE brand was ranked as the world's second most valuable brand with a value of $228.5 billion. In 2015, Apple ranked as the world's most valuable brand, a rank it also held in 2011, 2012, and 2013. Opposer's APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating that the APPLE brand has been recognized as one of the world's most valuable brands for nearly a decade. Attached as **Exhibit 4** are copies of relevant pages of MBO's rankings in reverse chronological order from 2016 through 2008.

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 for eight years in a row from 2009 to 2016, it was named the "World's Most Admired Company" for the year. Before 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 Companies" rankings in reverse chronological order from 2016 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. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	1,114,431	Mar. 20, 1978/ Mar. 6, 1979	**Class 9**: Computers and computer programs recorded on paper and tape (first used January 1977)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	2,715,578	July 1, 2002/ May 13, 2003	**Class 9**: Computers 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, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above (first used Jan. 1, 1977)
	2,820,066	May 29, 2003/ March 2, 2004	**Class 36: Consumer lending services; retail credit services;** retail credit services for the purchase of computers, computer software, consumer electronics and related accessories; **providing information in the fields of investment and finance over computer networks and global communication networks; financial services, namely, installment loans, lease-purchase financing and loans, and loan financing** (first used July 1983).
	2,870,477	Aug. 22, 2002/ Aug. 3, 2004	Class 38: Telecommunication services, namely, electronic transmission of data and images via computer networks; electronic mail services; providing on-line electronic bulletin boards for transmission of messages among computer users in the fields of business, creative design, education, computers, information technology, word processing, database management, entertainment, electronic commerce and telecommunications; telecommunications consultation; delivery of messages by electronic transmission; electronic transmission of data and information by computer, radio, mail, providing Internet access (first used Apr. 9, 1994)
	2,926,853	Aug. 16, 2002/ Feb. 15, 2005	**Class 35: Analysis and consultation in the field of business information management,** namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks**; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others**; **business services, namely, dissemination of advertising for others via computer networks and global communication networks**; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			demonstration of products relating thereto (first used 1983) Class 39: computerized data storage services; data storage relating to business (first used 1985)
	3,298,028	Aug. 2, 2006/ Sept. 25, 2007	**Class 35**: 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 used Mar. 1, 1981) 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 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 used Mar. 1, 1981)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	**Class 9**: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation 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 used Jan. 31, 1977)

Copies of the registration certificates and printouts from the United States Patent and Trademark Office's 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. 1,114,431; 2,715,578; 2,820,066; 2,870,477; 2,926,853; 3,298,028; and 3,679,056.

12. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on April 10, 2015, Applicants filed Application Serial No. 79/167,637 to register the mark

for "Business management; business management and organization consultancy; web site traffic optimization; company audits, namely, business auditing for companies; business consulting including strategic advice and commercial analyses; commercial intermediation services, namely, mediation and conclusion of commercial transactions for others; acquisition and merger consultation," in International Class 35, and "Real estate affairs, namely, real estate consultancy; real estate estimates, namely, real estate valuations; financial management; real estate management services, namely, real property management; financing services; financial analysis; raising and investing capital for others; venture capital advisory services; financial consultancy; financial evaluation for insurance, banking, and real estate purposes; fund investment; financial services, namely, business fundraising for others" in International Class 36. Application Serial No. 79/167,637 constitutes a request for extension of protection of International Registration No. 1252886 to the United States, filed under Trademark Act § 66(a). The Application asserts a priority date of October 13, 2014.

13. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on May 29, 2015, Applicants filed Application Ser. No. 79/170,272 to register the mark

for "Business management; business administration; business management and organization consultancy; business management for freelance service providers; computized [sic] file management; web site traffic optimization; commercial analyses,

namely, business auditing for companies; company audits in the nature of account auditing; commercial intermediation services, namely, the mediation of contracts for purchase and sale of products" in International Class 35. Application Serial No. 79/170,272 constitutes a request for extension of protection of International Registration No. 1259690 to the United States, filed under Trademark Act § 66(a). The Application asserts a priority date of November 30, 2014.

14. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on May 29, 2015, Applicants filed Application Ser. No. 79/170,533 to register the mark

for "Business management; business administration; providing office functions; business management and organization consultancy; public relations" in International Class 35. Application Serial No. 79/170,533 constitutes a request for extension of protection of International Registration No. 1260277 to the United States, filed under Trademark Act § 66(a). The Application asserts a priority date of December 1, 2014.

15. Notwithstanding Opposer's prior rights, and well after Opposer's Apple Marks became famous, on May 29, 2015, Applicants filed Application Ser. No. 79/170,995 to register the mark

for "Advertising services; business management; business administration; direct mail advertising, namely, mailing leaftlets [sic], prospectuses [sic], printed matter, and product samples; arranging newspaper subscription services for others; arranging subscriptions to telecommunication services for others; presentation of goods on all communication media, for retail sale, in the nature of marketing services, namely, promoting the retail goods of others; business management and organization consultancy; web site traffic optimization; organization of exhibitions for commercial or advertising purposes; online advertising on a computer network; rental of advertising time on all communication media; publication of advertizing [sic] texts; rentals of advertising space; dissemination of

advertisemeents [sic]; public relations" in International Class 35 (collectively with those described in Applicants' three other applications at issue, "Applicants' Services"). Application Serial No. 79/170,995 constitutes a request for extension of protection of International Registration No. 1261389 to the United States, filed under Trademark Act § 66(a). The Application asserts a priority date of November 30, 2014.

16. Opposer is timely filing this Consolidated Notice of Opposition.

17. There is no issue as to priority. Opposer's Apple Marks were all filed, used in commerce, and/or registered well before October 13, 2014, the earliest priority date claimed in the Applications.

18. Consumers encountering Applicants' Marks in connection with Applicants' Services are likely to associate Applicants' Marks with Opposer and its famous Apple Marks. Specifically, Applicants' Marks place the leaf element of Opposer's famous Apple Logo—a distinctively shaped and angled design element exposed to millions of consumers daily—atop a power button in the same stemless, detached manner. Applying the leaf element of Opposer's famous Apple Logo to a power button will immediately call to the minds of consumers the same arbitrary association of fruit and technology created by Opposer's famous Apple Marks. Therefore, the combined effect of the detached leaf element and the power button is, upon belief, intended to call to mind Opposer's famous Apple Marks, leading to potential consumer confusion. Confusion is especially likely in view of the fact that Applicants' Marks are used in connection with services which are identical and/or highly related to the services Opposer offers under its famous Apple Marks.

19. Since long before Applicants' earliest asserted priority filing date, Opposer has offered under its Apple Marks goods and services identical and/or highly related to Applicants' Services. Specifically, Opposer has long offered under its Apple Marks and owns multiple

registrations for its Apple Marks covering business management, consultancy, advertising, news distribution, retail and financial services (*see* Registration Nos. 2,926,853; 3,298,028; and 2,820,066). Opposer has also long offered the arranging of subscriptions to telecommunication services for others. Applicants' applied-for business management, consultancy, advertising, news distribution, retail, telecommunication subscription arrangement and financial services are identical and/or highly related to the services covered by Apple's prior registrations and/or the services with which Apple uses its Apple Marks, increasing the likelihood of the mistaken belief that Applicants' Services and Opposer's services come from a single common source. It is therefore likely that consumers, upon seeing Applicants' Marks in connection with Applicants' Services, will conclude that Applicants' Services are authorized or licensed by Opposer.

20. Lending further support to a likelihood of confusion is the fact that Applicants' identification of services is not limited to any particular channel of trade, and, therefore, it is presumed that Applicants' Services will be offered through the same channels of trade as the goods and services covered by Apple's registrations. Consumers, upon seeing Applicants' Marks used in connection with the business management, consultancy, advertising, news subscription, telecommunications subscription, and financial services offered by Applicant, are likely to be confused as to Apple's affiliation or association with Applicant.

21. Opposer will be damaged by the registration of Applicants' Marks because Applicants' Marks so closely resembles Opposer's Apple Marks that it is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicants' 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 Applicants' Services marketed under the Applicants' Marks would necessarily

reflect upon and seriously injure the reputation that Opposer has established for its goods and services.

22. Opposer will be damaged by the registration and continued registration of Applicants' Marks because the marks are 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 Apple Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

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

(a) Applicants' Marks are visually and conceptually similar to the Apple Marks and incorporate a detached leaf element that creates a graphic that is highly similar to the famous Apple Marks;

(b) The Apple Marks are inherently distinctive in relation to Opposer's goods and services;

(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 since long before Applicants' priority date.

24. If Applicants are granted the registrations herein opposed, they would thereby obtain/retain a *prima facie* exclusive right to the use of Applicants' Marks in connection with Applicants' Services. Such registrations 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 Nos. 79/167,637; 79/170,272; 79/170,533; and 79/170,995 in connection with Applicants' Services be denied.

The opposition fee in the amount of $1,500.00 for this consolidated notice of opposition 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.

Dated: October 24, 2016

Respectfully submitted,

KILPATRICK TOWNSEND & STOCKTON LLP

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Attorneys for Opposer Apple Inc.

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

Application Serial No. **79/167,637**

For the mark:

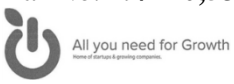
Filed: April 10, 2015
Published: April 26, 2016

Application Serial No. **79/170,272**

For the mark:

Filed: May 29, 2015
Published: May 24, 2016

Application Serial No. **79/170,533**

For the mark: 

Filed: May 29, 2015
Published: June 7, 2016

Application Serial No. **79/170,995**

For the mark:

Filed: May 29, 2015
Published: May 24, 2016

APPLE INC.,	
Opposer,	Opposition No.
v.	**CONSOLIDATED NOTICE OF OPPOSITION**
JÉRÉMY SEYMAN and SÉBASTIEN BONNEAU,	
Applicants.	

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, October 24, 2016.

/s/ Alberto Garcia
Alberto Garcia

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

Application Serial No. **79/167,637**

For the mark: Advice for Growth
Filed: April 10, 2015
Published: April 26, 2016

Application Serial No. **79/170,272**

For the mark: Accounting for Growth
Filed: May 29, 2015
Published: May 24, 2016

Application Serial No. **79/170,533**

For the mark: All you need for Growth
Filed: May 29, 2015
Published: June 7, 2016

Application Serial No. **79/170,995**

For the mark: Communication for Growth
Filed: May 29, 2015
Published: May 24, 2016

APPLE INC.,	Opposition No.
Opposer,	
v.	**CONSOLIDATED NOTICE OF OPPOSITION**
JÉRÉMY SEYMAN and SÉBASTIEN BONNEAU,	
Applicants.	

CERTIFICATE OF SERVICE

This is to certify that on this day, October 24, 2016, a copy of the foregoing NOTICE OF OPPOSITION has been served on Applicants by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, addressed to the Applicants' correspondence address of record, as follows:

Jérémy Seyman
17 rue Cépré
F-75015 PARIS
FRANCE

Sébastien Bonneau
6 avenue des Ternes
F-75017 PARIS
FRANCE

/s/ Alberto Garcia
Alberto Garcia

EXHIBIT 1

Forbes

Kurt BadenhausenForbes Staff

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The World's Most Valuable Brands 2016

Apple's 13-year run of quarterly revenue growth came to a crashing halt last month when the tech giant reported revenue of $50.6 billion, off 13% thanks to soft iPhone sales and a slowdown in China. The gloom-and-doom sentiment around the company has reached a zenith with the stock off 30% from its all-time peak 12 months ago.

(AP Photo/Matthias Schrader, File)

But Forbes' annual study of the world's most valuable brands shows that Apple is still in a class by itself with a value of $154.1 billion, 87% more than second-ranked Google. It is the sixth straight time Apple has finished first since Forbes began valuing the richest brands in 2010.

"Brands get their value from how customers perceive them," says David Reibstein, a professor of marketing and branding expert at the University of Pennsylvania's Wharton School. "What makes it valuable from a company perspective is that customers are willing to pay a higher price or are more likely to buy."

The Apple brand hits a home run on both fronts. Apple-philes will cry blasphemy, but Apple phones are not that distinct from the latest Samsung gadget, hence why the two companies are always suing each other. Yet, Apple commands a premium price and accounts for nearly half the smartphones sold in the U.S., along with 75 million sold globally during the December holiday quarter.

The World's Most Valuable Brands 2016

Apple dominates in a consumer tech industry where brand matters. Revenue fell in the latest quarter, but the release of the iPhone 7 will certainly have fans of the brand lining up for hours outside stores in the fall ahead of the unveiling. The adulation helped the company generate $53 billion in net income last year.

"The chance to make a memory is the essence of brand marketing," said a young Steve Jobs after co-founding Apple. The brand has done that by creating a connection with customers through music, phones and computing. It now wants to do the same in watches, TVs and payments with more categories, like autos, also on its radar.

No. 2 Google leapfrogged Microsoft this year and closed the gap on Apple with its brand value up 26% to $82.5 billion (Apple's brand rose 6%). Google became a division of the newly formed Alphabet last year, but the search engine brand is still the company's bread-and-butter profit center subsidizing "Other Bets" like self-driving cars, Google Fiber, Calico and Nest, which lost $3.6 billion last year.

People are much more likely to use Google than Bing even though the search results might not differ much because of the Google brand. Google has become the generic term for search, which is the ultimate in branding power. Reibstein is awed with how Google treats its logo, which he says is the "antithesis of what everybody teaches about branding." Some companies employ brand police to track the use of their logos to ensure the proper fonts and colors. Not Google. It changes the logo on its homepage every day with a clever new doodle.

Rounding out the top five are Microsoft ($75.2 billion), Coca-Cola ($58.5 billion) and Facebook ($52.6 billion).

Full List: The World's Most Valuable

Brands

Facebook, up 44%, is the fastest-growing brand in the top 100 for the second straight year. The number of active users has surged to 1.65 billion. The average user spends 50 minutes daily using Facebook and Instagram (our brand value excludes the financial impact of Instagram). New York Times columnist James Stewart notes that is more time than people spend reading (19 minutes), participating in sports and exercise (17 minutes) and socializing (4 minutes) combined. Time is the ultimate measure of brand engagement.

"Facebook keeps innovating and adding more and more functionally and features," says Reibstein. "Companies are figuring out how to use Facebook, so their revenue is growing. The transformation with what they are doing with their core business is incredible."

We considered more than 200 global brands to determine the final list of the world's 100 most valuable brands. The brands were required to have more than a token presence in the U.S., which knocked out some big brands like multinational telecom firm Vodafone and Chinese e-commerce giant Alibaba. The top 100 includes product brands like Marlboro, owned by Altria and Philip Morris International, as well as brands marketed under their corporate name like McDonald's.

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 and beverages, low for airlines and oil companies). 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 complete methodology).

The 100 most valuable brands span 16 countries and cross 19 broad industry categories. Brands from U.S.-based companies make up just over half the list with 52 brands. The next greatest number are from Germany (11 brands), Japan (8) and France (6). Tech brands are the most common with 17, including the top three. Financial services companies landed 13 brands in the top 100 led by American Express at No. 24. Other big industries included automotives (12) and consumer packaged goods (10), followed by luxury and retail, which both secured eight spots.

The biggest decliner was IBM, off 17% to $41.4 billion and No. 7 overall. Big Blue has reported 16 straight quarters of revenue declines. Revenue in the latest quarter was the company's lowest in 14 years. "People have trouble defining what IBM is today," says Reibstein, who says the one thing that might save IBM is its artificial intelligence technology platform Watson, which the company is doubling down on by featuring the technology in its ad campaigns.

Seven brands cracked the top 100 for the first time led by CVS at No. 47 with a value of $11.7 billion. The average brand rose 6% in value compared to 2015. The cumulative brand value of the top 100 is $1.8 trillion with the cut-off at $6.7 billion for No. 100 Costco.

Special Report: The World's Most Valuable Brands

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The World's 100 Most Valuable Brands 2016: Behind The Numbers

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Apple And Microsoft Head The World's Most Valuable Brands 2015

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TURN

Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and Starbucks both stumbled after Phil Knight and Howard Schultz stepped down from leading their respective companies. Steve Jobs was ousted from Apple in 1985 and the company entered a near death spiral in the early 1990s. But Jobs returned in 1996 to lead the company to unprecedented heights. In Apple's latest transition, the train keeps on rolling under CEO Tim Cook, who replaced Jobs in 2011. "The brand promise with Apple is so strong and they continue to deliver on that," says Kevin Lane Keller, a branding expert and professor at Dartmouth's Tuck School of Business.

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The Apple brand is now worth $145.3 billion by our count, up 17% over 2014. The brand ranks on top of Forbes' list of the World's Most Valuable Brands for a fifth straight time and is worth twice as much as any other brand on the planet. The company sold 74.8 million smartphones worldwide in the fourth quarter of 2014 with phone sales up 49%. It was the first quarter Apple sold more phones than Samsung since 2011 (Samsung regained its No. 1 position in the first quarter of 2015). Apple is making money hand over fist with an $18 billion profit in the fourth quarter, up 33% from the prior year.

While Samsung spends nearly $4 billion on advertising to sway consumers, Apple spent only one-third as much at $1.2 billion last year. The company relies on its avid fan base more than Madison Avenue to promote its products.

Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.

Microsoft ranks as the second most valuable brand worth $69.3 billion, up 10%. After years of getting beaten up in the press and by users, the $94-billion-in-sales company is suddenly cool again under CEO Satya Nadella, just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured $11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.

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Apple And Microsoft Head The World's Most Valuable Brands 2015

Continued from page 1

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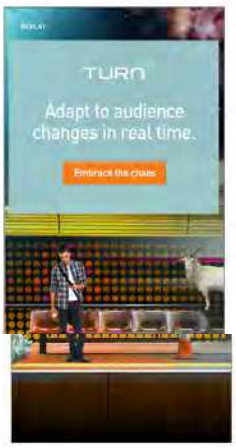
Rounding out the top five are Google GOOGL +0.45% ($65.6 billion), Coca-Cola KO -0.92% ($56 billion) and IBM IBM +0.21% ($49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant Tencent and multinational telecom firm Vodafone . The top 100 includes product brands like Procter & Gamble PG +0.11% -owned Gillette as well as brands marketed under their corporate name like IBM.



Forbes valued these 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 and beverages, low for airlines and oil companies). 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), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth $37.8 billion, while Gillette headed the CPG brands at No. 26, worth $20.4 billion.

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Facebook registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of $36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: Amazon.com AMZN -0.81% (+32%) and Disney (+26%). Adidas (-14%) and Danone (-13%) had the biggest drops.

Full List: The World's Most Valuable Brands

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Apple, Microsoft And Google Are World's Most Valuable Brands

The World's Most Valuable Brands 2014

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the University of Pennsylvania’s Wharton School. “Either it allows the company to charge a premium price or it adds more volume or market share.”

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When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth $124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smarthwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

33%, and the company generated $50 billion in free cash flow for the fiscal year ended in September.

Microsoft ranks second with a value of $63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, $400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly refer to the Surface tablets as iPads and one player called them "knockoff iPads." Microsoft is still a bit player in tablets and phones. "There is a lot of catching up to do," says Reibstein. "They are going to have to work to overcome the brand disadvantage they have in those areas."

Google shoots up two spots to No. 3 among the top brands with a value of $56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business.
The Google brand generated $16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at $2.8 billion in 2013. "With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust," says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm Vodafone and state-owned China Mobile, which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

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 and beverages, low for airlines and oil companies). 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 (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth $31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to $56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth $39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of $23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

Full List: The World's Most Valuable Brands

-

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Apple Dominates List Of The World's Most Valuable Brands

The World's Most Valuable Brands

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

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

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

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

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

Full List: The World's Most Valuable Brands

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

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

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

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm Vodafone and state-owned China Mobile, which is the world's largest mobile phone provider. The final list includes product brands like Proctor & 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 highlights its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its $24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit $4.4 billion last year.

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

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

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

Full List: The World's Most Valuable Brands

Research: Courtney Retter

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This article is available online at:
http://www.forbes.com/sites/kurtbadenhausen/2013/11/06/apple-dominates-list-of-the-worlds-most-valuable-brands/

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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 the 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 the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft. "Consumers, especially Americans, trust, and find comfort in their food brands," says Mann. The maker of Cheerios and Wheaties scored highly on attributes like "makes communities a better place" and "cares about the issues that matter to me."

In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

Apple is now the most valuable brand in the world.

Image via CrunchBase

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.

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 2

The Harris Poll Names 2016 Brands of the Year

Technology Brands Experience Fast Jump in Brand Equity; Financial Institutions Continue Slow March Toward Brand Equity Improvement

Netflix, Toyota, Fidelity Investments, Apple, Subway, The Home Depot, Delta Airlines, Hilton Hotels and More Take Top Brand Honors

Nintendo 3DS/3DS XL and Zillow.com Show Significant Brand Equity Increases

NEW YORK, April 20, 2016 – The Harris Poll® today released its 28th annual EquiTrend Study, revealing the strongest brands in nearly 100 categories across the media, travel, financial, automotive, entertainment, retail, restaurants and household industries, based on consumer response.

Measuring brands' health over time, the EquiTrend Brand Equity Index is comprised of three factors -- Familiarity, Quality and Purchase Consideration -- that result in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend® "Brand of the Year" award for their respective categories. This year, more than 97,000 U.S. consumers assessed more than 3,800 brands across nearly 500 categories. The complete list of Harris Poll EquiTrend Brands of the Year can be found at: www.theharrispoll.com/business/2016-Brands-of-the-Year.html (http://www.theharrispoll.com/business/2016-Brands-of-the-Year.html). Additional information can be found at: www.theharrispoll.com/equitrend-information (http://www.theharrispoll.com/equitrend-information).

"Consumers form impressions of brands long before they ever use them, based on their perceptions and what they may know from trusted sources," said Joan Sinopoli, vice president of brand solutions at Nielsen, which owns The Harris Poll. "This high level equity is the gateway to eventual purchase; it also helps to protect brands from the consequences of an occasional misstep. The strength of a company's brand equity can have direct business and financial outcomes."

The Harris Poll EquiTrend Brand Equity Index has been academically vetted[1] twice, showing that strong brand equity is associated with strong financial performance, even during a financial downturn, such as experienced in 2007-2010.

The Biggest Gainers: Technology Brands on a Fast Rise

According to the Harris Poll study, 13 Brands of the Year have increased their equity rating by more than six percent since 2014, a significant increase given the tendency for equity to resist rapid movement. Of the 13 equity risers, six are technology-related brands. Nintendo 3DS/3DS XL demonstrates the largest brand equity increase (+16%) over a three-year period. Other rapid equity movers include Samsung Galaxy Gear Watch, Netflix, YouTube, Sony Home Electronics and Zillow.com. Since last year, Nintendo 3DS/3DS XL (+8%) and Zillow (+6%) show the largest equity increases.

"It's no secret that technology has completely permeated our lives, and this is reflected by the range of technology brands experiencing unusually rapid increases in equity," said Sinopoli. "We watch, we wear, we listen, we play, and we connect, using multiple devices to do so. We're even shopping for real estate online. As U.S. consumers continue to conduct daily activities via technology, we can expect technology brands delivering on their brand promises to make equity gains."

Rapid Risers: Top 13 Brands of the Year with Largest Equity Increases

2014-2016

(Increases of 7 – 16 percent)

Brand	Category
1. Nintendo 3DS/3DS XL	Gaming Console

2. Moe's Southwest Grill	Fast Casual Mexican Restaurant
3. Samsung Galaxy Gear Smartwatch	Smartwatch
4. The Vanguard Group	Investment Management
5. Netflix	Video Streaming Subscription
6. Capital One	Super Regional Bank[2]
7. YouTube	Social Networking Site
8. Lexus Vehicles	Luxury Automotive
9. Sony Home Electronics	Home Electronics
10. Zillow.com	Online Home Search
11. KILZ	Paint
12. Dyson	Vacuum Cleaner
13. Macy's Department Store	Department Store

Source: The Harris Poll EquiTrend® Study

Consumers Invest in Top Brands At Home

According to the 2016 Harris Poll EquiTrend research, non-technology brands on the rapid equity risers list show consumers' willingness to invest in brands to improve their homes.

"It's a cautious recovery, but consumers are paying more attention to brands that help them invest in comfortable, well-maintained homes," said Sinopoli. "Dyson and Kilz have topped their respective categories for years, and they continue to deliver on the expectation of quality they have built over time."

Financial Institutions March Slowly Toward Improved Brand Equity

The Harris Poll study indicates that consumers' memories of the 2008 financial crisis may be receding; overall, financial institutions continue their slow march toward improved brand equity. However, brand equity for some financial service providers are increasing more quickly than others. The Vanguard Group, recognized by many consumers as a 401(k) provider, has increased its brand equity by 12 percent since 2014. Capital One increased its brand equity by 10 percent since 2014, likely helped by heavy promotion of its credit card business.

"Our research, across multiple brand studies, shows that when considering investment firms, those providing 401(k) services tend to have the strongest brand equity, likely because they are associated with a very well-defined consumer benefit, versus firms associated with the banking/mortgage crisis," said Sinopoli.

Methodology

The 2016 Harris Poll EquiTrend Study is based on a sample of 97,120 U.S. consumers ages 15 and over surveyed online, in English, between December 22, 2015 and February 1, 2016. The survey took an average of 30 minutes to complete. The total number of brands rated was 3,837. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex,

education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

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

These statements conform to the principles of disclosure of the National Council on Public Polls.

About The Harris Poll
Over the last five decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. Nielsen acquired Harris Interactive, Inc. (which operates The Harris Poll) in 2014. Contact (mailto:ConsumerInsightsNAInfo@nielsen.com?subject=Information%20Request) us for more information.

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The 2016 Harris Poll EquiTrend Brands of the Year

Industry	Award Category	Brand
Automotive	Full Line Automotive	Toyota Vehicles
Automotive	Luxury Automotive	Lexus Vehicles
Automotive	Motorcycle	Harley-Davidson Motorcycles
Automotive	Auto Service Center	Discount Tire
Automotive	Car Audio	Bose In-Vehicle Audio
Automotive	Motor Oil	Pennzoil Motor Oil
Automotive	OEM Branded Infotainment	Chevy MyLink
Automotive	Online Auto Shopping	Kelley Blue Book (KBB.com)
Automotive	Tire	Michelin Tires
Entertainment/Recreation	Movie Theater	Regal Cinemas
Entertainment/Recreation	Sports League	NFL (National Football League)
Financial Services/Insurance	Discount Brokerage	Fidelity Investments Financial Services
Financial Services/Insurance	Investment	The Vanguard Group
Financial Services/Insurance	Mobile Payment	PayPal

Financial Services/Insurance	National Bank	CHASE Bank
Financial Services/Insurance	Payment Card	Visa
Financial Services/Insurance	Super Regional Bank	Capital One
Financial Services/Insurance	Tax Preparation	TurboTax
Financial Services/Insurance	Auto Insurance	AAA Auto Insurance
Financial Services/Insurance	Health Insurance	Blue Cross and Blue Shield
Financial Services/Insurance	Home Insurance	State Farm Home Insurance
Financial Services/Insurance	Life Insurance	State Farm Life Insurance
Household	Computer Manufacturer	Apple Computers
Household	Delivered Gifts	Edible Arrangements
Household	Digital Cameras	Canon Digital Cameras
Household	Gaming Console	Nintendo 3DS/3DS XL
Household	Home Electronics	Sony Home Electronics
Household	Media Streaming Device	Google Chromecast
Household	Mobile Operating System	Apple iOS
Household	Operating System	Apple OS X
Household	Printing & Imaging	HP Printing & Imaging
Household	Smartphones	Apple iPhone Series Smartphones
Household	Smartwatch	Samsung Galaxy Gear Smartwatch
Household	Tablet Computer	Apple iPad Series Tablets
Household	Wearable Fitness Tech	Fitbit Fitness Trackers
Household	Major Appliance	KitchenAid Appliances
Household	Power Tool	Craftsman Tools
Household	Single Serve Coffee Maker	Keurig Single Serve Coffee Maker
Household	Small Kitchen Appliance	KitchenAid Small Appliances
Household	Vacuum Cleaner	Dyson Vacuum
Household	Cookware	KitchenAid Cookware
Household	Greeting Card	Hallmark Greeting Cards

Household	Paint	KILZ
Household	Window Covering	Hunter Douglas Blinds & Shades
Household	Moving Truck	U-Haul Moving Truck Rental
Household	Online Home Search	Zillow.com
Household	Online Job Search	Indeed.com
Household	Package Delivery	UPS (United Parcel Service)
Household	Real Estate Agency	Real Living Real Estate
Household	Wireless Carrier	Verizon Mobile Network
Media	Health Information Website	WebMD
Media	News Service	Google News
Media	Social Networking Site	YouTube
Media	Internet Radio Service	Pandora Internet Radio
Media	Factual Entertainment TV	History Channel
Media	General Entertainment TV	AMC Television Network (American Movie Classics)
Media	Kids' TV	Discovery Family Channel
Media	Music TV	Great American Country (GAC)
Media	Pay Cable TV Network	HBO Television Network
Media	Sports TV	ESPN Television Network
Media	TV Network	ABC Television Network [TIED]
Media	TV Network	CBS Television Network [TIED]
Media	TV News	The Weather Channel
Media	TV Service Providers	Google Fiber
Media	Video Streaming Subscription	Netflix
Non-Profit	Animal Welfare Non-Profit	Best Friends Animal Society
Non-Profit	Disability Non-Profit	Special Olympics
Non-Profit	Disabled Veterans Association	Wounded Warrior Project
Non-Profit	Environmental Non-Profit	Wildlife Conservation Society

Non-Profit	Health Non-Profit	St. Jude Children's Research Hospital
Non-Profit	International Aid Non-Profit	Food For The Poor
Non-Profit	Social Services Non-Profit	Habitat for Humanity
Non-Profit	Youth Non-Profit	Girl Scouts of the USA
Restaurants	Burger Restaurant	In-N-Out Burger
Restaurants	Casual Dining Restaurant	IHOP (International House of Pancakes)
Restaurants	Chicken Restaurant	Chick-fil-A
Restaurants	Coffee & Quick Service Restaurant	Dunkin' Donuts Stores
Restaurants	Fast Casual Mexican Restaurant	Moe's Southwest Grill
Restaurants	Italian Dining Restaurant	Olive Garden Italian Restaurants
Restaurants	Pizza Chain	Pizza Hut
Restaurants	Sandwich Shop	Subway
Retail	Department Store	Macy's Department Store
Retail	Discount Shoes Store	DSW Shoes
Retail	Electronics Store	Best Buy Stores
Retail	Hardware & Home Store	The Home Depot
Retail	Luxury Department Store	Nordstrom Department Store
Retail	Off-Price Retailer	TJ Maxx Stores
Retail	Online Computer Retailer	Apple.com Online Electronics Retailer
Retail	Online Department Store	Kohls.com Online Department Store
Retail	Sporting Goods Store	Cabela's
Travel	Full Service Airline	Delta Air Lines
Travel	Value Airline	Southwest Airlines
Travel	Economy Hotel	Microtel Inn & Suites
Travel	Extended Stay Hotel	Homewood Suites by Hilton
Travel	Full Service Hotel	Hilton Hotels & Resorts
Travel	Luxury Hotel	W Hotels and Resorts
Travel	Mid-Market Hotel	Hampton Inn & Suites

Travel	Cruise Line	Disney Cruise Line
Travel	Online Travel Service	Expedia.com

[1] The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).

[2] A mid-sized bank that has a significant presence in a geographical region across multiple states.

EXHIBIT 3

Interbrand

Best Global Brands 2016 Rankings

Filter +

01	02	03	04	05	06	07	08 TOP RISER
+5% 178,119 $m	+11% 133,252 $m	-7% 73,102 $m	+8% 72,795 $m	+9% 53,580 $m	-19% 52,500 $m	+14% 51,808 $m	+33% 50,338 $m
09	10	11	12	13	14	15 TOP RISER	16
+18% 43,490 $m	+2% 43,130 $m	+12% 41,535 $m	-1% 39,381 $m	+6% 38,790 $m	+4% 36,952 $m	+48% 32,593 $m	+4% 30,948 $m
17	18	19	20	21	22	23	24
-3% 26,552 $m	+9% 25,034 $m	+8% 23,998 $m	+2% 22,681 $m	-4% 22,106 $m	+13% 21,293 $m	+3% 20,265 $m	-10% 19,950 $m
25	26	27	28	29	30	31	32
-3% 18,358 $m	+8% 17,834 $m	+19% 16,766 $m	+6% 16,134 $m	+4% 15,333 $m	+8% 15,099 $m	+3% 14,227 $m	-6% 13,136 $m
33	34	35	36	37	38	39	40
+12% 12,962 $m	+17% 12,833 $m	+11% 12,547 $m	+2% 12,517 $m	+11% 12,033 $m	+14% 11,799 $m	-7% 11,711 $m	-9% 11,436 $m
41	42	43 TOP RISER	44	45	46	47	48
+4% 11,336 $m	-2% 11,081 $m	+22% 11,066 $m	NEW 11,027 $m	+1% 10,930 $m	+14% 10,579 $m	-10% 10,458 $m	NEW 10,386 $m
49	50	51	52	53	54	55	56
+5% 10,276 $m	+18% 9,537 $m	+12% 9,528 $m	+10% 9,415 $m	+6% 9,385 $m	-2% 9,378 $m	+7% 9,197 $m	+1% 8,708 $m

57	58	59	60	61	62	63 TOP RISER	64
Colgate	SONY	3M	adidas	VISA	Cartier	Adobe	
-1%	+8%	+13%	+16%	+13%	-2%	+21%	+20%
8,413 $m	8,315 $m	8,199 $m	7,885 $m	7,747 $m	7,738 $m	7,586 $m	7,490 $m
65	66	67 TOP RISER	68	69	70	71	72
Morgan Stanley		LEGO	Panasonic	KIA	Santander		HUAWEI
+2%	+4%	+25%	-1%	+12%	+2%	-9%	+18%
7,200 $m	6,830 $m	6,691 $m	6,365 $m	6,326 $m	6,223 $m	5,944 $m	5,835 $m
73	74	75	76	77	78	79	80
Johnson & Johnson	TIFFANY & CO.		mastercard	DHL	LAND ROVER	FedEx	
+5%	-9%	+2%	+3%	+6%	+11%	+9%	+1%
5,790 $m	5,761 $m	5,742 $m	5,736 $m	5,708 $m	5,696 $m	5,579 $m	5,527 $m
81	82	83	84	85	86	87	88
PRADA	CATERPILLAR	BURBERRY	xerox				MINI
-12%	-9%	-9%	-12%	+1%	-4%	+6%	+18%
5,504 $m	5,425 $m	5,362 $m	5,290 $m	5,193 $m	5,148 $m	5,123 $m	4,986 $m
89	90	91	92	93	94	95	96
Dior	PayPal	JOHN DEERE		Corona Extra	MTV		SMIRNOFF
NEW	+14%	-8%	-17%	+1%	-9%	-5%	-4%
4,909 $m	4,839 $m	4,815 $m	4,599 $m	4,509 $m	4,320 $m	4,317 $m	4,252 $m
97	98	99	100				
MOËT & CHANDON	RALPH LAUREN	Lenovo	TESLA				
0%	-12%	-2%	NEW				
4,118 $m	4,092 $m	4,045 $m	4,011 $m				

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Interbrand

Rankings

Filter +

01 +43% 170,276 $m	02 +12% 120,314 $m	03 -4% 78,423 $m	04 +11% 67,670 $m
05 -10% 65,095 $m	06 +16% 49,048 $m	07 0% 45,297 $m	08 -7% 42,267 $m
09 -6% 39,809 $m	10 +29% 37,948 $m	11 +9% 37,212 $m	12 +7% 36,711 $m
13 +13% 36,514 $m	14 +4% 35,415 $m	15 -3% 29,854 $m	16 +5% 27,283 $m

17 Interbrand +16% 23,070 $m	18 -3% 23,056 $m	19 +6% 22,975 $m	20 -1% 22,250 $m
21 +5% 22,222 $m	22 -3% 22,218 $m	23 +54% 22,029 $m	24 +3% 19,622 $m
25 -3% 18,922 $m	26 +8% 18,768 $m	27 +4% 16,541 $m	28 +8% 15,267 $m
29 +2% 14,723 $m	30 +16% 14,031 $m	31 +7% 13,943 $m	32 -3% 13,940 $m
33 +10% 13,749 $m	34 -6% 12,637 $m	35 -9% 12,545 $m	36 +7% 12,257 $m
37 -11% 11,656 $m	38 +6% 11,578 $m	39 +8% 11,293 $m	40 -4% 11,278 $m

41 Interbrand HERMÈS PARIS +22% 10,944 $m TOP RISER	42 accenture +9% 10,800 $m	43 L'ORÉAL +6% 10,798 $m	44 Audi +5% 10,328 $m
45 citi +12% 9,784 $m	46 Goldman Sachs +9% 9,526 $m	47 PHILIPS -8% 9,400 $m	48 AXA +14% 9,254 $m
49 NISSAN +19% 9,082 $m TOP RISER	50 GUCCI -14% 8,882 $m	51 DANONE +5% 8,632 $m	52 Nestlé +7% 8,588 $m
53 SIEMENS -1% 8,553 $m	54 Allianz +10% 8,498 $m	55 Colgate +3% 8,464 $m	56 PORSCHE +12% 8,055 $m
57 Cartier +6% 7,924 $m	58 SONY -5% 7,702 $m	59 3M +17% 7,243 $m TOP RISER	60 Morgan Stanley +12% 7,083 $m
61 VISA +15% 6,870 $m	62 adidas -8% 6,811 $m	63 THOMSON REUTERS -12% 6,583 $m	64 +6% 6,509 $m

65 Interbrand Panasonic +2% 6,436 $m	66 TIFFANY & CO. +6% 6,306 $m	67 +16% 6,266 $m TOP RISER	68 Adobe +17% 6,257 $m TOP RISER
69 PRADA +4% 6,222 $m	70 Santander +13% 6,097 $m	71 xerox -9% 6,033 $m	72 CATERPILLAR -12% 5,976 $m
73 BURBERRY +5% 5,873 $m	74 KIA +5% 5,666 $m	75 KFC -7% 5,639 $m	76 MasterCard +17% 5,551 $m TOP RISER
77 Johnson&Johnson +7% 5,533 $m	78 -12% 5,530 $m	79 HARLEY-DAVIDSON +14% 5,460 $m	80 DHL +6% 5,391 $m
81 Sprite -5% 5,365 $m	82 LEGO New 5,362 $m	83 JOHN DEERE +2% 5,208 $m	84 JACK DANIEL'S +6% 5,161 $m
85 CHEVROLET +2% 5,133 $m	86 FedEx +16% 5,130 $m TOP RISER	87 LAND ROVER +14% 5,109 $m	88 HUAWEI +15% 4,952 $m

89 Interbrand Heineken open your world +14% 4,822 $m	90 MTV -7% 4,763 $m	91 RALPH LAUREN -7% 4,629 $m	92 Johnnie Walker -6% 4,540 $m
93 Corona Extra +2% 4,456 $m	94 SMIRNOFF -4% 4,407 $m	95 Kleenex -7% 4,330 $m	96 BOSS HUGO BOSS +3% 4,270 $m
97 PayPal New 4,251 $m	98 MINI New 4,243 $m	99 MOËT & CHANDON CHAMPAGNE New 4,131 $m	100 Lenovo New 4,114 $m

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Rankings

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01	02	03	04	05	06	07	08
+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% 42,392 $m
09	10	11	12	13	14	15	
+1% 42,254 $m	+8% 34,338 $m	+7% 34,214 $m	-8% 34,153 $m	+14% 32,223 $m	+6% 30,936 $m	+25% 29,478 $m TOP RISER	
16	17	18	19	20	21		
+8% 25,980 $m	-8% 23,758 $m	-9% 22,845 $m	-9% 22,552 $m	+17% 21,673 $m	+16% 21,083 $m		
22	23	24	25	26	27	28	30

+16% 19,87[illegible] $m	+11% 19,510 $m	+7% 19,119 $m	+4% 17,340 $m	+15% 15,885 $m	+5% 14,470 $m	+9% 14,358 $m	+8% 14,078 $m
29 +86% 14,349 $m TOP RISER		31 +23% 13,716 $m TOP RISER		32 +4% 13,442 $m	33 +8% 13,142 $m	34 +3% 13,024 $m	35 +9% 12,456 $m
				36 +12% 12,126 $m	37 +6% 11,702 $m	38 +7% 11,406 $m	39 +18% 10,876 $m
40 +16% 10,409 $m	41 +2% 10,385 $m	42 +5% 10,264 $m	43 +3% 10,162 $m	44 +4% 9,882 $m	45 +27% 9,831 $m TOP RISER		46 +18% 8,977 $m
47 +3% 8,758 $m	48 +10% 8,737 $m	49 +2% 8,672 $m	50 +5% 8,215 $m	51 +3% 8,205 $m			52 -3% 8,133 $m
53 +14% 8,120 $m	54 +6% 8,000 $m	55 +15% 7,702 $m	56		57 -8% 7,472 $m	58 +8% 7,449 $m	59 -2% 7,378 $m
60	61	62			63	64	65

PORSCHE +11% 7,171 $m	CATERPILLAR -4% 6,812 $m	xerox -2% 6,641 $m	TOP RISER +23% 7,623 $m	Morgan Stanley +11% 6,334 $m	Panasonic +8% 6,303 $m	+14% 6,288 $m	
66 3M +14% 6,177 $m	67 +7% 6,143 $m	68 -2% 6,059 $m	69 VISA +10% 5,998 $m	70 PRADA +7% 5,977 $m	71 TIFFANY & CO. +9% 5,936 $m	72 Sprite -3% 5,646 $m	73 BURBERRY +8% 5,594 $m
74 KIA +15% 5,396 $m	75 Santander +16% 5,382 $m	76 +22% 5,382 $m	77 Adobe +9% 5,333 $m	78 Johnson & Johnson +9% 5,194 $m	79 JOHN DEERE +5% 5,124 $m	80 MTV +2% 5,102 $m	81 DHL NEW 5,084 $m
82 CHEVROLET +10% 5,036 $m	83 RALPH LAUREN +9% 4,979 $m	84 DURACELL +6% 4,935 $m	85 JACK DANIEL'S +5% 4,884 $m	86 JOHNNIE WALKER +2% 4,842 $m	87 HARLEY-DAVIDSON +13% 4,772 $m	88 MasterCard +13% 4,758 $m	89 Kleenex +5% 4,643 $m
90 SMIRNOFF +8% 4,609 $m	91 LAND ROVER NEW 4,473 $m	92 FedEx NEW 4,414 $m	93 Corona Extra +3% 4,387 $m	94 HUAWEI NEW 4,313 $m	95 Heineken -3% 4,221 $m	96 Pizza Hut -2% 4,196 $m	97 BOSS HUGO BOSS NEW 4,143 $m
98 NOKIA -44% 4,138 $m	99 GAP +5% 4,122 $m	100 Nintendo -33% 4,103 $m					

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.

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The Top 100 List View

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2013 Rank	Brand	Brand Value ($m)
1		98,316
2	Google	93,291
3	Coca-Cola	79,213

4	IBM	78,808
5	Microsoft	59,546
6	GE	46,947
7	McDonald's	41,992
8	SAMSUNG	39,610
9	intel	37,257
10	TOYOTA	35,346
11	Mercedes-Benz	31,904
12	BMW	31,839
13	CISCO	29,053
14	Disney	28,147
15	hp	25,843
16	Gillette	25,105

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

	Pampers	
30	Kellogg's	12,987
31	Budweiser	12,614
32	HSBC	12,183
33	J.P.Morgan	11,456
34		11,120
35	Canon	10,989
36	ZARA	10,821
37	NESCAFÉ	10,651
38	GUCCI	10,151
39	L'ORÉAL PARIS	9,874
40	PHILIPS	9,813
41	accenture	9,471

42	Ford	9,181
43	HYUNDAI	9,004
44	Goldman Sachs	8,536
45	SIEMENS	8,503
46	SONY	8,408
47	THOMSON REUTERS	8,103
48	citi	7,973
49	DANONE	7,968
50	Colgate	7,833
51	Audi	7,767
52	f	7,732
53	Heinz	7,648
54	HERMÈS PARIS	7,616

55	adidas	7,535
56	Nestlé	7,527
57	NOKIA	7,444
58	CATERPILLAR	7,125
59	AXA	7,096
60	Cartier	6,897
61	DELL	6,845
62	xerox	6,779
63	Allianz	6,710
64	PORSCHE	6,471
65	NISSAN	6,203
66	KFC	6,192
67	Nintendo	6,086

68	Panasonic	5,821
69	Sprite	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	MTV	4,980
79	Adobe	4,899
80	JOHN DEERE	4,865

81	Johnson & Johnson	4,777
82	Johnnie Walker	4,745
83	KIA	4,708
84	Santander	4,660
85	DURACELL	4,645
86	Jack Daniel's	4,642
87	AVON	4,610
88	RALPH LAUREN	4,584
89	CHEVROLET	4,578
90	Kleenex	4,428
91		4,399
92	Heineken open your world	4,331
93	Corona Extra	4,276

94	Pizza Hut	4,269
95	SMIRNOFF	4,262
96	HARLEY-DAVIDSON	4,230
97	MasterCard	4,206
98		4,013
99	MOËT & CHANDON	3,943
100	GAP	3,920

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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%

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PRESS & MEDIA
Karen Burke
Global Chief

2011 Ranking of the Top 100 Brands

Print

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
	1	1	Coca-Cola	United States	Beverages	71,861	2%
	2	2	IBM	United States	Business Services	69,905	8%
	3	3	Microsoft	United States	Computer Software	59,087	-3%
	4	4	Google	United States	Internet Services	55,317	27%
	5	5	GE	United States	Diversified	42,808	0%
	6	6	McDonald's	United States	Restaurants	35,593	6%
	7	7	intel	United States	Electronics	35,217	10%
	8	17	Apple	United States	Electronics	33,492	58%
	9	9	Disney	United States	Media	29,018	1%
	10	10	hp	United States	Electronics	28,479	6%
	11	11	Toyota	Japan	Automotive	27,764	6%
	12	12	Mercedes	Germany	Automotive	27,445	9%
	13	14	Cisco	United States	Business Services	25,309	9%
	14	8	Nokia	Finland	Electronics	25,071	-15%
	15	15	BMW	Germany	Automotive	24,554	10%
	16	13	Gillette	United States	FMCG	23,997	3%
	17	19	Samsung	South Korea	Electronics	23,430	20%
	18	16	Louis Vuitton	France	Luxury	23,172	6%
	19	20	Honda	Japan	Automotive	19,431	5%
	20	22	Oracle	United States	Business Services	17,262	16%
	21	21	H&M	Sweden	Apparel	16,459	2%
	22	23	Pepsi	United States	Beverages	14,590	4%
	23	24	American Express	United States	Financial Services	14,572	5%
	24	26	SAP	Germany	Business Services	14,542	14%
	25	25	Nike	United States	Sporting Goods	14,528	6%
	26	36	amazon.com	United States	Internet Services	12,758	32%

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BEST GLOBAL GREEN BRANDS

Which brands lead when it comes to the environment. Find out in our Best Global Green Brands report.

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
	27	31	UPS	United States	Transportation	12,536	6%
	28	29	J.P.Morgan	United States	Financial Services	12,437	1%
	29	30	Budweiser	United States	Alcohol	12,252	0%
	30	27	NESCAFÉ	Switzerland	Beverages	12,115	-5%
	31	28	IKEA	Sweden	Home Furnishings	11,863	-5%
	32	32	HSBC	United Kingdom	Financial Services	11,792	2%
	33	33	Canon	Japan	Electronics	11,715	2%
	34	35	Kellogg's	United States	FMCG	11,372	3%
	35	34	SONY	Japan	Electronics	9,880	-13%
	36	43	eBay	United States	Internet Services	9,805	16%
	37	39	THOMSON REUTERS	Canada	Media	9,515	6%
	38	37	Goldman Sachs	United States	Financial Services	9,091	-3%
	39	44	GUCCI	Italy	Luxury	8,763	5%
	40	45	L'ORÉAL	France	FMCG	8,699	9%
	41	42	PHILIPS	Netherlands	Electronics	8,658	0%
	42	40	citi	United States	Financial Services	8,620	-3%
	43	41	DELL	United States	Electronics	8,347	-6%
	44	48	ZARA	Spain	Apparel	8,065	8%
	45	47	accenture	United States	Business Services	8,005	7%
	46	49	SIEMENS	Germany	Diversified	7,900	8%
	47	53	VW	Germany	Automotive	7,857	14%
	48	38	Nintendo	Japan	Electronics	7,731	-14%
	49	46	Heinz	United States	FMCG	7,609	1%
	50	50	Ford	United States	Automotive	7,483	4%
	51	51	Colgate	United States	FMCG	7,127	3%
	52	58	DANONE	France	FMCG	6,936	9%
	53	56	AXA	France	Financial Services	6,694	0%
	54	52	Morgan Stanley	United States	Financial Services	6,634	-4%
	55	57	Nestlé	Switzerland	FMCG	6,613	1%
	56	54	BlackBerry	Canada	Electronics	6,424	-5%

Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value ($m)	Change in Brand Value
57	59	xerox	United States	Electronics	6,414	5%
58	55	MTV	United States	Media	6,383	-5%
59	63	Audi	Germany	Automotive	6,171	13%
60	62	adidas	Germany	Sporting Goods	6,154	12%
61	65	HYUNDAI	South Korea	Automotive	6,005	19%
62	60	KFC	United States	Restaurants	5,902	1%
63	61	Sprite	United States	Beverages	5,604	-3%
64	70	CATERPILLAR	United States	Diversified	5,598	19%
65	64	AVON	United States	FMCG	5,376	6%
66	69	HERMES PARIS	France	Luxury	5,356	12%
67	67	Allianz	Germany	Financial Services	5,345	9%
68	68	Santander	Spain	Financial Services	5,088	5%
69	73	Panasonic	Japan	Electronics	5,047	16%
70	77	Cartier	France	Luxury	4,781	18%
71	71	Kleenex	United States	FMCG	4,672	3%
72	72		Germany	Automotive	4,580	4%
73	76	TIFFANY & CO.	United States	Luxury	4,498	9%
74	81		Netherlands	Energy	4,483	12%
75	82	VISA	United States	Financial Services	4,478	12%
76	66	YAHOO!	United States	Internet Services	4,413	-11%
77	79	MOET & CHANDON	France	Alcohol	4,383	9%
78	78	JACK DANIEL'S	United States	Alcohol	4,319	7%
79	74	BARCLAYS	United Kingdom	Financial Services	4,259	1%
80	88	Adobe	United States	Computer Software	4,170	15%
81	83	PIZZA HUT	United States	Restaurants	4,092	3%
82	80	CREDIT SUISSE	Switzerland	Financial Services	4,090	2%
83	75	Johnson & Johnson	United States	FMCG	4,072	-2%
84	84	GAP	United States	Apparel	4,040	2%
85	90	3M	United States	Diversified	3,945	10%
86	85	Corona Extra	Mexico	Alcohol	3,924	2%

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

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BEST GLOBAL BRANDS

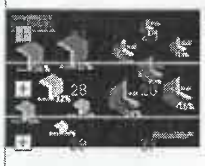
2010 RANKINGS

Print

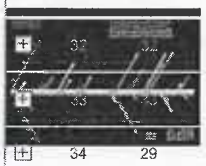
Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value ($m)	Change in Brand Value
1	1	Coca-Cola	United States	Beverages	70,452	2%
2	2	IBM	United States	Business Services	64,727	7%
3	3	Microsoft	United States	Computer Software	60,895	7%
4	7	Google	United States	Internet Services	43,557	36%
5	4	GE	United States	Diversified	42,808	-10%
6	6	McDonald's	United States	Restaurants	33,578	4%
7	9	intel	United States	Electronics	32,015	4%
8	5	NOKIA	Finland	Electronics	29,495	-15%
9	10	Disney	United States	Media	28,731	1%
10	11	hp	United States	Electronics	26,867	12%
11	8	TOYOTA	Japan	Automotive	26,192	-16%
12	12	Mercedes-Benz	Germany	Automotive	25,179	6%
13	13	Gillette	United States	FMCG	23,298	2%
14	14	CISCO	United States	Business Services	23,219	5%
15	15	BMW	Germany	Automotive	22,322	3%
16	16	LV	France	Luxury	21,860	4%
17	20	Apple	United States	Electronics	21,143	37%
18	17	Marlboro	United States	Tobacco	19,961	5%
19	19	SAMSUNG	South Korea	Electronics	19,491	11%
20	18	HONDA	Japan	Automotive	18,506	4%
21	21	H&M	Sweden	Apparel	16,136	5%
22	24	ORACLE	United States	Business Services	14,881	9%
23	23	Pepsi	United States	Beverages	14,061	3%

CHARTS & GRAPHS

TOP RISERS & FALLERS
See which brands experienced the biggest change in brand value in 2010.



INDUSTRY INSIGHTS
Find out which sectors performed best from 2008 to 2010.



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		NESCAFÉ	Switzerland	Beverages	12,753	-4%
28		IKEA	Sweden	Home Furnishings	12,487	4%
		J.P.Morgan	United States	Financial Services	12,314	29%
30	30		United States	Alcohol	12,252	4%
31	31	ups	United States	Transportation	11,826	2%
32		HSBC	United Kingdom	Financial Services	11,561	10%
33		Canon	Japan	Electronics	11,485	10%
34	29	SONY	Japan	Electronics	11,356	-5%
35	34	Kellogg's	United States	FMCG	11,041	6%
36	43	amazon.com	United States	Internet Services	9,665	23%
37	38		United States	Financial Services	9,372	1%
38	39	Nintendo	Japan	Electronics	8,990	-2%
39	40	THOMSON REUTERS	Canada	Media	8,976	6%
40	36	citi	United States	Financial Services	8,887	-13%
41	35	DELL	United States	Electronics	8,880	-14%
42	42	PHILIPS	Netherlands	Electronics	8,696	7%
43	46	eBay	United States	Internet Services	8,453	15%
44	41	GUCCI	Italy	Luxury	8,346	2%
45	44	L'ORÉAL	France	FMCG	7,981	3%
46	48	Heinz	United States	FMCG	7,534	4%
47	45	accenture	United States	Business Services	7,481	-3%
48	50	ZARA	Spain	Apparel	7,468	10%
49	47	SIEMENS	Germany	Diversified	7,315	0%
50	49	Ford	United States	Automotive	7,195	3%
51	52	Colgate	United States	FMCG	6,919	6%
52	57	Morgan Stanley	United States	Financial Services	6,911	8%
53	55		Germany	Automotive	6,892	6%

PREVIOUS YEARS

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

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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	KFC	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	Santander	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		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		United States	Alcohol	4,036	0%
79	82	MOËT & CHANDON	France	Alcohol	4,021	7%
80	N/A	CREDIT SUISSE	Switzerland	Financial Services	4,010	0%
81	92		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	GAP	United States	Apparel	3,961	1%
⊞	85	N/A	Corona Extra	Mexico	Alcohol	3,847	0%
⊞	86	72	UBS	Switzerland	Financial Services	3,812	-13%
⊞	87	86	NIVEA	Germany	FMCG	3,734	5%
⊞	88	95	Adobe	United States	Computer Software	3,626	15%
⊞	89	84		United Kingdom	Alcohol	3,624	-2%
⊞	90	N/A	3M	United States	Diversified	3,586	0%
⊞	91	88	Ferrari	Italy	Automotive	3,562	1%
⊞	92	N/A		United Kingdom	Alcohol	3,557	0%
⊞	93	N/A	Heineken	Netherlands	Alcohol	3,516	0%
⊞	94	N/A	ZURICH	Switzerland	Financial Services	3,496	0%
⊞	95	89		Italy	Luxury	3,443	4%
⊞	96	91	LANCÔME	France	FMCG	3,403	5%
⊞	97	90		United States	Restaurants	3,339	2%
⊞	98	73		United States	Automotive	3,281	-24%
⊞	99	100	Campbell's	United States	FMCG	3,241	5%
⊞	100	98	BURBERRY	United Kingdom	Luxury	3,110	0%

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EXHIBIT 4

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 $Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1	Google	**Technology**	229,198	4	32%	1
2	Apple	**Technology**	228,460	4	-8%	-1
3	Microsoft	**Technology**	121,824	3	5%	0
4	AT&T	**Telecom Providers**	107,387	3	20%	2
5	facebook	**Technology**	102,551	4	44%	7
6	VISA	**Payments**	100,800	4	10%	-1
7	amazon	**Retail**	98,988	3	59%	7
8	verizon	**Telecom Providers**	93,220	3	8%	-1
9	McDonald's	**Fast Food**	88,654	4	9%	0
10	IBM	**Technology**	86,206	4	-8%	-6
11	Tencent 腾讯	**Technology**	84,945	4	11%	0
12	Marlboro	**Tobacco**	84,143	3	5%	-2
13	Coca-Cola	**Soft Drinks**	80,314	5	-4%	-5
14	WELLS FARGO	**Regional Banks**	58,540	3	-1%	2
15	中国移动 China Mobile	**Telecom Providers**	55,923	4	-7%	0
16	GE	**Conglomerate**	54,093	2	-9%	1
17	ups	**Logistics**	49,816	4	-4%	1
18	Alibaba Group 阿里巴巴集团	**Retail**	49,298	2	-26%	-5
19	Disney	**Entertainment**	49,229	4	15%	0
20	MasterCard	**Payments**	46,141	4	15%	0
21	Starbucks	**Fast Food**	43,565	4	49%	8
22	SAP	**Technology**	39,023	3	2%	2
23	T	**Telecom Providers**	37,733	3	12%	4
24	Nike	**Apparel**	37,472	4	26%	4
25	vodafone	**Telecom Providers**	36,750	3	-4%	-2

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 $Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	The Home Depot	**Retail**	36,440	2	32%	5
27	ICBC 中国工商银行	**Regional Banks**	33,637	2	-13%	-5
28	TOYOTA	**Cars**	29,501	3	2%	2
29	Bai du 百度	**Technology**	29,030	4	-27%	-8
30	LV	**Luxury**	28,508	4	4%	2
31	Budweiser	**Beer**	27,925	4	5%	2
32	Walmart	**Retail**	27,275	2	-23%	-6
33	BMW	**Cars**	26,837	4	2%	1
34	American Express	**Payments**	26,641	4	-30%	-9
35	ZARA	**Apparel**	25,221	3	14%	7
36	L'ORÉAL PARIS	**Personal Care**	23,524	4	1%	2
37	Pampers	**Baby Care**	22,911	5	-4%	0
38	accenture	**Technology**	22,813	3	13%	13
39	Mercedes-Benz	**Cars**	22,708	4	4%	4
40	movistar	**Telecom Providers**	21,945	3	3%	6
41	SUBWAY	**Fast Food**	21,567	4	-4%	-1
42	hp	**Technology**	21,387	2	-7%	-3
43	HSBC	**Global Banks**	20,276	2	-16%	-8
44	HERMÈS PARIS	**Luxury**	19,821	5	5%	11
45	RBC	**Regional Banks**	19,635	4	-18%	-9
46	中国建设银行 China Construction Bank	**Regional Banks**	19,617	2	-11%	-5
47	NTT	**Telecom Providers**	19,552	2	N/A	N/A
48	SAMSUNG	**Technology**	19,490	4	-10%	-3
49	ORACLE	**Technology**	19,489	1	-10%	-5
50	HUAWEI	**Technology**	18,652	3	22%	20

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light
NTT is now valued as a telecom provider and its brand value is restated this year

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 $Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51	intel	**Technology**	18,632	2	1%	5
52	BT	**Telecom Providers**	18,575	3	3%	6
53	orange	**Telecom Providers**	18,465	3	6%	8
54	Colgate	**Personal Care**	18,319	4	2%	3
55	IKEA	**Retail**	18,082	3	6%	9
56	citi	**Global Banks**	17,055	2	-2%	4
57	中国平安 PING AN	**Insurance**	16,910	2	6%	11
58	ExxonMobil	**Oil & Gas**	16,838	1	-18%	-9
59	中国人寿 CHINA LIFE	**Insurance**	16,712	2	-4%	3
60	TD	**Regional Banks**	16,543	3	-20%	-13
61	Gillette	**Personal Care**	16,400	4	-17%	-9
62	中国农业银行 AGRICULTURAL BANK OF CHINA	**Regional Banks**	16,331	2	-19%	-12
63	FedEx	**Logistics**	16,236	4	-17%	-10
64	CommonwealthBank	**Regional Banks**	16,227	3	-21%	-16
65	PayPal	**Payments**	15,910	4	35%	23
66		**Oil & Gas**	14,940	1	-21%	-12
67	CISCO	**Technology**	14,508	2	-10%	0
68	COSTCO WHOLESALE	**Retail**	14,461	2	29%	29
69	HDFC BANK	**Regional Banks**	14,440	3	3%	5
70	usbank	**Regional Banks**	14,098	2	-5%	2
71	中国银行 BANK OF CHINA	**Regional Banks**	13,803	2	-16%	-6
72		**Oil & Gas**	13,206	1	-24%	-9
73	DHL	**Logistics**	13,199	4	-19%	-7
74	HONDA	**Cars**	13,195	3	-1%	4
75	Ford	**Cars**	13,084	3	0%	5

Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 $Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76	LOWE'S	**Retail**	13,001	2	21%	**NEW**
77	ANZ	**Regional Banks**	12,883	3	-27%	-18
78	Telstra	**Telecom Providers**	12,825	3	1%	4
79	H&M	**Apparel**	12,665	2	-8%	-4
80	GUCCI	**Luxury**	12,592	5	-9%	-4
81	SIEMENS	**Conglomerate**	12,485	2	-19%	-12
82	KFC	**Fast Food**	12,386	3	-2%	1
83	中国石油	**Oil & Gas**	12,341	1	-18%	-12
84	CHASE	**Regional Banks**	12,330	3	6%	5
85	LinkedIn	**Technology**	12,314	4	1%	0
86	pepsi	**Soft Drinks**	12,188	4	-7%	-7
87	ALDI	**Retail**	12,077	2	4%	3
88	CVS/pharmacy	**Retail**	12,074	3	17%	**NEW**
89	J.P.Morgan	**Global Banks**	11,943	2	-12%	-12
90	Red Bull	**Soft Drinks**	11,667	3	3%	4
91	ebay	**Retail**	11,509	2	-19%	-18
92	NISSAN	**Cars**	11,479	2	1%	1
93		**Alcohol**	11,465	4		**NEW**
94	SoftBank	**Telecom Providers**	11,343	2	2%	4
95	Bank of America	**Regional Banks**	11,289	2	0%	0
96	bp	**Oil & Gas**	10,552	1	-18%	-15
97	Heineken	**Beer**	10,549	4	9%	**NEW**
98	AIA THE REAL LIFE COMPANY	**Insurance**	10,545	2	10%	**NEW**
99	JD.COM 京东	**Retail**	10,496	2	37%	**NEW**
100	Adobe	**Technology**	10,440	2	41%	**NEW**

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 $M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1		Technology	246,992	4	67%	1
2	Google	Technology	173,652	4	9%	-1
3	Microsoft	Technology	115,500	4	28%	1
4	IBM	Technology	93,987	4	-13%	-1
5	VISA	Payments	91,962	4	16%	2
6	at&t	Telecom Providers	89,492	3	15%	2
7	verizon	Telecom Providers	86,009	3	36%	4
8	Coca-Cola	Soft Drinks	83,841	5	4%	-2
9	McDonald's	Fast Food	81,162	4	-5%	-4
10	Marlboro	Tobacco	80,352	3	19%	-1
11	Tencent 腾讯	Technology	76,572	5	43%	3
12	facebook	Technology	71,121	4	99%	9
13	Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	amazon.com	Retail	62,292	4	-3%	-4
15	中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	WELLS FARGO	Regional Banks	59,310	3	9%	-3
17	GE	Conglomerate	59,272	2	5%	-5
18	ups	Logistics	51,798	5	9%	-2
19	Disney	Entertainment	42,962	5	24%	4
20	MasterCard	Payments	40,188	4	2%	-2
21	Baidu 百度	Technology	40,041	5	35%	4
22	ICBC 中国工商银行	Regional Banks	38,808	2	-8%	-5
23	vodafone	Telecom Providers	38,461	3	6%	-3
24	SAP	Technology	38,225	3	5%	-5
25		Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 $M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	Walmart	Retail	35,245	2	0%	-4
27	T	Telecom Providers	33,834	3	18%	0
28		Apparel	29,717	4	21%	6
29	Starbucks	Fast Food	29,313	4	14%	2
30	TOYOTA	Cars	28,913	4	-2%	-4
31	THE HOME DEPOT	Retail	27,705	2	25%	9
32	LV	Luxury	27,445	5	6%	-2
33	Budweiser	Beer	26,657	4	9%	2
34	BMW	Cars	26,349	4	2%	-2
35	HSBC	Global Banks	24,029	3	-11%	-7
36	RBC	Regional Banks	23,989	4	6%	2
37	Pampers	Baby Care	23,757	5	5%	2
38	L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39	hp	Technology	23,039	3	18%	10
40	SUBWAY	Fast Food	22,561	4	7%	3
41	China Construction Bank	Regional Banks	22,065	2	-12%	-8
42	ZARA	Apparel	22,036	3	-5%	-5
43	Mercedes-Benz	Cars	21,786	4	1%	-1
44	ORACLE	Technology	21,680	2	4%	1
45	SAMSUNG	Technology	21,602	4	-17%	-16
46	movistar	Telecom Providers	21,215	3	2%	0
47	TD	Regional Banks	20,638	4	3%	0
48	CommonwealthBank	Regional Banks	20,599	3	-2%	-4
49	ExxonMobil	Oil & Gas	20,412	1	3%	-1
50	中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	20,189	1	11%	4

Coca-Cola includes Lights, Diets and Zero
Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 $M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51	accenture	Technology	20,183	3	11%	4
52	Gillette	Personal Care	19,737	5	4%	0
53	FedEx	Logistics	19,566	5	15%	5
54		Oil & Gas	18,943	1	0%	-1
55	HERMÈS PARIS	Luxury	18,938	5	-13%	-14
56	intel	Technology	18,385	2	58%	30
57	Colgate	Personal Care	17,977	4	2%	-1
58	BT	Telecom Providers	17,953	3	17%	6
59	ANZ	Regional Banks	17,702	4	-7%	-8
60	citi	Global Banks	17,486	2	1%	-3
61	orange	Telecom Providers	17,384	3	12%	1
62	中国人寿 China Life	Insurance	17,365	3	44%	19
63		Oil & Gas	17,267	1	21%	4
64	IKEA	Retail	17,025	3	-12%	-14
65	中国银行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	DHL	Logistics	16,301	4	19%	7
67	CISCO	Technology	16,060	2	17%	5
68	中国平安 PING AN	Insurance	15,959	3	29%	9
69	SIEMENS	Technology	15,496	3	-8%	-10
70	HUAWEI	Technology	15,335	3	NEW ENTRY	
71	PetroChina	Oil & Gas	15,022	1	21%	5
72	usbank	Regional Banks	14,786	3	-1%	-7
73	ebay	Retail	14,171	3	-9%	-12
74	HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	H&M	Apparel	13,827	2	-11%	-12

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 $M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	GUCCI	Luxury	13,800	5	-14%	-16
77	J.P.Morgan	Global Banks	13,522	3	9%	2
78	HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	pepsi	Soft Drinks	13,134	4	14%	9
80	Ford	Cars	13,106	3	11%	4
81	bp	Oil & Gas	12,938	1	1%	-7
82	Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83		Fast Food	12,649	4	6%	0
84	Westpac	Regional Banks	12,420	4	6%	1
85	LinkedIn	Technology	12,200	5	-2%	-7
86	Santander	Global Banks	12,181	3	10%	5
87	Woolworths	Retail	11,818	4	-1%	-5
88	PayPal	Payments	11,806	4	20%	9
89	CHASE	Regional Banks	11,661	3	0%	-2
90	ALDI	Retail	11,660	2	22%	10
91	ING	Global Banks	11,560	3	18%	7
92		Technology	11,447	4	-17%	-21
93	NISSAN	Cars	11,411	3	3%	-3
94	Red Bull	Soft Drinks	11,375	4	5%	-2
95	Bank of America	Regional Banks	11,335	2	12%	-1
96	NTT docomo	Telecom Providers	11,223	3	12%	-1
97	COSTCO WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	Scotiabank	Regional Banks	11,044	2	-3%	-11

Pepsi includes Diets
Red Bull includes sugar-free and Cola

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	Google	Technology	158,843	3	40%	1
2		Technology	147,880	4	-20%	-1
3	IBM	Technology	107,541	4	-4%	0
4	Microsoft	Technology	90,185	4	29%	3
5		Fast Food	85,706	4	-5%	-1
6	Coca-Cola	Soft Drinks	80,683	4	3%	-1
7	VISA	Credit Card	79,197	4	41%	2
8	at&t	Telecoms	77,883	3	3%	-2
9	Marlboro	Tobacco	67,341	3	-3%	-1
10	amazon.com	Retail	64,255	3	41%	4
11	verizon	Telecoms	63,460	3	20%	1
12	GE	Conglomerate	56,685	2	2%	-1
13		Regional Banks	54,262	3	14%	0
14	Tencent 腾讯	Technology	53,615	4	97%	7
15	中国移动 China Mobile	Telecoms	49,899	3	-10%	-5
16	UPS	Logistics	47,738	4	12%	-1
17	ICBC 中国工商银行	Regional Banks	42,101	2	2%	-1
18	MasterCard	Credit Card	39,497	3	42%	2
19	SAP	Technology	36,390	2	6%	0
20	vodafone	Telecoms	36,277	3	-9%	-3
21	facebook	Technology	35,740	4	68%	10
22	Walmart	Retail	35,325	2	-2%	-4
23	Disney	Entertainment	34,538	4	44%	3
24		Credit Card	34,430	4	46%	4
25	Bai du 百度	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	TOYOTA	Cars	29,598	3	21%	-3
27	T	Telecoms	28,756	2	20%	0
28	HSBC	Global Banks	27,051	3	13%	-3
29	SAMSUNG	Technology	25,892	3	21%	1
30	LV	Luxury	25,873	4	14%	-1
31	Starbucks	Fast Food	25,779	3	44%	13
32		Cars	25,730	4	7%	-8
33	China Construction Bank	Regional Banks	25,008	2	-7%	-11
34		Apparel	24,579	4	55%	22
35	Budweiser	Beer	24,414	4	20%	-1
36	L'ORÉAL	Personal Care	23,356	4	30%	6
37	ZARA	Apparel	23,140	3	15%	-2
38	RBC	Regional Banks	22,620	4	13%	0
39		Baby Care	22,598	5	10%	-7
40		Retail	22,165	2	20%	1
41	HERMÈS	Luxury	21,844	5	14%	-1
42	Mercedes-Benz	Cars	21,535	4	20%	1
43	SUBWAY	Fast Food	21,020	4	26%	8
44	CommonwealthBank	Regional Banks	21,001	3	18%	4
45	ORACLE	Technology	20,913	2	4%	-9
46	movistar	Telecoms	20,809	2	56%	20
47	TD	Regional Banks	19,950	3	12%	-1
48	ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	hp	Technology	19,469	2	19%	5
50	IKEA	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		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		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		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		Technology	13,837	4	New	New
72	cisco	Technology	13,710	2	16%	5
73	DHL	Logistics	13,687	4	53%	25
74		Oil & Gas	12,871	1	12%	4
75	SBERBANK	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	Retail	11,953	3	8%	-2
83		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		Regional Banks	11,351	2	9%	-4
90		Cars	11,104	3	9%	-4
91		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	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		Retail	9,584	2	8%	-1

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

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	Google	113,669	3	5%	1
3	Technology	IBM	112,536	3	-3%	-1
4	Fast Food		90,256	4	-5%	0
5	Soft Drinks	Coca-Cola	78,415	5	6%	1
6	Telecoms	at&t	75,507	3	10%	2
7	Technology	Microsoft	69,814	3	-9%	-2
8	Tobacco	Marlboro	69,383	3	-6%	-1
9	Credit Card	VISA	56,060	4	46%	6
10	Telecoms		55,368	3	18%	0
11	Conglomerate		55,357	2	21%	0
12	Telecoms	verizon	53,004	3	8%	-3
13	Regional Banks		47,748	3	20%	1
14	Retail	amazon.com	45,727	3	34%	4
15	Logistics		42,747	5	15%	1
16	Regional Banks		41,115	2	-1%	-3
17	Telecoms	vodafone	39,712	3	-8%	-5
18	Retail	Walmart	36,220	2	5%	-1
19	Technology	SAP	34,365	2	34%	3
20	Credit Card	MasterCard	27,821	4	34%	9
21	Technology	Tencent 腾讯	27,273	4	52%	16
22	Regional Banks	China Construction Bank	26,859	2	10%	2
23	Cars	TOYOTA	24,497	4	12%	5
24	Cars		24,015	4	-2%	-1
25	Global Banks	HSBC	23,970	3	24%	6

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

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	Category	Brand	Brand value 2013 $M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
26	Entertainment	Disney	23,913	3	40%	17
27	Telecoms	Deutsche Telekom	23,893	2	-11%	-7
28	Credit Card		23,514	4	16%	2
29	Luxury		22,719	4	-12%	-8
30	Technology	SAMSUNG	21,404	3	51%	25
31	Technology	facebook	21,261	4	-36%	-12
32	Baby Care		20,594	5	13%	3
33	Technology	Baidu 百度	20,443	5	-16%	-8
34	Beer	Budweiser	20,297	4	28%	14
35	Apparel	ZARA	20,167	3	60%	31
36	Technology	ORACLE	20,039	2	-11%	-9
37	Regional Banks	中国农业银行 AGRICULTURAL BANK OF CHINA	19,975	2	12%	1
38	Regional Banks	RBC	19,968	4	16%	2
39	Oil & Gas	ExxonMobil	19,229	1	5%	-5
40	Luxury	HERMES PARIS	19,129	4	0%	-8
41	Retail		18,488	2	43%	21
42	Personal Care	L'ORÉAL	17,971	4	30%	15
43	Cars	Mercedes-Benz	17,952	4	11%	3
44	Fast Food	Starbucks	17,892	4	5%	-2
45	Personal Care	Gillette	17,823	4	-6%	-12
46	Regional Banks	TD	17,781	4	22%	8
47	Retail	ebay	17,749	2	40%	17
48	Regional Banks	Commonwealth Bank of Australia	17,745	3	36%	12
49	Oil & Gas		17,678	1	-1%	-10
50	Personal Care	Colgate	17,250	4	15%	1

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 2013

	Category	Brand	Brand value 2013 $M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51	Fast Food	KFC	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	15,279	3	5%	-4
58	Regional Banks	中国银行	14,236	2	10%	3
59	Regional Banks	ICICI Bank	14,196	1	12%	4
60	Telecoms		13,829	2	-10%	-10
61	Technology	intel	13,757	2	-12%	-12
62	Logistics	FedEx	13,732	4	17%	8
63	Regional Banks	U.S. bank	13,716	3	19%	9
64	Global Banks	citi	13,386	2	37%	18
65	Oil & Gas	PetroChina	13,380	1	11%	3
66	Telecoms	movistar	13,336	2	-22%	-25
67	Oil & Gas		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		12,401	3	-2%	-6
72	Technology	SIEMENS	12,331	1	16%	1
73	Alcohol		12,193	3	3%	-4
74	Retail	IKEA	12,040	3	31%	15
75	Soft Drinks	pepsi	12,029	4	-5%	-8
76	Retail		11,879	3	13%	0
77	Technology	cisco	11,816	2	-11%	-18
78	Oil & Gas		11,520	1	11%	-1
79	Telecoms	MTN	11,448	3	23%	9
80	Retail	Woolworths	11,038	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	PING AN	10,556	3	4%	-6
85	Regional Banks		10,396	2	8%	-2
86	Cars		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		10,054	3	-13%	-18
90	Telecoms	docomo	10,028	3	-37%	-43
91	Fast Food		9,953	3	12%	0
92	Technology	YAHOO!	9,626	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		9,232	3	8%	-1
97	Oil & Gas		9,036	1	5%	-4
98	Logistics	DHL	8,940	3	18%	2
99	Retail		8,885	2	-5%	-12
100	Cars		8,790	3	3%	-4

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	IBM	115,985	4	5	15%	1
3	Technology	Google	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	Coca-Cola *	74,286	5	7	1%	0
7	Tobacco	Marlboro	73,612	3	7	9%	1
8	Telecoms	at&t	68,870	3	5	-1%	-1
9	Telecoms	verizon	49,151	3	7	15%	4
10	Telecoms	中国移动通信 CHINA MOBILE	47,041	4	9	-18%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms	vodafone	43,033	3	6	-1%	0
13	Financial	ICBC	41,518	2	9	-7%	-2
14	Financial	WELLS FARGO	39,754	3	3	8%	2
15	Financial	VISA	38,284	4	9	34%	5
16	Logistics	UPS	37,129	5	8	4%	1
17	Retail	Walmart	34,436	2	5	-8%	-2
18	Retail	amazon.com	34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms	Deutsche Telekom	26,837	3	2	-10%	-1
21	Luxury	LV	25,920	5	8	7%	5
22	Technology	SAP	25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial	中国建设银行 China Construction Bank	24,517	2	4	-4%	0
25	Technology	Baidu 百度	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
1		153,285	84%
2	Google	111,498	-2%
3	IBM	100,849	17%
4		81,016	23%
5	Microsoft	78,243	2%
6	Coca-Cola*	73,752	8%
7	at&t	69,916	N/A
8	Marlboro	67,522	18%
9	中国移动通信 CHINA MOBILE	57,326	9%
10		50,318	12%
11	ICBC	44,440	1%
12	vodafone	43,647	-2%
13	verizon	42,828	N/A
14	amazon.com	37,628	37%
15	Walmart	37,277	-5%
16	WELLS FARGO	36,876	97%
17	UPS	35,737	35%
18	hp	35,404	-11%
19	Deutsche Telekom T**	29,774	N/A
20	VISA	28,553	15%
21	movistar	27,249	N/A
22	ORACLE	26,948	9%
23	SAP	26,078	7%
24	中国建设银行 China Construction Bank	25,524	22%
25	BlackBerry	24,623	-20%
26	LV	24,312	23%
27	TOYOTA	24,198	11%
28	HSBC	22,587	-4%
29	Baidu 百度	22,555	141%
30		22,425	3%
31	TESCO	21,834	-15%
32	Gillette	19,782	-4%
33	中国人寿 CHINA LIFE	19,542	N/A
34	Pampers	19,350	11%
35	f	19,102	246%
36	orange	17,597	N/A
37	中国银行 BANK OF CHINA	17,530	-20%
38	Disney	17,290	15%
39	RBC	17,182	3%
40	American Express	17,115	23%
41	ExxonMobil	16,973	10%
42	TD	16,931	19%
43	中国农业银行 AGRICULTURAL BANK OF CHINA	16,909	N/A
44	cisco	16,314	-2%
45	Budweiser***	15,952	0%
46	L'ORÉAL	15,719	11%
47	citi	15,674	17%
48	docomo	15,449	19%
49	accenture	15,427	5%
50		15,344	12%
51		15,168	0%
52	Tencent 腾讯	15,131	N/A
53	ICICI Bank	14,900	3%
54	SUBWAY	14,306	19%
55	Colgate	14,258	0%
56		14,182	-1%
57	NIKE	13,917	10%
58	intel	13,904	-2%
59	Carrefour	13,754	-8%
60	MasterCard	13,543	16%
61	PETROBRAS	13,421	39%
62	H&M	13,006	7%
63	pepsi****	12,931	1%
64	bp	12,542	-27%
65	TARGET	12,471	3%
66	PORSCHE	12,413	3%
67	SAMSUNG	12,160	7%
68	CHASE	12,083	-3%
69	Standard Chartered	12,033	45%
70	SIEMENS	11,998	29%
71	HERMÈS PARIS	11,917	41%
72		11,901	40%
73	FedEx	11,759	25%
74	O2	11,694	N/A
75	TELECOM ITALIA	11,609	N/A
76	telcel	11,558	7%
77	Santander	11,363	-37%
78	PetroChina	11,291	-19%
79	Nintendo*****	11,147	-37%
80	MTC	10,883	12%
81	NOKIA CONNECTING PEOPLE	10,735	-28%
82	eBay	10,731	15%
83	中国平安 PING AN	10,540	N/A
84	usbank	10,525	26%
85	SONY******	10,443	19%
86	ZARA	10,335	15%
87	Scotiabank	10,076	N/A
88	NISSAN	10,072	17%
89		9,877	10%
90	Itaú	9,600	29%
91	中国电信 CHINA TELECOM	9,587	N/A
92	Bank of America	9,358	-43%
93	Red Bull*******	9,263	4%
94	ALDI	9,251	6%
95	TIM	8,838	21%
96	BARCLAYS	8,760	4%
97	摩根士丹利 MORGAN STANLEY	8,668	5%
98	Bradesco	8,600	15%
99	СБЕРБАНК	8,535	N/A
100	Goldman Sachs	8,439	-9%

*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

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

MillwardBrown Optimor

THE TOP 100

*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
******* Brand Value includes Playstation 2 and 3, as well as PSP
Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)

MillwardBrown Optimor

TOP 100 Most Valuable Global Brands 2010

#	Brand	Brand Value 2010 ($M)	% Brand Value Change 2010 vs. 2009
1	Google	114,260	14%
2	IBM	86,383	30%
3		83,153	32%
4	Microsoft	76,344	0%
5	Coca-Cola *	67,983	1%
6		66,005	-1%
7	Marlboro	57,047	15%
8	中国移动通信 CHINA MOBILE	52,616	-14%
9		45,054	-25%
10	vodafone	44,404	-17%
11	ICBC (Asia) 工银亞洲	43,927	15%
12	hp	39,717	48%
13	Walmart	39,421	-4%
14	BlackBerry	30,708	12%
15	amazon.com	27,459	29%
16	ups	26,492	-5%
17	TESCO	25,741	12%
18	VISA	24,883	52%
19	ORACLE	24,817	16%
20	verizon	24,675	39%
21	SAP	24,291	3%
22	at&t	23,714	18%
23	HSBC	23,408	23%
24	中国银行 BANK OF CHINA	21,960	4%
25		21,816	-9%
26	TOYOTA	21,769	-27%
27	中国建设银行 China Construction Bank	20,929	-8%
28	Gillette	20,663	-10%
29		19,781	2%
30	WELLS FARGO	18,746	16%
31	Santander	18,012	12%
32	Nintendo **	17,834	-2%
33	Pampers	17,434	-8%
34	bp	17,283	N/A
35	CISCO	16,719	-7%
36	RBC	16,608	12%
37	Bank of America	16,393	6%
38	Budweiser ***	15,991	20%
39	ExxonMobil	15,476	N/A
40		15,112	N/A
41	Disney	15,000	-35%
42	Carrefour	14,980	0%
43	NOKIA CONNECTING PEOPLE	14,866	-58%
44	accenture	14,734	-2%
45	ICICI Bank	14,454	N/A
46		14,303	-2%
47	Colgate	14,224	15%
48	intel	14,210	-38%
49	L'ORÉAL	14,129	-6%
50	orange	14,018	6%
51	PetroChina	13,935	N/A
52	AMERICAN EXPRESS	13,912	-7%
53		13,736	-11%
54	citi	13,403	-8%
55	T-Mobile	13,010	20%
56	BBVA	12,977	3%
57	docomo	12,969	-18%
58	pepsi ****	12,752	-15%
59	NIKE	12,597	5%
60	movistar	12,434	14%
61	CHASE	12,426	17%
62	TARGET	12,148	-1%
63	H&M	12,131	1%
64	SUBWAY	12,032	9%
65	PORSCHE	12,021	-31%
66	DELL	11,938	-23%
67	MasterCard	11,659	57%
68	SAMSUNG	11,351	80%
69	telcel	10,850	NA
70	O2	10,593	23%
71	TD	10,274	-7%
72	MTS	9,723	6%
73	PETROBRAS	9,675	N/A
74	FedEx	9,418	-1%
75	Baidu 百度	9,356	62%
76	eBay	9,328	-28%
77	SIEMENS	9,293	-31%
78	Goldman Sachs	9,283	25%
79	WRIGLEY'S	9,201	-15%
80	ZARA	8,986	4%
81		8,971	-3%
82	Red Bull *****	8,917	9%
83	ALDI	8,747	1%
84	NISSAN	8,607	-16%
85	******	8,490	17%
86	HERMÈS PARIS	8,457	8%
87	BARCLAYS	8,383	20%
88	usbank	8,377	N/A
89	Standard Chartered	8,327	1%
90	招商银行 CHINA MERCHANTS BANK	8,236	2%
91		8,214	19%
92	Билайн	8,160	-8%
93	J.P.Morgan	8,159	4%
94	SONY ******	8,147	30%
95	Morgan Stanley	8,003	18%
96	Auchan	7,848	NA
97	GUCCI	7,588	2%
98	Bradesco	7,450	13%
99	AVON	7,293	-16%
100	TIM	7,280	14%

* 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)

MillwardBrown Optimor

TOP 100 Most Valuable Global Brands 2009

#	Brand	Brand Value 09 ($M)	% Brand Value Change 09 vs. 08
1	Google	100,039	16%
2	Microsoft	76,249	8%
3	Coca-Cola*	67,625	16%
4	IBM	66,622	20%
5	McDonald's	66,575	34%
6	Apple	63,113	14%
7	中国移动通信 CHINA MOBILE	61,283	7%
8	GE	59,793	-16%
9	vodafone	53,727	45%
10	Marlboro	49,460	33%
11	Walmart	41,083	19%
12	ICBC (Asia) 工银亞洲	38,056	36%
13	NOKIA Connecting People	35,163	-20%
14	TOYOTA	29,907	-15%
15	ups	27,842	-9%
16	BlackBerry	27,478	100%
17	hp	26,745	-9%
18	BMW	23,948	-15%
19	SAP	23,615	9%
20	Disney	23,110	-3%
21	TESCO	22,938	-1%
22	Gillette	22,919	6%
23	intel	22,851	4%
24	中国建设银行 China Construction Bank	22,811	16%
25	ORACLE	21,438	-6%
26	amazon.com	21,294	85%
27	中国银行 BANK OF CHINA	21,192	9%
28	at&t	20,059	67%
29	LV LOUIS VUITTON	19,395	5%
30	HSBC	19,079	3%
31	Pampers	18,945	N/A
32	Nintendo	18,233	N/A
33	CISCO	17,965	-25%
34	verizon	17,713	-8%
35	PORSCHE	17,467	-20%
36	VISA	16,353	N/A
37	WELLS FARGO	16,228	-34%
38	Santander	16,035	10%
39	NTT docomo	15,776	5%
40	Mercedes-Benz	15,499	-14%
41	Bank of America	15,480	-53%
42	DELL	15,422	1%
43	accenture	15,076	7%
44	pepsi**	14,996	-3%
45	L'ORÉAL	14,991	-9%
46	AMERICAN EXPRESS	14,963	-40%
47	Carrefour	14,961	-1%
48	RBC	14,894	-22%
49	citi	14,608	-52%
50	HONDA The Power of Dreams	14,571	-12%
51	SIEMENS	13,562	-8%
52	Budweiser***	13,292	23%
53	orange	13,242	-6%
54	ebay	12,970	16%
55	BBVA	12,549	33%
56	Colgate	12,396	17%
57	TARGET	12,254	-17%
58	H&M	12,061	8%
59	NIKE	11,999	-4%
60	SUBWAY	10,997	6%
61	TD	10,991	N/A
62	movistar	10,911	34%
63	T-Mobile	10,864	22%
64	WRIGLEY'S	10,841	N/A
65	Auchan	10,586	48%
66	CHASE	10,582	-17%
67	NISSAN	10,206	-13%
68	DHL	9,719	19%
69	FedEx Corporation	9,491	-17%
70	THE HOME DEPOT	9,280	-40%
71	MTS	9,189	14%
72	Билайн	8,884	N/A
73	Canon	8,779	-29%
74	ALDI	8,638	49%
75	AVON	8,631	20%
76	ZARA	8,609	-1%
77	O2	8,601	36%
78	Standard Chartered	8,219	20%
79	Red Bull	8,154	N/A
80	招商银行 CHINA MERCHANTS BANK	8,052	168%
81	YAHOO!	7,927	-31%
82	HERMÈS PARIS	7,862	13%
83	J.P.Morgan	7,852	-20%
84	AXA	7,777	-8%
85	Tide	7,512	-18%
86	GUCCI	7,468	15%
87	MasterCard	7,427	7%
88	Goldman Sachs	7,415	-38%
89	Starbucks	7,260	-40%
90	BARCLAYS	6,992	-5%
91	New York Life INSURANCE	6,922	-27%
92	Morgan Stanley	6,765	-40%
93	ING****	6,743	-55%
94	KFC	6,721	10%
95	IKEA	6,713	-21%
96	NIVEA	6,572	24%
97	ESPRIT	6,571	-17%
98	Bradesco	6,565	N/A
99	TIM	6,409	-19%
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 5

MENU

WORLD'S MOST ADMIRED CO

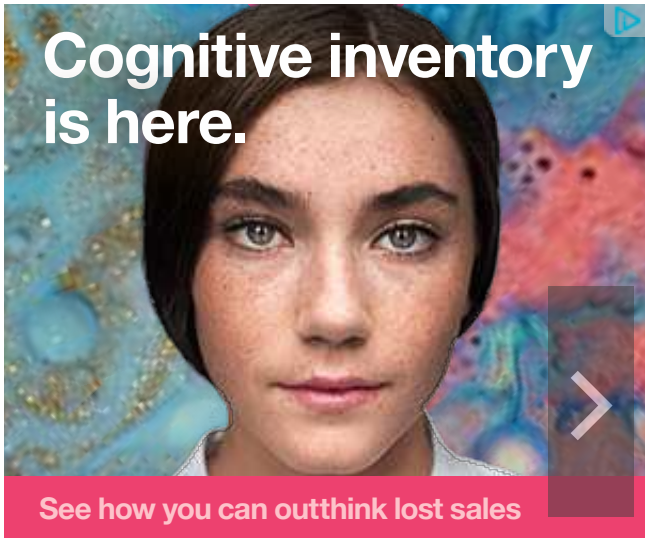
1. Apple

LAST YEAR'S RANK: 1

Prev Company | Next Company

Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.

Photograph by ChinaFotoPress — Getty Images



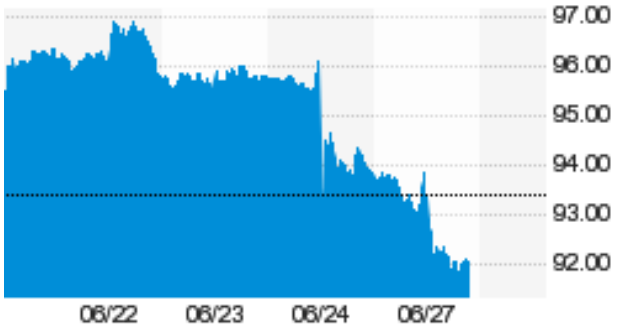
Company Info

Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	http://www.apple.com
Fortune 500 Rank	5
Fortune 500 Profile	http://fortune.com/fortune500/apple-

Apple Inc. AAPL

91.96 -1.44 (-1.54%)

Jun 27 4:11 PM EDT



Previous Close	93.40
Market Cap	511.59B
Next Earnings Date	07/19/2016
High	93.05
Low	91.60
52 Week High	132.97
52 Week Low	89.47

MENU

ED

World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in Back on Target?.)

VIDEO: How to become the World's Most Admired Company

The companies whose ranking appears as "—" did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.

See our Methodology

Top Stories

World's Most Admired companies ranked by key attributes

The most admired companies are more global than ever. Here's why.

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Henry Schein: Your dentist's biggest supplier

Fortune's World's Most Admired Companies: Starbucks, where innovation is always brewing

With plans to increase international flights, Southwest Airlines is flying high

1

Apple

Photograph by Yuriko Nakao — Bloomberg via Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
Overall Score	8.29
HQ Country	USA
Website	http://www.apple.com

AAPL 126.50-0.10 (-0.08%) MAR 10 9:24 AM EDT

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than $700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014– proving that the iPhone is still the product to beat.

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

Company Profile

Most Admired 2014

Filter

1 Apple

2 Amazon.com

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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

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World's Most Admired Companies

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Apple

BACK NEXT

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

COURTESY OF 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

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Top companies in innovation, responsibility and more

7 Most Admired Companies that fell off the map

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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

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The cloud goes from mainstream to revenue stream.

WORLD'S MOST ADMIRED COMPANIES 2012

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Apple

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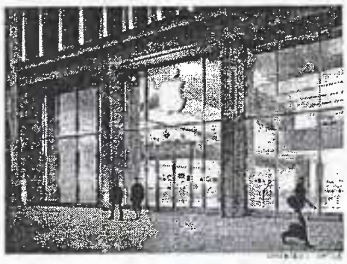

MOST ADMIRED
Top 50 rank: 1
Rank in Computers: 1
(Previous rank: 1)
Overall score: 8.42
Ticker: AAPL

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.

jobs by

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
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- [ ] Innovation
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- [ ] Long-term investment
- [ ] Social responsibility
- [ ] Product/services quality
- [ ] Global competitiveness

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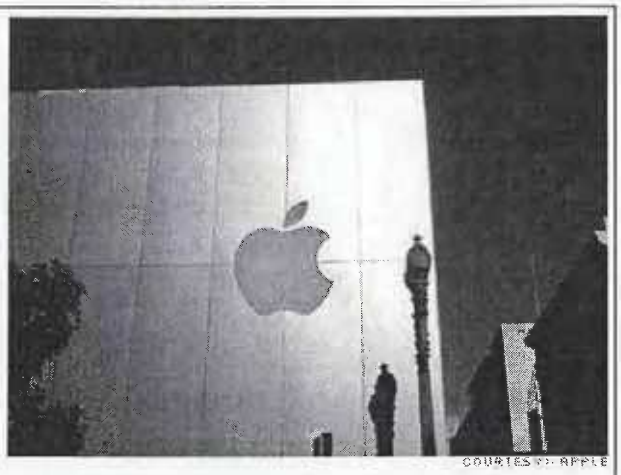
World's Most Admired Companies


COURTESY OF APPLE

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

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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

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World's Most Admired Companies

Apple

MOST ADMIRED**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.

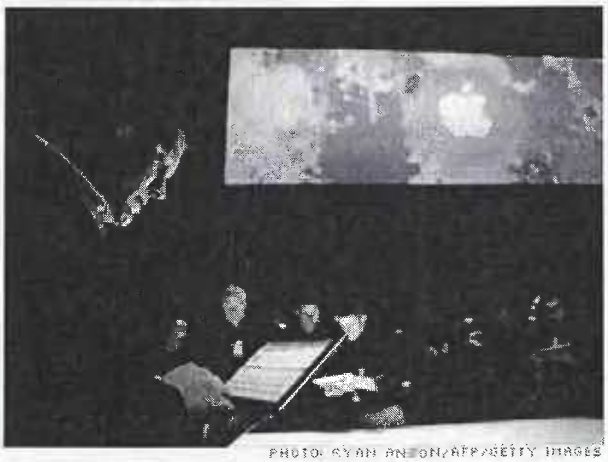

PHOTO: RYAN ANSON/AFP/GETTY IMAGES

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

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

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

Apple stats

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

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

Industry: Computers

Most Admired

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

From the March 22, 2010 issue

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WORLD'S MOST ADMIRED COMPANIES

2009

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

Apple

1 of 50 Back Next

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

Why it's admired

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

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

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Nine key attributes of reputation	Industry rank
Innovation	1
People management	1
Use of corporate assets	3
Social responsibility	5
Quality of management	3
Financial soundness	2
Long-term investment	3
Quality of products/services	1
Global competitiveness	5

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Xerox	7.28

...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...

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Job openings... at Apple

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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

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Find companies *you* most admire

2	Apple	7.07
3	Hewlett-Packard	7.04

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From the March 16, 2009 issue

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

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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

Get more Most Admired data.
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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

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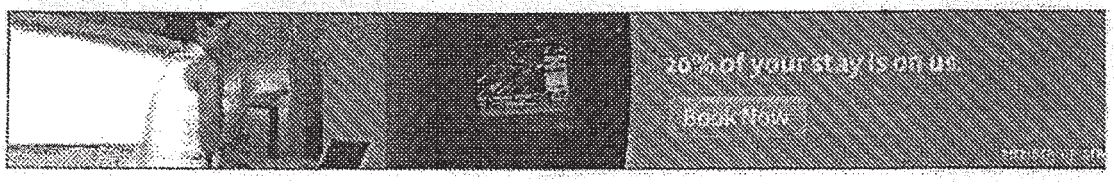


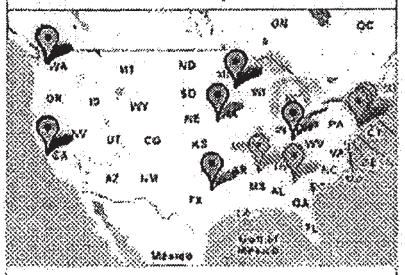
AMERICA'S MOST ADMIRED COMPANIES 2008

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 managem
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

Stock

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

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

Activision is up 80 earning returns lik they're recommen

Click here for "Ti

*Results as of 5/13/08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

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Company

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Medco Health Solutic

See the rest

Industry ch

EXHIBIT 6

Int. Cl.: 9

Prior U.S. Cl.: 26, 38

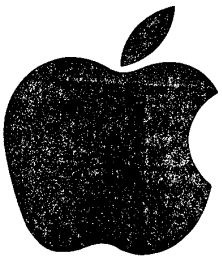
United States Patent and Trademark Office

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 a bite removed.

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

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

J. TINGLEY, Examiner

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Oct 24 03:21:02 EDT 2016

Record 1 out of 1

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

Mark	
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

Int. Cl.: 9

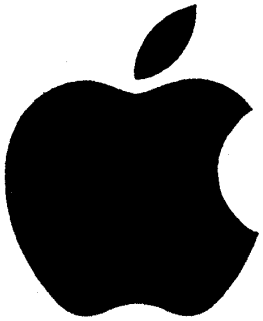
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,715,578

United States Patent and Trademark Office

Registered May 13, 2003

TRADEMARK
PRINCIPAL REGISTER



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

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING, TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN 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 , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

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

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

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

JAMES A. RAUEN, EXAMINING ATTORNEY

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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
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

Int. Cl.: 36

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

Reg. No. 2,820,066

United States Patent and Trademark Office

Registered Mar. 2, 2004

SERVICE MARK
PRINCIPAL REGISTER

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

FOR: CONSUMER LENDING SERVICES; RETAIL CREDIT SERVICES; RETAIL CREDIT SERVICES FOR THE PURCHASE OF COMPUTERS, COMPUTER SOFTWARE, CONSUMER ELECTRONICS AND RELATED ACCESSORIES; PROVIDING INFORMATION IN THE FIELDS OF INVESTMENT AND FINANCE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; FINANCIAL SERVICES, NAMELY, INSTALLMENT LOANS, LEASE-PURCHASE FINANCING AND LOANS, AND LOAN FINANCING, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

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

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

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

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

PAULA MAYS, EXAMINING ATTORNEY

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Record 1 out of 1

Goods and Services	IC 036. US 100 101 102. G & S: Consumer lending services; retail credit services; retail credit services for the purchase of computers, computer software, consumer electronics and related accessories; providing information in the fields of investment and finance over computer networks and global communication networks; financial services, namely, installment loans, lease-purchase financing and loans, and loan financing. FIRST USE: 19830700. FIRST USE IN COMMERCE: 19830700
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	78255986
Filing Date	May 29, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 9, 2003
Registration Number	**2820066**
International Registration Number	0885881
Registration Date	March 2, 2004
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA

	95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	1303085
Description of Mark	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	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140918.
Renewal	1ST RENEWAL 20140918
Live/Dead Indicator	LIVE

Int. Cl.: 38

Prior U.S. Cls.: 100, 101, and 104

United States Patent and Trademark Office

Reg. No. 2,870,477

Registered Aug. 3, 2004

SERVICE MARK
PRINCIPAL REGISTER

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

FOR: TELECOMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA AND IMAGES VIA COMPUTER NETWORKS; ELECTRONIC MAIL SERVICES; PROVIDING ON-LINE ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS IN THE FIELDS OF BUSINESS, CREATIVE DESIGN, EDUCATION, COMPUTERS, INFORMATION TECHNOLOGY, WORD PROCESSING, DATABASE MANAGEMENT, ENTERTAINMENT, ELECTRONIC COMMERCE AND TELECOMMUNICATIONS; TELECOMMUNICATIONS CONSULTATION; DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; ELECTRONIC TRANSMISSION OF DATA AND INFORMATION BY COMPUTER, RADIO, MAIL, PROVIDING INTERNET ACCESS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 4-9-1994; IN COMMERCE 4-9-1994.

OWNER OF U.S. REG. NOS. 113,028, 1,421,062, AND OTHERS.

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

SN 78-157,042, FILED 8-22-2002.

MICHELE SWAIN, EXAMINING ATTORNEY

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Oct 24 03:21:02 EDT 2016

Record 1 out of 1

Goods and Services	IC 038. US 100 101 104. G & S: Telecommunication services, namely, electronic transmission of data and images via computer networks; electronic mail services; providing on-line electronic bulletin boards for transmission of messages among computer users in the fields of business, creative design, education, computers, information technology, word processing, database management, entertainment, electronic commerce and telecommunications; telecommunications consultation; delivery of messages by electronic transmission; electronic transmission of data and information by computer, radio, mail, providing Internet access. FIRST USE: 19940409. FIRST USE IN COMMERCE: 19940409
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	78157042
Filing Date	August 22, 2002
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 8, 2003
Registration Number	**2870477**
International Registration Number	0885881
Registration Date	August 3, 2004
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior Registrations	0113028;0140042;1114431;1228952;1401154;1421062;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	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20140816.
Renewal	1ST RENEWAL 20140816
Live/Dead Indicator	LIVE

Int. Cls.: 35 and 39

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

Reg. No. 2,926,853

United States Patent and Trademark Office

Registered Feb. 15, 2005

SERVICE MARK
PRINCIPAL REGISTER

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

FOR: ANALYSIS AND CONSULTATION IN THE FIELD OF BUSINESS INFORMATION MANAGEMENT, NAMELY, THE SELECTION, ADOPTION AND OPERATION OF COMPUTERS AND COMPUTER INFORMATION MANAGEMENT SYSTEMS; PROVIDING INFORMATION IN THE FIELDS OF BUSINESS AND COMMERCE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; BUSINESS SERVICES, NAMELY, PROVIDING COMPUTER DATABASES REGARDING THE PURCHASE AND SALE OF A WIDE VARIETY OF PRODUCTS AND SERVICES OF OTHERS; BUSINESS SERVICES, NAMELY, DISSEMINATION OF ADVERTISING FOR OTHERS VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO; ONLINE RETAIL STORE SERVICES PROVIDED VIA COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

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

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

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

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

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

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

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

NORA BUCHANAN WILL, EXAMINING ATTORNEY

Trademarks > Trademark Electronic Search System (TESS)

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Record 1 out of 1

Goods and Services	IC 035. US 100 101 102. G & S: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto. FIRST USE: 19830000. FIRST USE IN COMMERCE: 19830000 IC 039. US 100 105. G & S: computerized data storage services; data storage relating to business. FIRST USE: 19850000. FIRST USE IN COMMERCE: 19850000
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	78155188
Filing Date	August 16, 2002
Current Basis	1A
Original Filing Basis	1B;44D
Published for Opposition	July 29, 2003
Registration Number	**2926853**
International	

Registration Number	0871151
Registration Date	February 15, 2005
Owner	(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Priority Date	February 26, 2002
Prior Registrations	1114431;1130288;1401154;AND OTHERS
Description of Mark	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	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20150228.
Renewal	1ST RENEWAL 20150228
Live/Dead Indicator	LIVE

Int. Cls.: 35 and 41

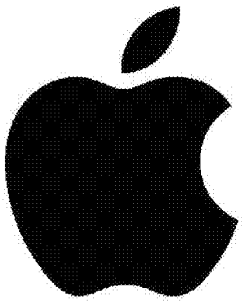
Prior U.S. Cls.: 100, 101, 102 and 107

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

Trademarks > Trademark Electronic Search System (TESS)

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Record 1 out of 1

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

Int. Cl.: 9

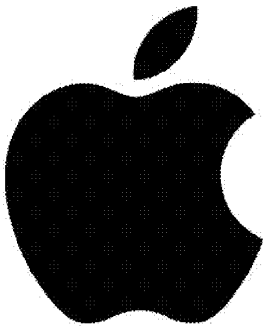
Prior U.S. Cls.: 21, 23, 26, 36 and 38

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 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, 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

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Mon Oct 24 03:21:02 EDT 2016

Record 1 out of 1

Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Trademark Search Facility Classification Code	VEG Plant life such as trees,flowers,fruits,grains,nuts,wreaths,and leaves
Serial Number	77648705
Filing Date	January 13, 2009
Current Basis	1A

Original Filing Basis	1A
Published for Opposition	June 23, 2009
Registration Number	**3679056**
International Registration Number	1014459
Registration Date	September 8, 2009
Owner	(REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of 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
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE