

ESTTA Tracking number: **ESTTA875448**

Filing date: **02/05/2018**

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	02/04/2018
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES

Attorney information	JOSEPH PETERSEN Kilpatrick Townsend & Stockton LLP 1080 MARSH ROAD Menlo Park, CA 94025 UNITED STATES Email: jpetersen@ktslaw.com, JGonder@kilpatricktownsend.com, agar-cia@ktslaw.com, tadmin@ktslaw.com Phone: 650-326-2400
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Applicant Information

Application No	86789692	Publication date	08/08/2017
Opposition Filing Date	02/05/2018	Opposition Period Ends	02/04/2018
Applicant	LEDDY, PATRICK 1556 Clifftop Ave San Marcos, CA 92078 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 2015/03/15 First Use In Commerce: 2015/07/15 All goods and services in the class are opposed, namely: Children's educational software; Downloadable audio files, multimedia files, text files, e-mails, written documents, audio material, video material and games featuring information in the form of downloadable short educational/training communications in the field of human resource development for the promotion of employee retention, career growth and increased productivity for employees and employers; Educational apparatus, namely, manipulative blocks used as teaching aids for the visualization of math concepts; Educational kit comprising DVDs featuring secondary level curriculum on all scientific disciplines, along with teacher guides, sold as a unit; Electronic educational apparatus, namely, communication blocks that manipulate and convey information electronically based on their arrangement and are used for cognitive development in disciplines such as counting, spelling or quantitative
Class 036. First Use: 2015/03/15 First Use In Commerce: 2015/07/15 All goods and services in the class are opposed, namely: Charitable fundraising services, by means of raising funds for college education costs; Charitable services, namely, providing financial support to people from disadvantaged countries for the purpose of facilitating educational opportunities; Providing educational scholarships

Class 041. First Use: 2015/03/15 First Use In Commerce: 2015/07/15

All goods and services in the class are opposed, namely: Analyzing educational tests scores and data for others; Analyzing of educational test scores and data for others; Educating at senior high schools; Educating at university or colleges; Education services in the nature of courses at the university level; Education services in the nature of early childhood instruction; Education services, namely, providing kindergarten through 12th grade (K-12) classroom instruction; Education services, namely, providing online cognitive assessments and training programs that help identify cognitive strengths and weaknesses of an individual; Education services, namely, providing pre-kindergarten through 12th grade classroom instruction at international schools; Educational and entertainment services, namely, providing on-line interactive children's stories; Educational services in the nature of correspondence schools; Educational services, namely, conducting distance learning instruction at the primary and secondary levels; Educational services, namely, conducting distance learning instruction at the secondary, college and graduate levels; Educational services, namely, conducting distance learning instruction at the university level; Educational services, namely, conducting workshops in the field of black music; Educational services, namely, developing and conducting workouts, workshops, presentations, retreats, and personal training in right-brain fitness; Educational services, namely, developing animation based instructions for others in the field of consumer or manufacturing how-to procedures; Educational services, namely, developing curriculum for educators; Educational services, namely, developing curriculum for teachers; Educational services, namely, obtaining school transcripts on behalf of customers and providing the customer's transcript to schools; Educational testing services; Information on education; Providing a web site featuring the ratings, reviews and recommendations of users on events and activities in the field of entertainment and education; Providing information about education; Providing information about online education; Providing information in the field of children's education; Providing information in the field of literacy, reading, sign language, education, training, early childhood instruction and tutoring related to hearing and speech disabilities via the Internet; Research in the field of education; Research in the field of education via the internet

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
No use of mark in commerce before application or amendment to allege use was filed	Trademark Act Sections 1(a) and (c)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

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 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
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U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	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 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
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U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01 Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers,		

	mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above
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U.S. Registration No.	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, 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		
U.S. Registration No.	4088195	Application Date	03/22/2008
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007
Word Mark	APPLE		

Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network		

U.S. Registration No.	4009791	Application Date	06/16/2008
Registration Date	08/09/2011	Foreign Priority Date	NONE
Word Mark	APPLECARE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 1992/12/31 First Use In Commerce: 1992/12/31 Education services, namely, providing classes, [seminars] and online educational programs and tutorials in the field of computer hardware, computer peripherals and computer software, and distribution of course material in connection therewith; training services in the field of computer hardware, computer peripherals and computer software [; providing newsletters in the field of technical support services for computer software via e-mail to read]

U.S. Registration No.	3710912	Application Date	02/04/2008
Registration Date	11/17/2009	Foreign Priority Date	NONE
Word Mark	APPLE STORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices Class 038. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunication systems featuring telephones, cellular telephones and wireless telecommunications devices Class 041. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation		

	of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices Class 042. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices
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U.S. Registration No.	3621571	Application Date	02/05/2008
Registration Date	05/19/2009	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 0 First Use In Commerce: 0 Toys, games and playthings, namely, hand-held units for playing electronic games; hand-held units for playing video games; stand alone video game machines; electronic games other than those adapted for use with television receivers only; LCD game machines; electronic educational game machines for children; toys, namely, battery-powered computer games with display screens which feature animation and sound effects		

U.S. Registration No.	2951270	Application Date	08/16/2002
Registration Date	05/17/2005	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 028. First use: First Use: 0 First Use In Commerce: 0 Stand alone video game machines; [pinball and arcade game machines;] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys;] electronic educational game machines for children; musical toys[; battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards]

Attachments	76426501#TMSN.png(bytes) 77648705#TMSN.png(bytes) 77172511#TMSN.png(bytes) 78943482#TMSN.png(bytes) 77428980#TMSN.png(bytes) 77499837#TMSN.png(bytes) 77388365#TMSN.png(bytes) 77388864#TMSN.png(bytes) 78155196#TMSN.png(bytes) NOO - SN 86789692.pdf(203382 bytes) Exhibit 1- PART 1 OF 6 - Education - Apple.pdf(1250476 bytes) Exhibit 1 - PART 2 OF 6 - Education - Our Products - Apple.pdf(2295169 bytes) Exhibit 1 - PART 3 OF 6 - Education - Teaching Code - Apple.pdf(774402 bytes) Exhibit 1 - PART 4 OF 6 - Education - IT and Deployment - Apple.pdf(1106366 bytes) Exhibit 1 - PART 5 OF 6 - Education - Programs - Apple.pdf(527938 bytes) Exhibit 1 - PART 6 OF 6 - Education - How to Buy - Apple.pdf(888423 bytes) Exhibit 2 - NOO.pdf(509940 bytes) Exhibit 3 - NOO.pdf(4794840 bytes) Exhibit 4 - NOO.pdf(1244375 bytes) Exhibit 5 - NOO.pdf(2576070 bytes) Exhibit 6 - NOO.pdf(760478 bytes) EXHIBIT 7 - NOO.pdf(3001157 bytes)
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Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	02/05/2018

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

In the Matter of Application Serial No. **86/789,692**



For the Mark:

Filed: October 15, 2015

Published: August 8, 2017

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

APPLE INC. (“Opposer” or “Apple”), a corporation organized and existing under the laws of California with a principal place of business at 1 Infinite Loop, Cupertino, California 95014, believes that it will be damaged by the issuance of a registration for the mark shown in Application Serial No. 86/789,692 (the “Apple & Lightbulb Design Mark” or “Applicant’s Mark”) for the following goods and services in Classes 9, 36, and 41, and hereby opposes the same:

Class 9: Children’s educational software; Downloadable audio files, multimedia files, text files, e-mails, written documents, audio material, video material and games featuring information in the form of downloadable short educational/training communications in the field of human resource development for the promotion of employee retention, career growth and increased productivity for employees and employers; Educational apparatus, namely, manipulative blocks used as teaching aids for the visualization of math concepts; Educational kit comprising DVDs featuring secondary level curriculum on all scientific disciplines, along with teacher guides, sold as a unit; Electronic educational apparatus, namely, communication blocks that manipulate and convey information electronically

based on their arrangement and are used for cognitive development in disciplines such as counting, spelling or quantitative.

Class 36: Charitable fundraising services, by means of raising funds for college education costs; Charitable services, namely, providing financial support to people from disadvantaged countries for the purpose of facilitating educational opportunities; Providing educational scholarships.

Class 41: Analyzing educational tests scores and data for others; Analyzing of educational test scores and data for others; Educating at senior high schools; Educating at university or colleges; Education services in the nature of courses at the university level; Education services in the nature of early childhood instruction; Education services, namely, providing kindergarten through 12th grade (K-12) classroom instruction; Education services, namely, providing online cognitive assessments and training programs that help identify cognitive strengths and weaknesses of an individual; Education services, namely, providing pre-kindergarten through 12th grade classroom instruction at international schools; Educational and entertainment services, namely, providing on-line interactive children's stories; Educational services in the nature of correspondence schools; Educational services, namely, conducting distance learning instruction at the primary and secondary levels; Educational services, namely, conducting distance learning instruction at the secondary, college and graduate levels; Educational services, namely, conducting distance learning instruction at the university level; Educational services, namely, conducting workshops in the field of black music; Educational services, namely, developing and conducting workouts, workshops, presentations, retreats, and personal training in right-brain fitness; Educational services, namely, developing animation based instructions for others in the field of consumer or manufacturing how-to procedures; Educational services, namely, developing curriculum for educators; Educational services, namely, developing curriculum for teachers; Educational services, namely, obtaining school transcripts on behalf of customers and providing the customer's transcript to schools; Educational testing services; Information on education; Providing a web site featuring the ratings, reviews and recommendations of users on events and activities in the field of entertainment and education; Providing information about education; Providing information about online education; Providing information in the field of children's education; Providing information in the field of literacy, reading, sign language, education, training, early childhood instruction and tutoring related to hearing and speech disabilities via the Internet; Research in the field of education; Research in the field of education via the internet.

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

1. Apple is the world-famous designer, manufacturer, and distributor of personal computers, mobile communication and media devices, digital media players, and also sells a

variety of related software, services, and accessories. Apple's APPLE brand is one of the best-known brands in the world.

2. Apple designs, manufactures, and/or markets in interstate and international commerce a broad line of technology-related goods and services, include numerous educational products and services used by educators, students, parents, and guardians. Attached as **Exhibit 1** are printouts of Apple's website showing examples of Apple's numerous educational products and services.

3. Since at least as early as 1977, Apple has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE or the Apple Logo (shown below) (collectively, the "Apple Marks").



4. Apple's family of Apple Marks comprises distinctive, arbitrary and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Apple'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 Apple as the source of its goods and services.

5. 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.

6. For many years, Apple's APPLE brand (including the Apple Logo) has consistently been recognized as one of the world's most famous brands. In May 2017, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the seventh year in a row, with an estimated valuation of \$170 billion, 67% more than second-ranked Google. Attached as **Exhibit 2** are printouts of *Forbes* magazine's articles regarding its list of the most valuable brands from 2017, 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

7. In 2017, for the sixth consecutive year, Apple won the *Harris Interactive* "Brand of the Year" award in the tablet computer category, beating out its competitors. Apple was also named the #1 brand in the categories of smart watch and smart phone, and #2 in computer manufacturers. Attached as **Exhibit 3** is a printout of the *Harris Interactive* report obtained from the website at <http://www.theharrispoll.com/equitrend-rankings/2017>.

8. In addition, Interbrand has consistently recognized Apple's APPLE brand in the top 50 of the world's most valuable brands, increasing in value each year. In 2013, Interbrand named the APPLE brand the most valuable brand in the world, and it has maintained the top position for the 2014, 2015, 2016, and 2017 rankings. Apple's rise to the number one position followed a jump 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 4** are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2017 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past seven years:

- i. 2017: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$184.154 billion.

- ii. 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$178.12 billion.
- iii. 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$170.28 billion.
- iv. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.86 billion.
- v. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.32 billion.
- vi. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.57 billion.
- vii. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.49 billion.
- viii. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.14 billion.

9. Over the past nine 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 its “Brandz™ Top 100 Most Valuable Global Brands,” an annual assessment of the 100 most valuable brands in the world. In MBO’s 2017 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$234.67 billion. In the 2016 rankings, Apple’s APPLE brand was also ranked the second most valuable brand in the world with a value of \$228.5 billion. In 2015, MBO named Apple the world’s most valuable brand, a rank it also held in 2011, 2012, and 2013. Apple’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 5** are copies of relevant pages of MBO’s rankings in reverse chronological order from 2017 through 2008.

10. Apple 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.” Apple has featured prominently in these rankings each year, and for nine years in a row from 2009 to 2017, 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 Apple also topped this list in 2008. Attached as **Exhibit 6** are true and correct copies of printouts of relevant pages of *Fortune Magazine*’s “Most Admired Companies” rankings in reverse chronological order from 2017 through 2008.

11. Apple 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)
	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 [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;] <u>a full line of computer software for business, home, education, and developer use; computer programs for personal information management;</u> 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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			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 used Jan. 1977).
	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;

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			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; <u>a full line of computer software for business, home, education, and developer use</u> ; 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).
APPLE	3,928,818	May 3, 2007/ Mar. 8, 2011	Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; <u>a full line of computer software for business, home, education, and developer use</u>; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first used Apr. 1, 1976).
	3,298,028	Aug. 2, 2006/ Sept. 25, 2007	<u>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;</u> 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; <u>providing on-line publications in the nature of newsletters in the field of computers</u>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<u>and education; providing information in the field of education via the internet;</u> 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).
APPLE	4,088,195	Mar. 22, 2008/ Jan. 17, 2012	<u>Class 41: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services;</u> training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports,

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network (first used Mar. 1, 1981).
APPLECARE	4,009,791	June 16, 2008/ Aug. 9, 2011	<u>Class 41: Education services, namely, providing classes, [seminars] and online educational programs and tutorials in the field of computer hardware, computer peripherals and computer software, and distribution of course material in connection therewith; training services in the field of computer hardware, computer peripherals and computer software</u> [; providing newsletters in the field of technical support services for computer software via e-mail to read] (first used Dec. 31, 1992).
APPLE STORE	3,710,912	Feb. 4, 2008/ Nov. 17, 2009	<u>Class 41: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics</u> ; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices (first used May 19, 2001).
APPLE	3,621,571	Feb. 5, 2008/ May 19, 2009	<u>Class 28: Toys, games and playthings, namely, hand-held units for playing electronic games; hand-held units for playing video games; stand alone video game machines; electronic games other than those adapted for use with television receivers only; LCD game machines; electronic educational game machines for children</u> ; toys, namely, battery-powered computer games with display screens which feature animation and sound effects (based on 44(e) (foreign registration).

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	2,951,270	Aug. 16, 2002/ May 17, 2005	Class 28: Stand alone video game machines; [pinball and arcade game machines;] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys;] <u>electronic educational game machines for children</u> ; musical toys[; battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards] (based on 44(e) (foreign registration)).

Copies of the registration certificates and printouts from the United States Patent and Trademark Office online database for the above-identified registrations are annexed as **Exhibit 7**.

12. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed pursuant to Sections 8 and 15 of the Lanham Act for each of Registration Nos. 2,715,578, 3,298,028, 3,621,571, 3,679,056, 3,710,912, 3,928,818, 4,009,791, and 4,088,195, rendering such registrations incontestable.

13. Notwithstanding Apple's prior rights, and well after Apple's Apple Marks became distinctive and/or famous, on October 15, 2015, Patrick Leddy ("Applicant"), who identifies his website address as www.incentified.com, filed Application Serial No. 86/789,692 to register the Apple & Lightbulb Design Mark depicted below for the following goods and services in International Classes 9, 36, and 41 (Applicant's Goods and Services"):



Class 9: Children's educational software; Downloadable audio files, multimedia files, text files, e-mails, written documents, audio material, video material and games featuring information in the form of downloadable short educational/training communications in the field of human resource development for the promotion of employee retention, career growth and increased productivity for employees and employers; Educational apparatus,

namely, manipulative blocks used as teaching aids for the visualization of math concepts; Educational kit comprising DVDs featuring secondary level curriculum on all scientific disciplines, along with teacher guides, sold as a unit; Electronic educational apparatus, namely, communication blocks that manipulate and convey information electronically based on their arrangement and are used for cognitive development in disciplines such as counting, spelling or quantitative.

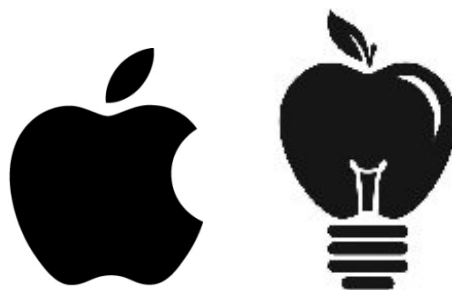
Class 36: Charitable fundraising services, by means of raising funds for college education costs; Charitable services, namely, providing financial support to people from disadvantaged countries for the purpose of facilitating educational opportunities; Providing educational scholarships.

Class 41: Analyzing educational tests scores and data for others; Analyzing of educational test scores and data for others; Educating at senior high schools; Educating at university or colleges; Education services in the nature of courses at the university level; Education services in the nature of early childhood instruction; Education services, namely, providing kindergarten through 12th grade (K-12) classroom instruction; Education services, namely, providing online cognitive assessments and training programs that help identify cognitive strengths and weaknesses of an individual; Education services, namely, providing pre-kindergarten through 12th grade classroom instruction at international schools; Educational and entertainment services, namely, providing on-line interactive children's stories; Educational services in the nature of correspondence schools; Educational services, namely, conducting distance learning instruction at the primary and secondary levels; Educational services, namely, conducting distance learning instruction at the secondary, college and graduate levels; Educational services, namely, conducting distance learning instruction at the university level; Educational services, namely, conducting workshops in the field of black music; Educational services, namely, developing and conducting workouts, workshops, presentations, retreats, and personal training in right-brain fitness; Educational services, namely, developing animation based instructions for others in the field of consumer or manufacturing how-to procedures; Educational services, namely, developing curriculum for educators; Educational services, namely, developing curriculum for teachers; Educational services, namely, obtaining school transcripts on behalf of customers and providing the customer's transcript to schools; Educational testing services; Information on education; Providing a web site featuring the ratings, reviews and recommendations of users on events and activities in the field of entertainment and education; Providing information about education; Providing information about online education; Providing information in the field of children's education; Providing information in the field of literacy, reading, sign language, education, training, early childhood instruction and tutoring related to hearing and speech disabilities via the Internet; Research in the field of education; Research in the field of education via the internet.

14. Apple is timely filing this Notice of Opposition.

15. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, well prior to Applicant's claimed first use date of July 15, 2015 and application date of October 15, 2015.

16. Consumers encountering Applicant's Mark in connection with Applicant's goods and services in Classes 9 and 41 are likely to associate the mark with Apple. The dominant portion of Applicant's Mark is an apple with a detached, angled leaf and stem, a white cutout on the right, and indentations on the top and bottom. As shown in the following side-by-side comparison, this is highly similar to Apple's Apple Logo, which includes a detached, angled leaf, a missing bite on the right, and indentions on the top and bottom:



The bottom portion of Applicant's Mark, resembling part of a lightbulb, is insufficient to distinguish Applicant's Mark from Apple's Apple Logo. Overall, Applicant's mark creates a highly similar commercial impression as Apple's famous Apple Logo.

17. Moreover, since long before Applicant's filing and claimed first use dates, Apple has offered under its Apple Marks goods and services that are legally identical, highly related, and/or complementary to Applicant's Goods and Services, as shown by the representative examples in the table below:

Applicant's Goods and Services	Goods Covered in Apple's Registrations
Class 9: Children's educational software	Class 9: A full line of computer software for . . . education (Reg. Nos. 2,715,578; 3,679,056; 3,928,818)

Applicant's Goods and Services	Goods Covered in Apple's Registrations
Class 41: Information on education; Providing information about education; Providing information about online education; Providing information in the field of children's education; Providing information in the field of literacy, reading, sign language, education, training, early childhood instruction and tutoring related to hearing and speech disabilities via the Internet	Class 41: Providing information in the field of education via the internet (Reg. No. 3,298,028)

18. Accordingly, in light of the fame of the Apple Marks and Apple's goods and services that are legally identical, highly related, and/or complementary to Applicant's Goods and Services in Classes 9 and 41, consumers encountering Applicant's Mark in connection with Applicant's goods and services in Classes 9 and 41, which mark is visually similar to Apple's famous Apple Logo and evokes a commercial impression highly similar to that of the Apple Marks, would be likely to believe Applicant's Goods and Services offered under Applicant's Mark in Classes 9 and 41 are associated with or approved, endorsed, or provided by Apple.

19. Lending further support to a finding of a likelihood of consumer confusion is the fact that Applicant's Goods and Services in Classes 9 and 41 are not limited to any particular channel of trade and therefore may be presumed to travel through the same channels of trade as the goods and services covered by Apple's prior registrations. Consumers, upon seeing Applicant's Mark used in connection with Applicant's Goods and Services in Classes 9 and 41, are likely to be confused as to Apple's approval of, or affiliation or association with, those goods and services.

20. Apple would be damaged by the registration of Applicant's Mark in connection with Applicant's Goods and Services in Classes 9 and 41 because Applicant's Mark so closely resembles the Apple Marks as to be likely to cause confusion, mistake, or deception in the minds

of consumers as to the origin or source of Applicant's Goods and Services in Classes 9 and 41 or the affiliation between Applicant and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, if consumers have complaints about Applicant's Goods and Services in Classes 9 and 41 offered under Applicant's Mark (such as inferior quality or defects) and believe those goods and services are associated with Apple, Apple would suffer injury to its reputation.

21. Moreover, while Applicant filed to register Applicant's Mark under section 1(a) on the basis of actual use in commerce, it appears, based on Applicant's website at www.incentified.com, that Applicant's goods and services to be offered under Applicant's Mark are still in funding and development stages, which does not constitute the selling or transporting of goods or the rendering of services, as required by 15 U.S.C. § 1051(a). For example, while Applicant's website states that it will use Applicant's mark for a "cash for grades app," no such app appears to be available in Apple's App Store, the Google Play Store, or the Amazon Appstore. As a result, registration of Applicant's Mark also should be denied on the basis of lack of use in commerce.

22. Apple also would be damaged by registration of Applicant's Mark in Classes 9, 36, and 41 because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Apple, and by otherwise lessening the capacity of the Apple Marks to identify and distinguish the goods and services of Apple, in violation of Section 43(c) (1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

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

(a) Applicant's Mark is highly similar in appearance, meaning, and commercial impression to Apple's famous Apple Marks;

(b) The Apple Marks are inherently distinctive in relation to Apple's goods and services and, due to Apple's extensive use and promotion, the Apple Marks also became famous prior to Applicant's filing and claimed first use dates;

(c) Apple has engaged in substantially exclusive use of the Apple Marks; and

(d) As detailed above at paragraphs 3 through 10, the Apple Marks are famous and widely recognized and have been so long before Applicant's filing and claimed first use dates.

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

WHEREFORE, Apple requests that this opposition be sustained and that the registration of Application Serial No. **86/789,692** in connection with the Applicant's Goods and Services be denied.

The opposition fee in the amount of \$1,200 for an opposition in three classes is filed herewith. If for any reason this amount is insufficient, it is requested that Apple's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: February 5, 2018

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: /s/ Joseph Petersen

Joseph Petersen

Jason M. Gonder

1080 Marsh Road

Menlo Park, CA 94025

Telephone: (650) 326-2400

Facsimile: (650) 326-2422

Attorneys for Opposer Apple Inc.

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

In the Matter of Application Serial No. **86/789,692**



For the Mark:

Filed: October 15, 2015

Published: August 8, 2017

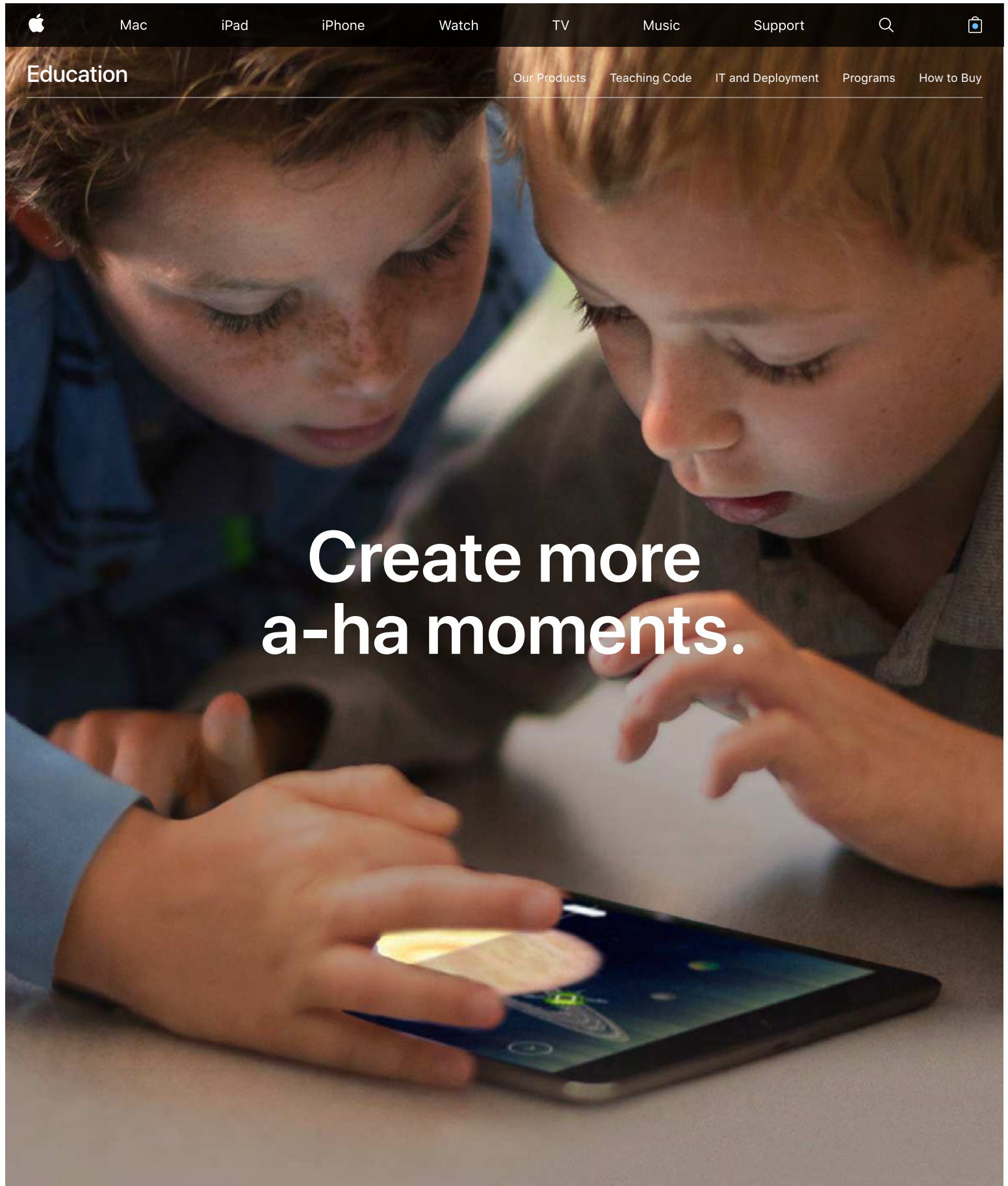
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APPLE INC.,	:	
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Opposer,	:	
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v.	:	
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PATRICK LEDDY,	:	
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Applicant.	:	
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CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, February 5, 2018.

Alberto Garcia
Alberto Garcia

EXHIBIT 1



When you bring Apple products into the classroom, listening becomes discovering, interest becomes wonder, and passive learning becomes active exploration. Lessons come to life with touch, motion, and sound. Teacher resources, insights from fellow educators, and personalized support help you teach every subject, from reading to coding, in ways that kids really get. All of which makes those magical, a-ha moments happen much more often. For everyone.

Our Products

The most powerful tools for learning are the ones students love to use.

iPad, Mac, and Apple TV expand what's possible inside the classroom and beyond. iPad opens up new opportunities for learning. Mac is an engine for creativity. And Apple TV helps you capture your class's attention like never before.

[Explore Apple products for education >](#)

[Learn about the Classroom app for iPad >](#)

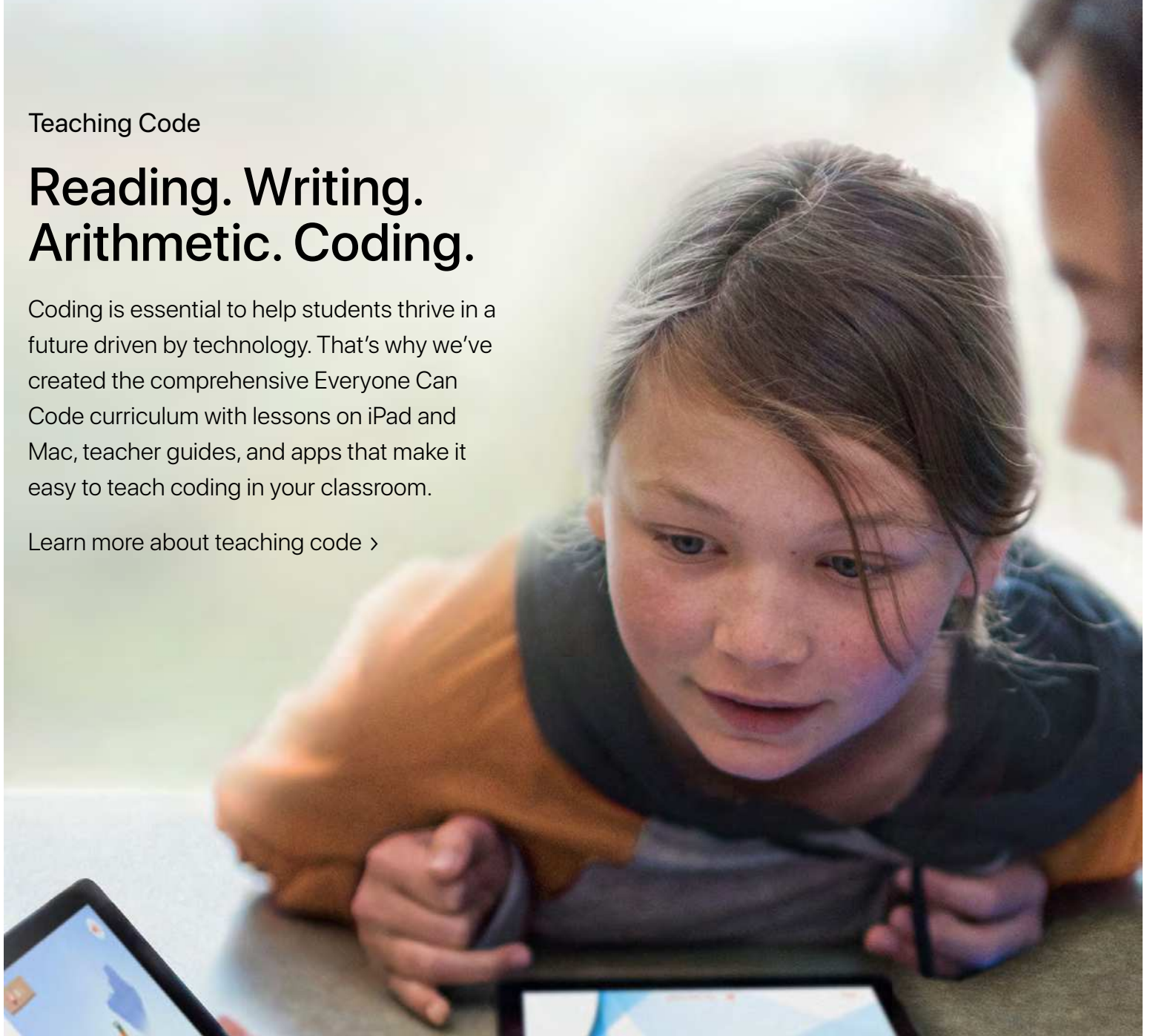


Teaching Code

Reading. Writing. Arithmetic. Coding.

Coding is essential to help students thrive in a future driven by technology. That's why we've created the comprehensive Everyone Can Code curriculum with lessons on iPad and Mac, teacher guides, and apps that make it easy to teach coding in your classroom.

[Learn more about teaching code >](#)



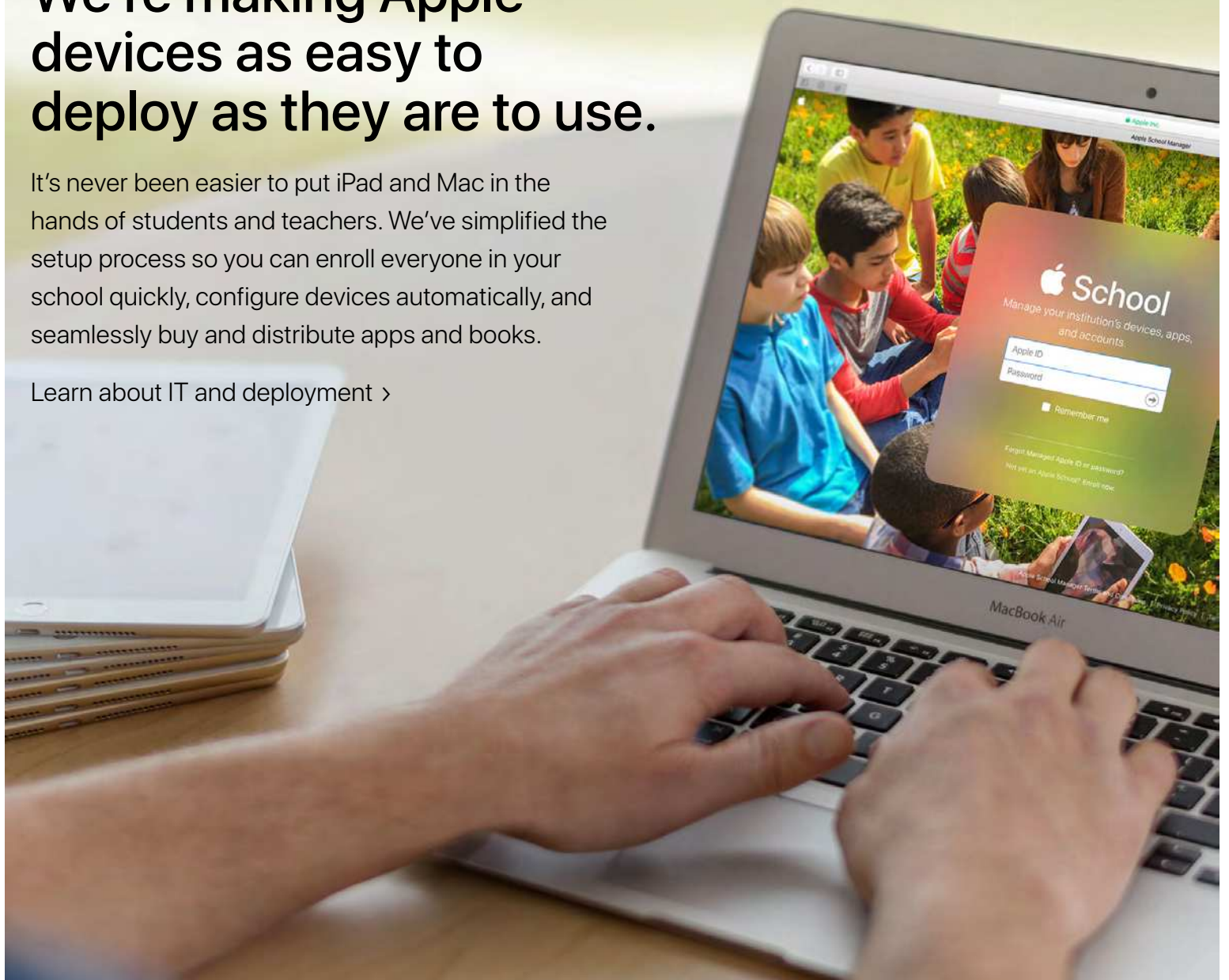


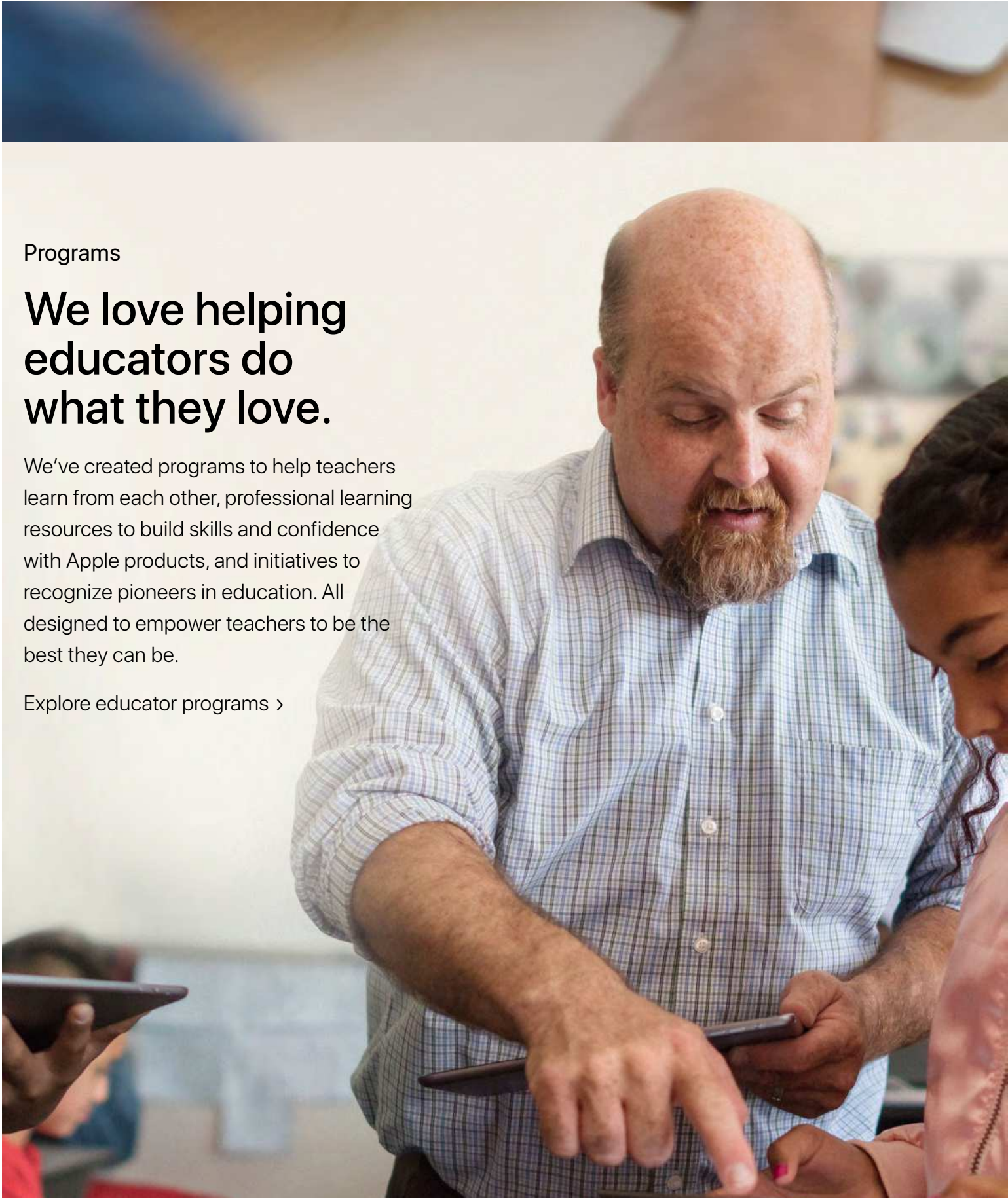
IT and Deployment

We're making Apple devices as easy to deploy as they are to use.

It's never been easier to put iPad and Mac in the hands of students and teachers. We've simplified the setup process so you can enroll everyone in your school quickly, configure devices automatically, and seamlessly buy and distribute apps and books.

[Learn about IT and deployment >](#)



A man with a beard and a blue checkered shirt is pointing at a tablet held by a child. The background is a blurred classroom setting.

Programs

We love helping educators do what they love.

We've created programs to help teachers learn from each other, professional learning resources to build skills and confidence with Apple products, and initiatives to recognize pioneers in education. All designed to empower teachers to be the best they can be.

[Explore educator programs >](#)



 > Education

Shop and Learn

- Mac
- iPad
- iPhone
- Watch
- TV
- Music
- iTunes
- HomePod
- iPod touch
- Accessories
- Gift Cards

Apple Store

- Find a Store
- Genius Bar
- Today at Apple
- Apple Camp
- Field Trip
- Apple Store App
- Refurbished and Clearance
- Financing
- Reuse and Recycling
- Order Status
- Shopping Help

For Education

- Apple and Education
- Shop for College

For Business

- Apple and Business
- Shop for Business

Account

- Manage Your Apple ID
- Apple Store Account
- iCloud.com

Apple Values

- Accessibility
- Education
- Environment
- Inclusion and Diversity
- Privacy
- Supplier Responsibility

About Apple

- Newsroom
- Apple Leadership
- Job Opportunities
- Investors
- Events
- Contact Apple

More ways to shop: Visit an [Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).



Mac

iPad

iPhone

Watch

TV

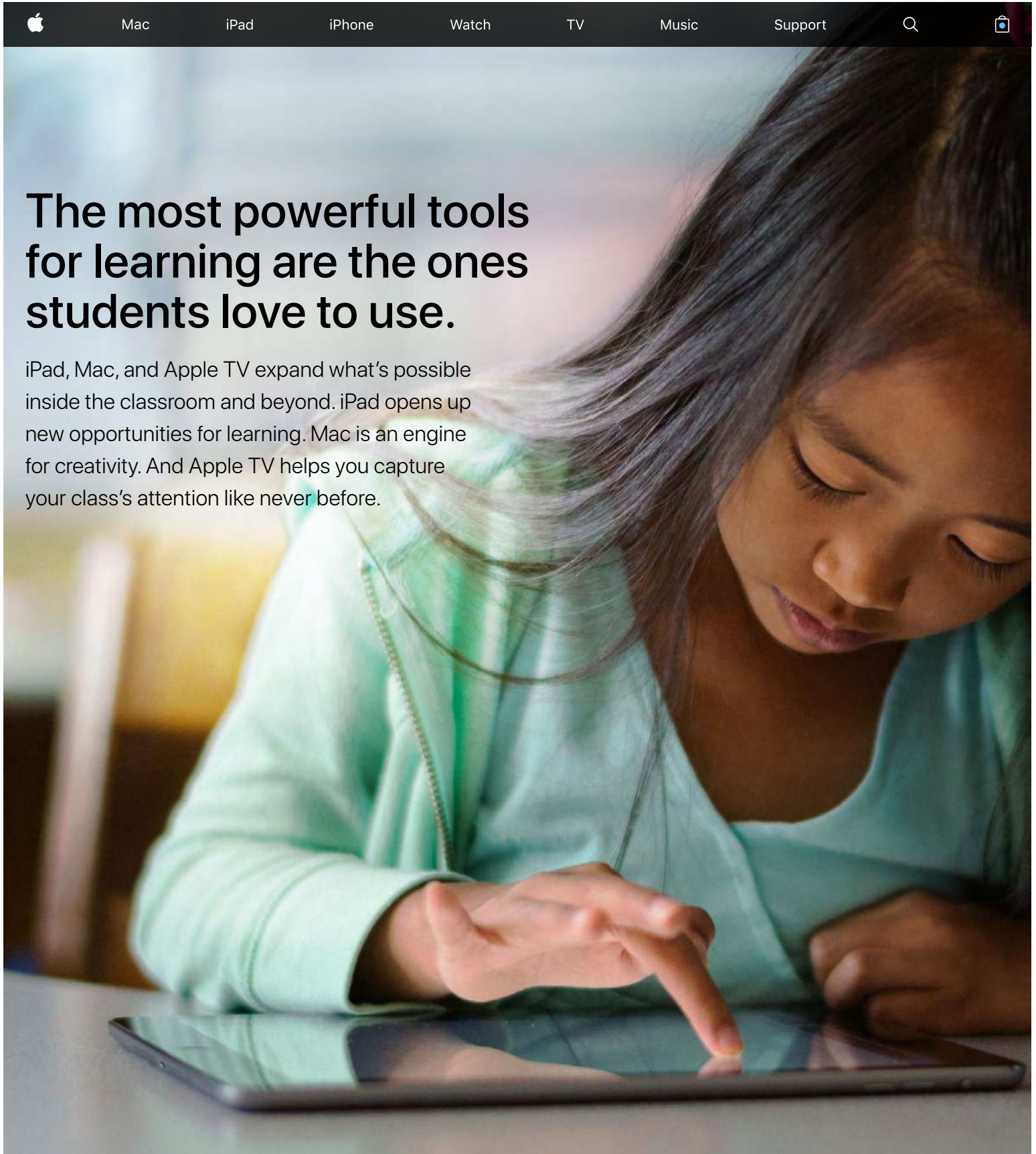
Music

Support



The most powerful tools for learning are the ones students love to use.

iPad, Mac, and Apple TV expand what's possible inside the classroom and beyond. iPad opens up new opportunities for learning. Mac is an engine for creativity. And Apple TV helps you capture your class's attention like never before.



Learning with iPad



Learning with Mac



Learning with iPad.

iPad changes the way teachers teach and students learn. It's thin and light, so your students can take learning way beyond the classroom. There are thousands of education apps, books, and courses, so lessons come to life like never before. And iPad has software designed exclusively for educators, so you can manage your classroom and collaborate with students in all-new ways.

"The projects and the activities that the kids are willing to do on an iPad just become more meaningful and powerful. I'm amazed at what the kids are doing now that they weren't able to do before."

Jeanne Halderson, Middle School Teacher
Longfellow Middle School, La Crosse, Wisconsin

Retina display
The 9.7-inch Retina display with 2048-by-1536 resolution makes lessons look stunning.



Read about the impact schools are reporting with iPad.

Download the *iPad in Education Worldwide Results* (PDF)





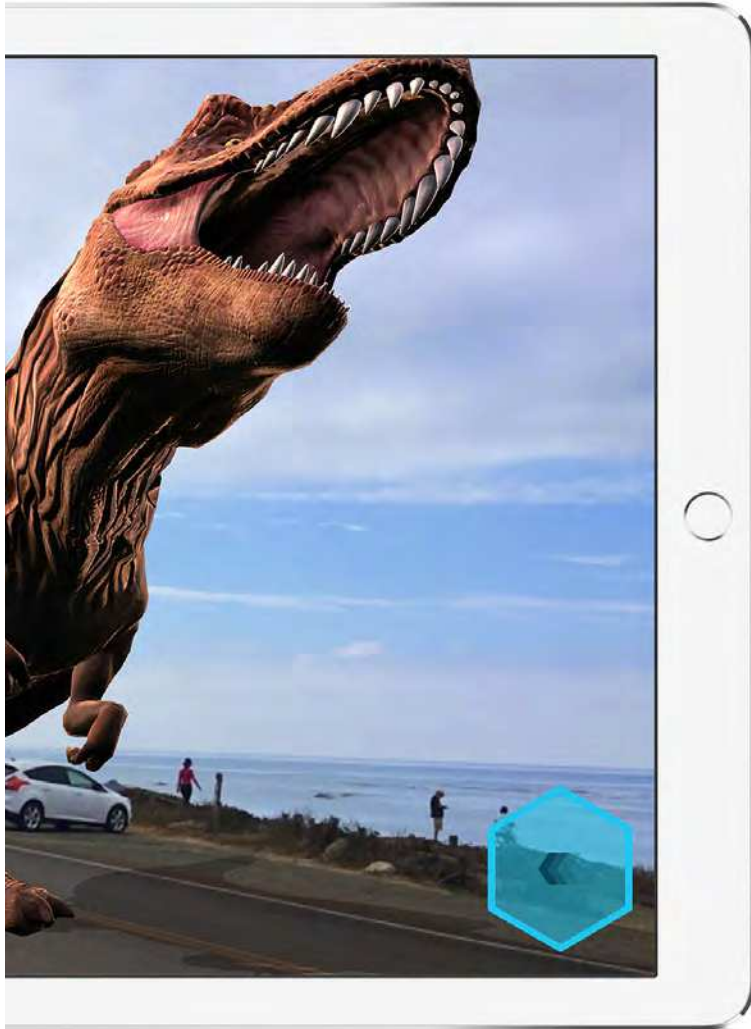
Hardware designed to take learning further.

iPad is thin and weighs just a pound, so it's light enough for students to take anywhere. Learning materials come alive thanks to the powerful A9 chip with 64-bit desktop-class architecture. Projects, presentations, and apps look beautiful on the Retina display. The 8MP camera is perfect for capturing photos and video for projects, and the front-facing FaceTime HD camera lets students collaborate with classrooms around the world. And with up to 10 hours of battery life,¹ you can take your students to the Milky Way and back, without ever having to stop to recharge.

A better experience with every touch.

iOS is the world's most advanced mobile operating system, and it's designed to help you get the most out of iPad. Apps run smoothly. Websites open instantly. And videos quickly load. And iOS 11 delivers even more powerful productivity for teachers and students. The new Files app makes it easy to browse, search, and organize files all in one place. The new Dock is available instantly with a simple swipe up from any screen, Drag and Drop makes multitasking a breeze, and Notes can now scan paper documents for quick markup and sharing.





New ways to learn and explore.

iOS 11 brings augmented reality to iPad so students can explore concepts in ways that were simply not possible before. Students can tour a life-size lunar lander, walk around a 3D model of an algebraic equation, or interact with creatures from the Cretaceous period — the possibilities are endless.²





Transform your lessons in thousands of new ways.

Free Apple apps.

You can download free Apple-designed apps for creativity and productivity on your iPad, giving you more ways to inspire all-new lessons and learning experiences. Turn your classroom into a newsroom with Pages. Reimagine short reports as fun first-person videos with Clips, or turn a term paper into a documentary film with iMovie. Have your students set their poetry to music with GarageBand. Change lab period into a science fair, using 3D charts and video presentations, with Keynote. Or use the blank canvas of Numbers to transform spreadsheets into multimedia research reports.



Pages



Clips



iMovie



GarageBand



Keynote



Numbers

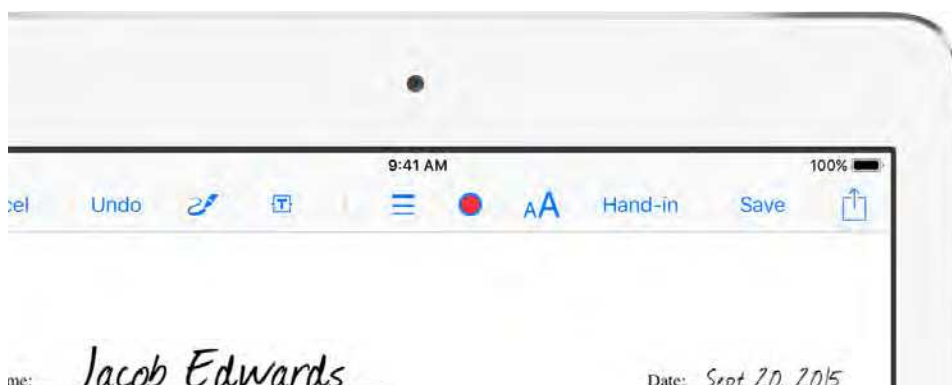
Apps for education.

There are over 180,000 apps designed specifically for education.³ Connect iPad to a microscope to capture, edit, and save video and time-lapse images of cell division. Use the camera and microphone to take photos and record sound effects to personalize flashcards for more memorable study. Or rotate iPad for a 360-degree view of the Great Pyramids of Giza. In addition, apps and services you or your students might already use, like Google Docs, Google Drive, Microsoft Office, and Dropbox, work great on iPad.

Explore apps for education in the App Store >

180,000+

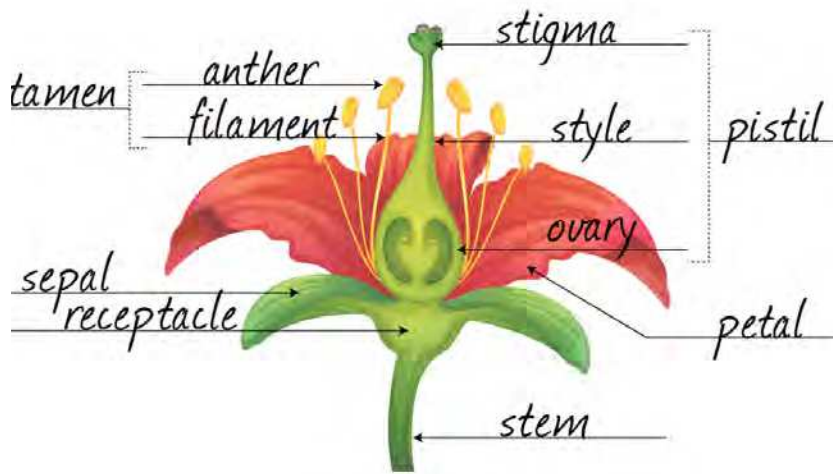
apps for education



iTunes U

iTunes U gives you everything

Parts of a Flower



you need to develop and deliver lessons on iPad. Build projects and create workflows that include apps, web links, photos, and videos. Distribute, collect, and grade assignments and quizzes. Have group discussions or one-on-one check-ins. And with access to the world's largest library of free educational content, you'll find inspiring materials that you can incorporate into any lesson plan.



Download iTunes U
from the App Store 



Introducing a new way to introduce kids to code.

We believe coding is an essential skill that everyone should have the opportunity to learn. That's why we created Swift Playgrounds, an iPad app that makes getting started with Swift — our powerful programming language — fun and interactive. Students will meet characters they can control with real code as they tackle puzzles that teach key programming concepts. There are even hints built in along the way. When they're ready, they can share a video of a completed activity or the code itself.

[Learn to code with Swift Playgrounds and other resources >](#)



Meet your new
teaching assistant.

The Classroom app turns iPad into a powerful teaching assistant. It helps teachers guide students through a lesson, see their progress, and keep them on track. Teachers can create their own classes, launch and lock apps on student devices, send and receive documents, and share student work on the big screen.

Watch the Guided Tour for Classroom 



Launch and lock apps.

Launch a specific app or textbook page on each student's iPad, all at the same time. You



Share documents and links with AirDrop.

can also lock iPad into a single app or mute audio on student devices, so students stay focused on the subject or task at hand.

Share documents and links with students in your class to get their work started. Students can also send files and links to you when they have a great resource to share.



See what your students see with Screen View.

View any student's iPad screen on your iPad screen. Check in and see how students are progressing through an assignment or quiz.



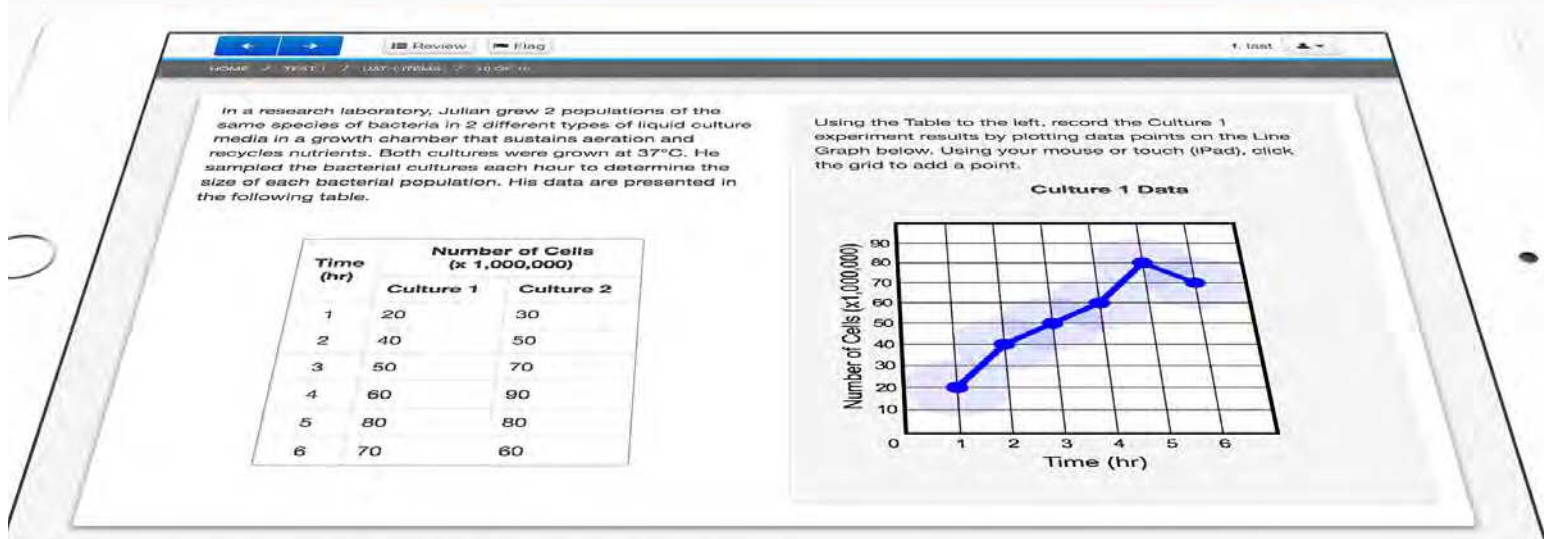
Share student work on the big screen.

With Apple TV in your classroom, you can mirror any student's screen to your TV monitor or projector. It's a great way to highlight student work, encourage collaboration, and keep everyone involved.

Get the Classroom app for iPad ↗

Administer student assessments.

iPad is an approved device for securely administering summative exams. iPad works with state online exams including tests from Smarter Balanced Assessment Consortium (SBAC), the Partnership for Assessment of Readiness for College and Careers (PARCC), and ACT Aspire. There are also apps that let you track students' progress as they move toward statewide testing.



Even if students share an iPad, they can make it their own.

Shared iPad⁴ is an iOS feature for schools that share devices and still want to provide personalized experiences. Before class begins, you can assign any iPad to any student in your classroom. Students know which devices to use because their pictures are on the Lock screens. And they can access their personal content with a password or an easy-to-remember four-digit PIN. After students log in, their homework, apps, and assignments appear exactly as they left them.



Learning with Mac.

Mac is a creative powerhouse that lets you craft deeply engaging learning materials. It's built for the classroom with fast processors and all-day battery life. It comes with powerful software to handle everyday tasks and the most ambitious projects. And it gives students and teachers new ways to be creative and productive. That's why Mac has been the most loved computer in the classroom for over 30 years.

"For me, what's been most compelling is watching our young students develop their own voice and increase their reading and math skills."

Cheryl Boes, Media Specialist

Utica Community Schools, Sterling Heights, Michigan



Built for the classroom.

Every Mac is designed to help you make incredible things. MacBook Air comes in 11 and 13-inch for education customers⁵, with fifth-generation dual-core Intel processors that give you the power to create rich multimedia lessons, and an Intel HD Graphics 6000 chip that can handle even the most graphics-intensive assignments. All-day battery life¹ means you can keep working long after the final bell rings. Flash storage is up to 17 times faster than a traditional drive, and more durable because it involves no moving parts. And it's all packed into an incredibly thin 0.68-inch unibody aluminum enclosure that's light enough to carry around campus, but strong enough to be tossed in a backpack.

12hr

battery life¹

0.68

inch unibody

17x

faster flash drive





More ways to teach with every click.

MacOS High Sierra is the world's most advanced desktop operating system. It's designed alongside the Mac hardware so everything works together seamlessly, and it has powerful built-in tools for life in the classroom. Split View lets you use two apps in full screen, so you can position your class roster and syllabus side by side without manually resizing windows. Mission Control helps you organize everything you have open on your Mac, so you can quickly pull up today's pop quiz, or put the email you're drafting in a separate space. Pinned Sites in Safari let you keep your favorite websites open, up to date, and easily accessible. Spotlight lets you search both your Mac hard drive and the Internet, making it easy to find your latest notes or research go-to academic web sources. And every Mac comes with Keynote, Pages, and Numbers, which are compatible with Microsoft Office formats. So you can still work on your PowerPoint, Word, and Excel documents. And macOS High Sierra introduces the new Apple File System to every Mac with all-flash internal storage, bringing a new level of security and responsiveness to everything students and teachers do on Mac.

Powerful apps create new ways to teach and learn.

Every Mac comes with powerful apps for classroom productivity. Pages helps make book reports and term papers even more compelling with stunning visuals and professional-looking layouts. Keynote draws the class's full attention to presentations, whether you're animating cell mitosis or seeing Mars from the eyes of the Curiosity Rover. iMovie lets you easily edit field trip footage into a cinematic trailer complete with music, titles, and special effects. If you're looking to collaborate with colleagues using different OS environments, or have your students work together on a project in real-time, it's easy to share a document link via iCloud and make edits together from any Mac or PC browser. And the Mac App Store is built in, so there are thousands more apps from education software developers to help students and teachers explore almost any subject.



iBooks Author

iBooks Author for Mac lets you create

engaging Multi-Touch books, projects, lab notebooks, and other learning materials for iPad or Mac. Design interactive learning experiences that map to your curriculum and class level. Add photo galleries with captions and images that students can pan and zoom in to. Drag and drop video, historic speeches, music, and even 3D models to help students hear, see, touch, and better understand concepts. And students can use iBooks Author to create their own books, reports, lab guides, and field trip logs.



The future is being written on Mac.

Coding unlocks creativity, develops problem-solving skills, and prepares students for future careers. Swift is a powerful programming language created by Apple developers to make writing code simple and intuitive, so it's a perfect first language for teaching real-world programming. And Xcode has everything students and teachers need to start building their own incredible apps for iPhone, iPad, Mac, Apple Watch, and Apple TV.

[Learn more about Swift >](#)





Five amazing apps. One powerful collection.

Unleash your creative potential with the Pro Apps Bundle for qualifying college students, teachers, and education institutions. Get all five professional applications for video and music at a special price — including Final Cut Pro X, Motion, and Compressor, along with Logic Pro X and MainStage.

Buy now >

Work together, present, and

collaborate in HD.

When you connect Apple TV to your HDTV or projector, you introduce a new way of working together with your students. You're now free to present from anywhere in the room — take your class through a lesson while walking between desks and providing individual support. Or have your students highlight their work by using AirPlay to wirelessly mirror their own iPad or Mac screens to Apple TV. It even works without an Internet connection.



Our products are designed for every student.

iPad, Mac, and Apple TV come with a range of innovative features for accessibility. Speak Screen reads aloud to students, including email, web pages, and books. VoiceOver can walk them through actions like opening a document or selecting a menu item. Dictation converts spoken words to text, numbers, and characters. And Siri helps students with everyday tasks, like setting a reminder for a test.

[Learn more about Accessibility >](#)

- 1. Battery life varies by use and configuration. See www.apple.com/batteries for more information.
- 2. ARKit enabled apps require iPad (5th generation) or iPad Pro.
- 3. Refers to the total number worldwide. Not all content is available in all countries or regions.
- 4. Shared iPad is supported on iPad Pro, iPad Air 2, and iPad mini 4 with 32GB of storage or higher.
- 5. The 11-inch MacBook Air is exclusive for education customers. Purchase online or call 1-800-800-2775 for more information.

 > [Education](#) > [Our Products](#)

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Mac

iPad

iPhone

Watch

TV

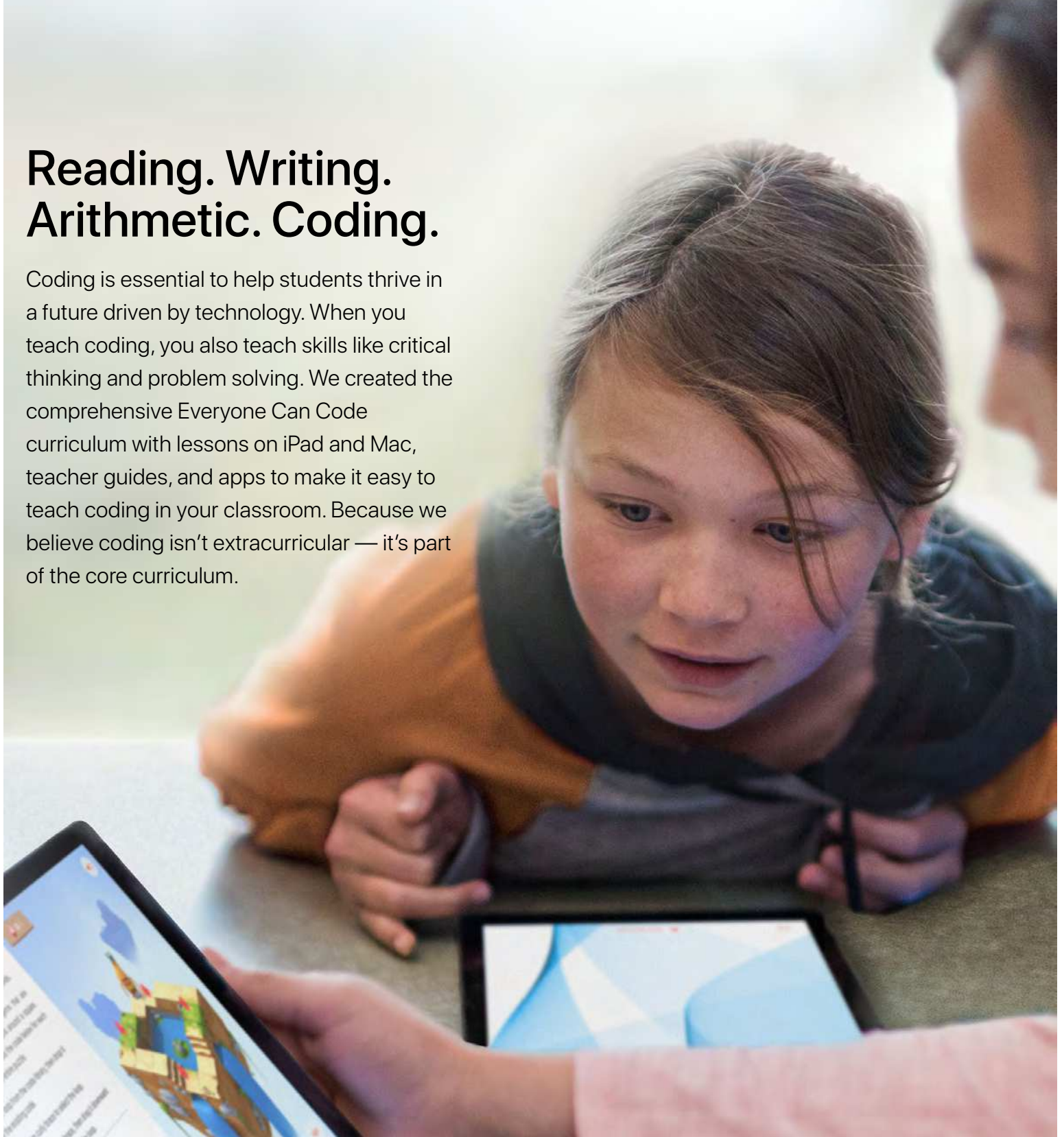
Music

Support



Reading. Writing. Arithmetic. Coding.

Coding is essential to help students thrive in a future driven by technology. When you teach coding, you also teach skills like critical thinking and problem solving. We created the comprehensive Everyone Can Code curriculum with lessons on iPad and Mac, teacher guides, and apps to make it easy to teach coding in your classroom. Because we believe coding isn't extracurricular — it's part of the core curriculum.



Swift. The language for first-time coders and full-time developers.

We created Swift to be a programming language anyone can learn. You can use familiar words and phrases, like “add” and “remove,” and see what you’re creating as you type in your code. At the same time, Swift is so powerful that it’s used by millions of developers to build the apps you use every day.

Learn more about Swift >



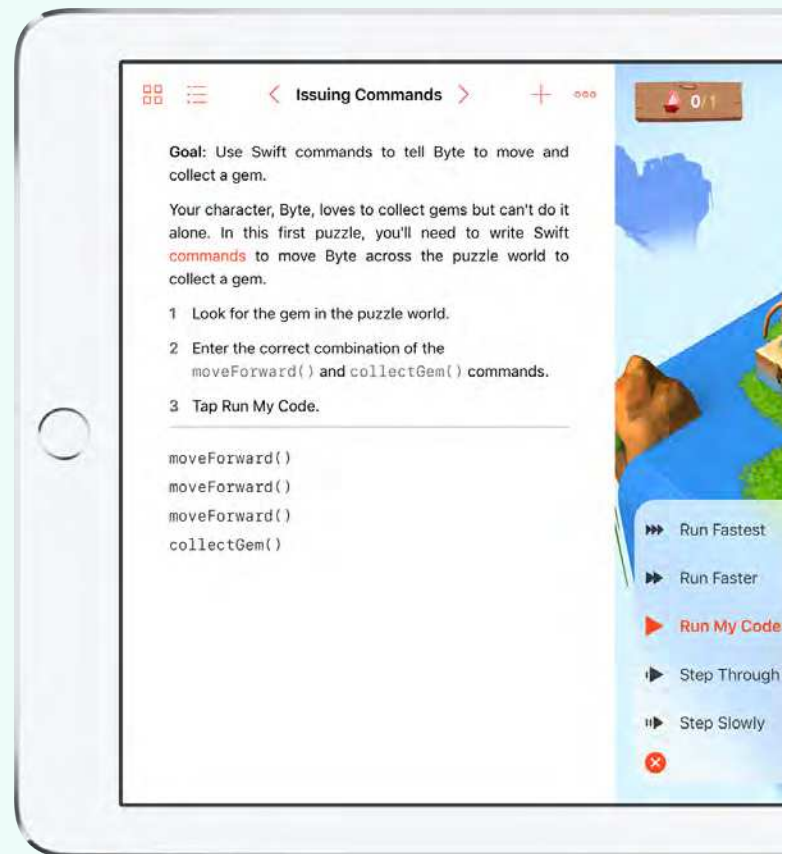
iPad. The perfect launchpad for learning code.

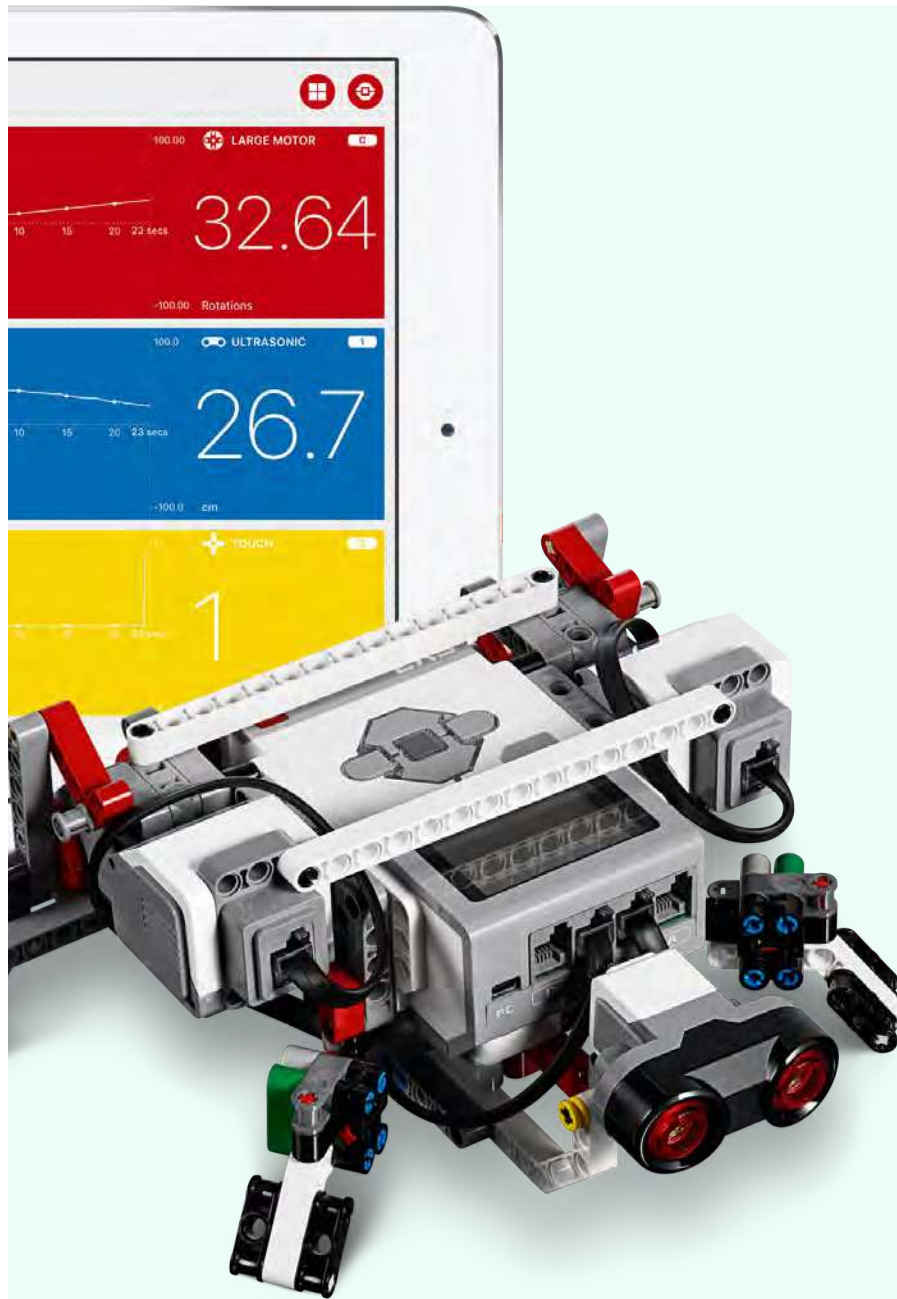
iPad makes learning how to code fun and interactive for students. The Swift Playgrounds app takes full advantage of all the Multi-Touch features of iPad, so students can drag code around with their fingers and watch the effects immediately unfold. They can even experience how code works in the physical world by using iPad to control robots and drones.

Start teaching serious code. In a seriously fun way.

We wanted to make coding as immersive as using iPad. So we created a first-of-its-kind experience with Swift Playgrounds. It's an app that lets students control characters with real code and learn key programming concepts by solving puzzles. It makes learning code as fun as playing a game.

[Learn more about Swift Playgrounds ›](#)





Bring code to life with robots, drones, and more.

Seeing an idea unfold in real life is a powerful way to learn. With specialized lessons for iPad, students can create programs to make robots walk and control flying drones. It's a hands-on approach to showing how coding concepts and engineering take shape in the physical world.



Start your coding journey.

Whether you're a student or a teacher, an Hour of Code challenge is a fun way to jump into Swift Playgrounds and explore the world of coding.

[Download the facilitator guide >](#)

Lessons that get kids thinking, solving, and creating in Swift.

We created a wide range of standards-based materials to help you teach coding, including in-class activities, app-based puzzles, and discussion topics.

Here's a quick preview of the curriculum for teaching Swift on iPad.

[Creating sequences](#)

[Think like a computer](#)

[Algorithms](#)

[Logical thinking](#)

[Creating new worlds](#)



Young learners choreograph their own crazy dance steps and teach other students how to perform them. In the process, they learn how important it is to correctly sequence their instructions and then practice coding in visual apps like codeSpark and Tynker.

Download the teacher guides to get your class started.

[Learn more about the Get Started curriculum \(PDF\)](#)

[Learn more about the Swift Playgrounds curriculum \(PDF\)](#)

[See all Everyone Can Code resources ↗](#)

Get Started with Code 1

Get Started with Code 1 helps you use visual apps like codeSpark and Tynker to teach K–2 students to think like coders. The guide includes lessons for applying concepts like sequences, debugging, and conditional statements in everyday contexts. It also comes with unplugged activities, journal topics, and puzzles.



[Download the teacher guide ↗](#)

Get Started with Code 2

Students in grades 3 to 5 can continue their coding journey by refining their skills. Activities include solving real coding problems, testing classmates' code, designing programs for a range of bots, and exploring user interface design. They'll also be able to apply their understanding to solve puzzles using visual apps like Tynker.



[Download the teacher guide ↗](#)

Learn to Code 1 & 2

Learn to Code 1 & 2 is designed to help you bring Swift Playgrounds into the classroom, no matter what your level of experience with coding. The lessons highlight key coding concepts while demonstrating how coding is a way of thinking that can be applied to other subjects and everyday life.



[Download the teacher guide ↗](#)

Learn to Code 3

In *Learn to Code 3*, your students will expand their coding skills to start thinking more like app developers. They'll build a set of creative tools by exploring powerful coding concepts that professional developers use. And they'll learn how to place and manipulate images to create new worlds.



[Download the teacher guide ↗](#)

Help students graduate to making real apps with Swift on Mac.

When your students are ready to create an app, they can move on to developing on Mac in Xcode. We've created lessons that help you equip them with the same tools, techniques, and concepts professionals use. So you can enable students to build working apps that make their ideas a reality.



Lessons that turn students into app developers.

We designed lessons to help students gain practical experience with the tools, techniques, and concepts needed to build an iOS app from scratch. And we created guides to help teachers support them. Here's a preview of some of the features you'll use to teach app development with Swift.

[Playgrounds](#)[Step-by-step instructions](#)[Xcode projects](#)[Study tools](#)

Students learn programming concepts as they write code in playgrounds, an interactive coding environment that lets them experiment with code and see immediate results.

Download guides for learning and teaching app development.

[Learn more about the App Development with Swift curriculum \(PDF\)](#)

[See all Everyone Can Code resources ↗](#)

**Intro to App Development
with Swift**

**App Development
with Swift**

A one-semester course designed to introduce high school and college students to the world of app development, Swift, and Xcode. At the end of the course, students apply their programming skills to create one of two basic iOS apps from scratch.



[Download the student guide ↗](#)



[Download the teacher guide ↗](#)

This yearlong course for high school or college students takes a more in-depth look at Swift, Xcode, and iOS development. Students will apply their skills to build mini-projects and test their code in playgrounds. By the end of the course, they'll be able to build a fully functioning app of their own design.



[Download the student guide ↗](#)



[Download the teacher guide ↗](#)

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More ways to shop: Visit an [Apple Store](#), call 1-800-MY-APPLE, or [find a reseller](#).

MaciPadiPhoneWatchTVMusicSupport

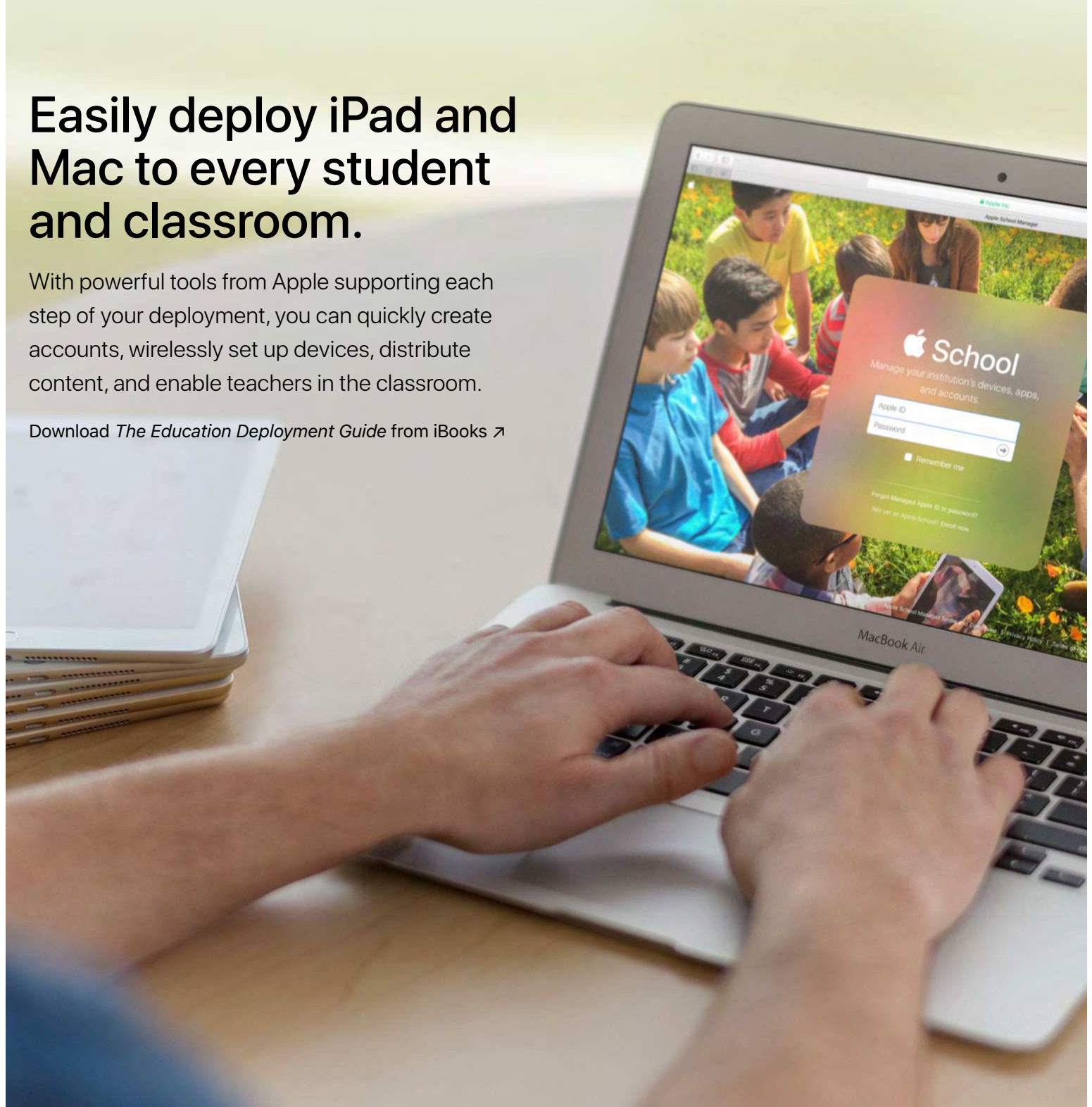
Education

Our ProductsTeaching CodeIT and DeploymentProgramsHow to Buy

Easily deploy iPad and Mac to every student and classroom.

With powerful tools from Apple supporting each step of your deployment, you can quickly create accounts, wirelessly set up devices, distribute content, and enable teachers in the classroom.

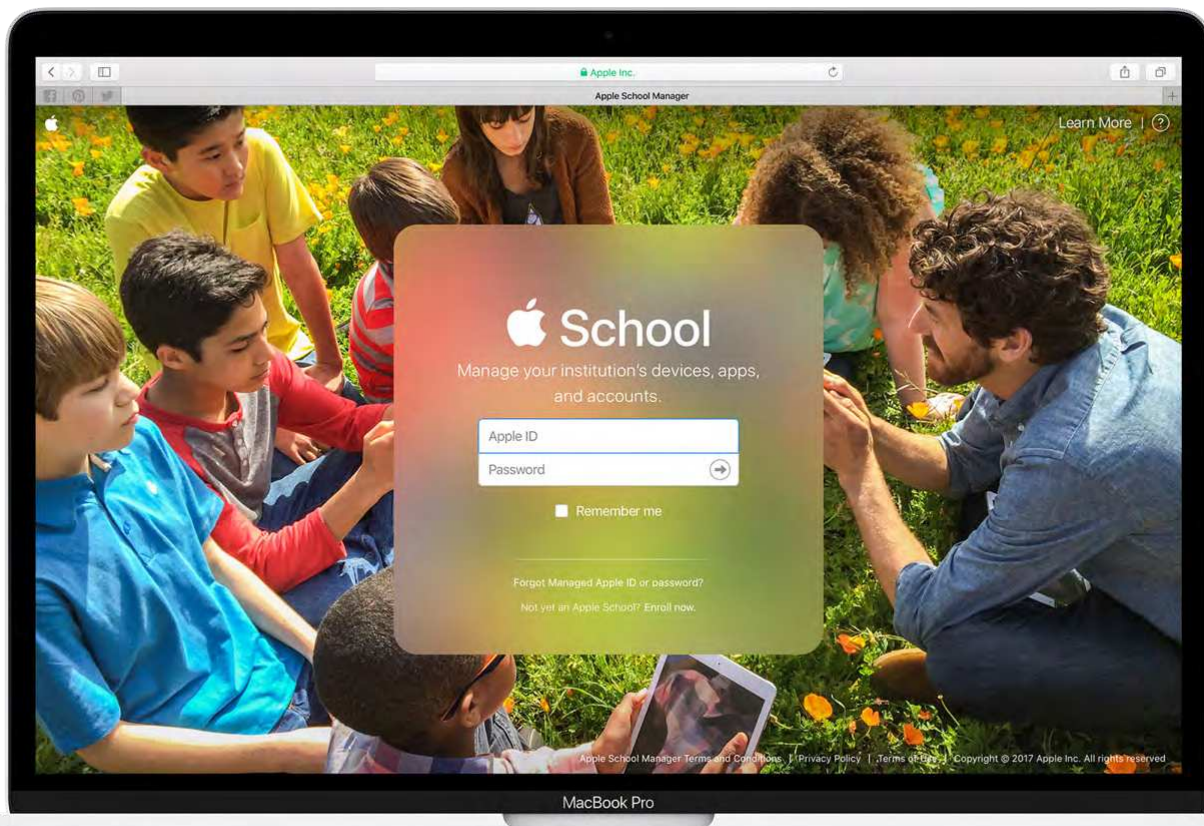
Download *The Education Deployment Guide* from iBooks [↗](#)



Start with Apple School Manager.

Apple School Manager is a simple, web-based portal for IT administrators to manage people, devices, and content all from one place. We've made big improvements so that it's ready to go for schools everywhere. There is a redesigned user interface, more powerful ways to manage bulk activities, and greater control over accounts and classes.

[Get started with Apple School Manager](#) ➤



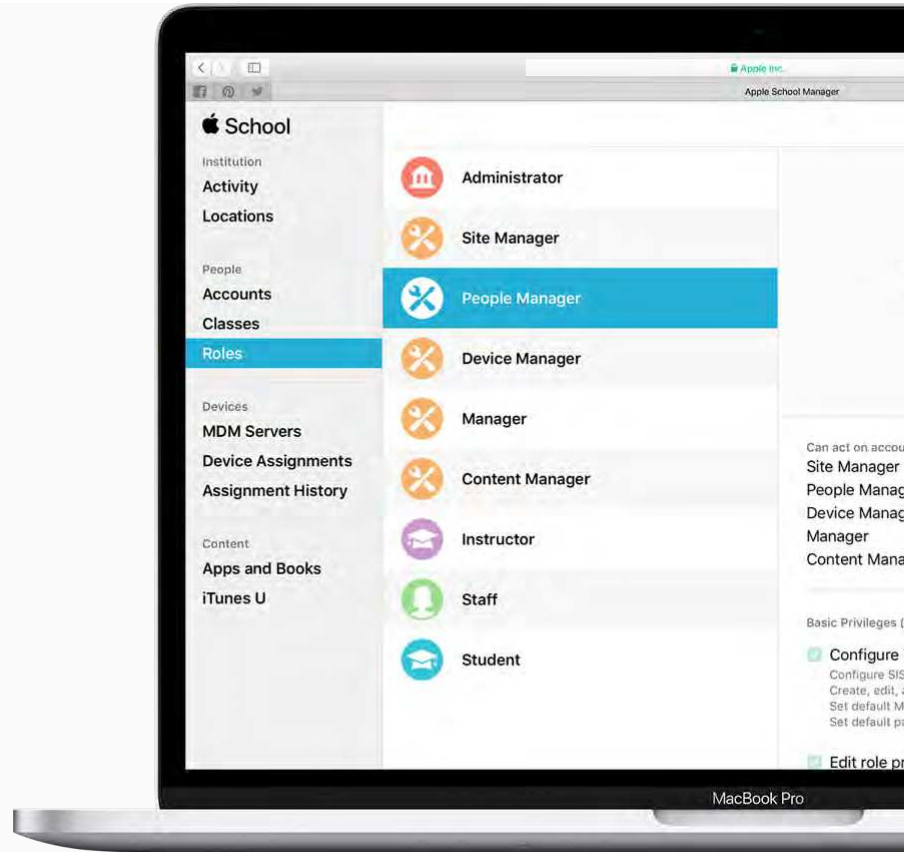
Organize students and staff.

When you're using the full range of Apple services, your students and staff will need Apple IDs. Using Apple School Manager, you can quickly create accounts to give students access to learning content, while meeting the privacy needs of schools and districts.

Creating and using Managed Apple IDs.

Managed Apple IDs are created automatically when you connect Apple School Manager to your school's roster data, and they give students access to iCloud, iTunes U, and Shared iPad. If you're not using these services you can deploy iPad and Mac computers without an Apple ID. Students simply turn on the device and get to work, no sign-in is required. If your school's needs change, you can create Managed Apple IDs and distribute them to students later.

[Overview of Managed Apple ID \(PDF\)](#)



Integrating with Student Information Systems.

The best way to get your school's roster data into Apple School Manager is through a direct connection with your Student Information System (SIS). Apple School Manager integrates directly with popular SIS providers including SunGard, Infinite Campus, and PowerSchool. You can also automatically import roster data using an SFTP integration provided by your school or a wide range of SIS providers.

[Learn how to use SFTP to upload data to Apple School Manager ↗](#)

Now supporting PowerSchool.

With a simple plug-in, Apple School Manager integrates directly with PowerSchool so you can automate the creation of accounts for your students, teachers, and staff. This new integration will import specific roster data so that classes are automatically set up.

[Learn more about PowerSchool and Apple School Manager ↗](#)

Privacy built in.

We build safeguards into all of our devices, operating systems, apps, and services. Apple will never track, share, or sell student information for advertising or marketing purposes. So the security, privacy, confidentiality, and integrity of student information is always protected. Apple has signed the Student Privacy Pledge and has received the ISO 27001/27018 data security and privacy certifications.

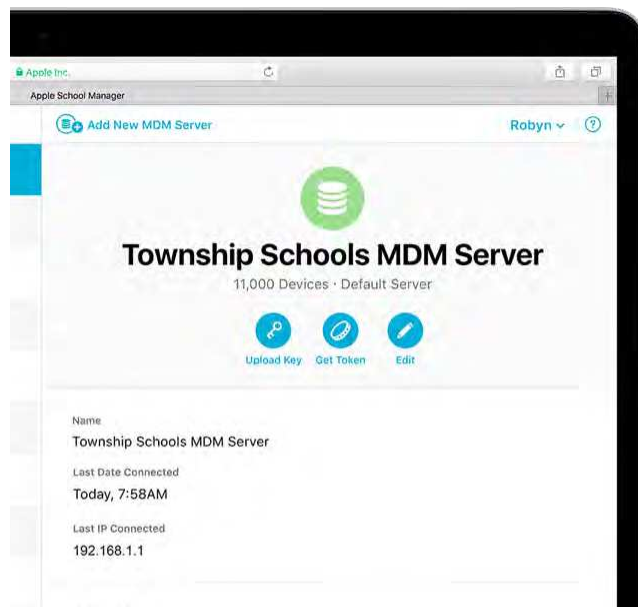
[Data and Privacy Overview for Schools \(PDF\)](#)

[Parent Guide to Privacy \(PDF\)](#)

Instantly set up devices.

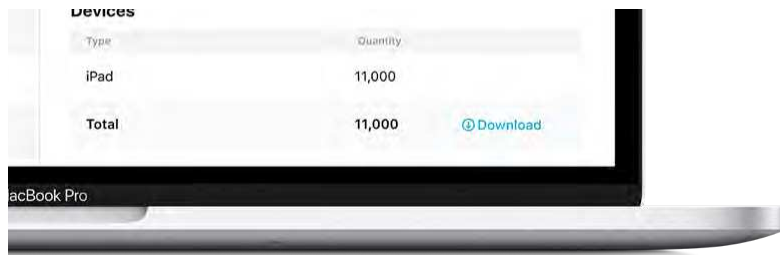
With Apple School Manager and your mobile device management (MDM) solution, you can automate device setup for both one-to-one and Shared iPad environments.*

Wirelessly configure settings and restrictions according to your school's requirements, then easily assign devices to students, teachers, or class groups.



Apple School Manager and your MDM work together.

With Apple School Manager you can assign school devices to MDM so they are automatically enrolled and configured. Since you can set the default MDM server by device type, it's easy to automate assignments for iPad and Mac. Using MDM you can wirelessly configure Home screen layouts, show or hide apps, schedule overnight software updates, and find misplaced devices. With iOS 11 and tvOS 11, any



iPad or Apple TV can be brought into Apple School Manager for automated device enrollment, regardless of how devices were purchased or donated. Simply use Apple Configurator 2 to manually enroll devices into Apple School Manager.

Choosing your MDM solution.

MDM solutions are available from a wide range of vendors, whether your school is better suited for a cloud-hosted environment or an on-premise server. MDM solutions come with different features and pricing, so you have flexibility in deciding how to bring Apple devices into your school. These MDM solutions support the education features in iOS 10.3 and beyond.

vmware airwatch

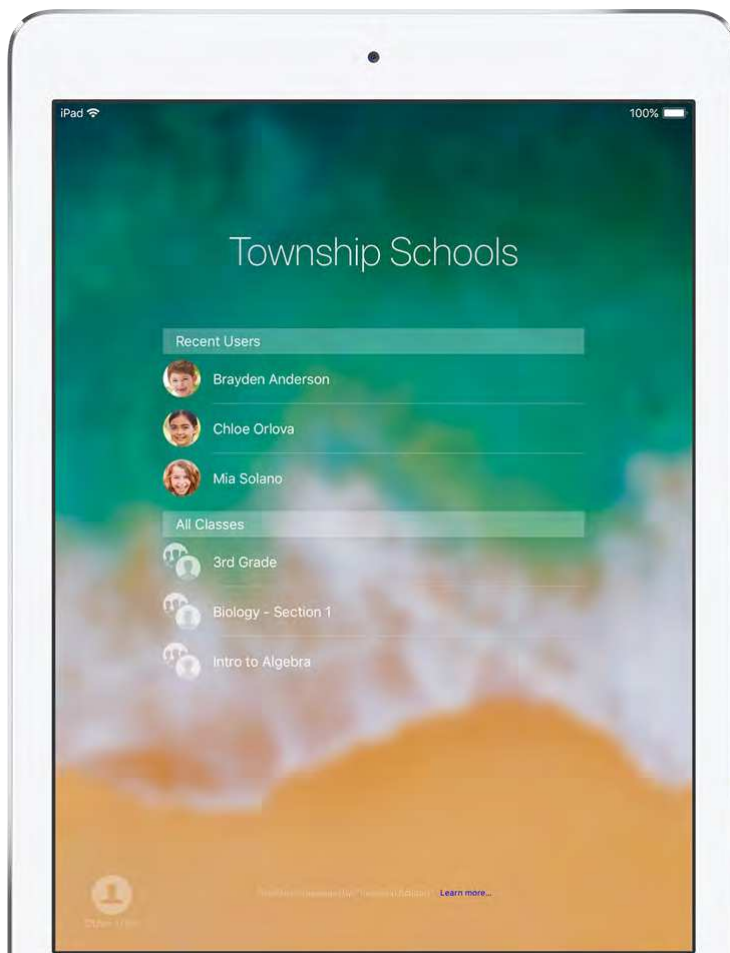
cisco Meraki

filewave

mosyle manager

ZULUDESK

jamf

tabpilot
FOR SCHOOLSLightspeed
Systems

Shared iPad

Shared iPad* enables schools to share devices between students, while still providing a personalized experience. Before class begins, teachers can assign any student any shared iPad. Students know which devices to use because their pictures are on the Lock screens and they can access their personal content using a password or easy-to-remember four-digit PIN. Because a local copy of their data is stored on this device, after students log in, their homework, apps, and assignments are exactly as they left them. So teachers and technology managers won't lose time backing up or wiping data between classes.



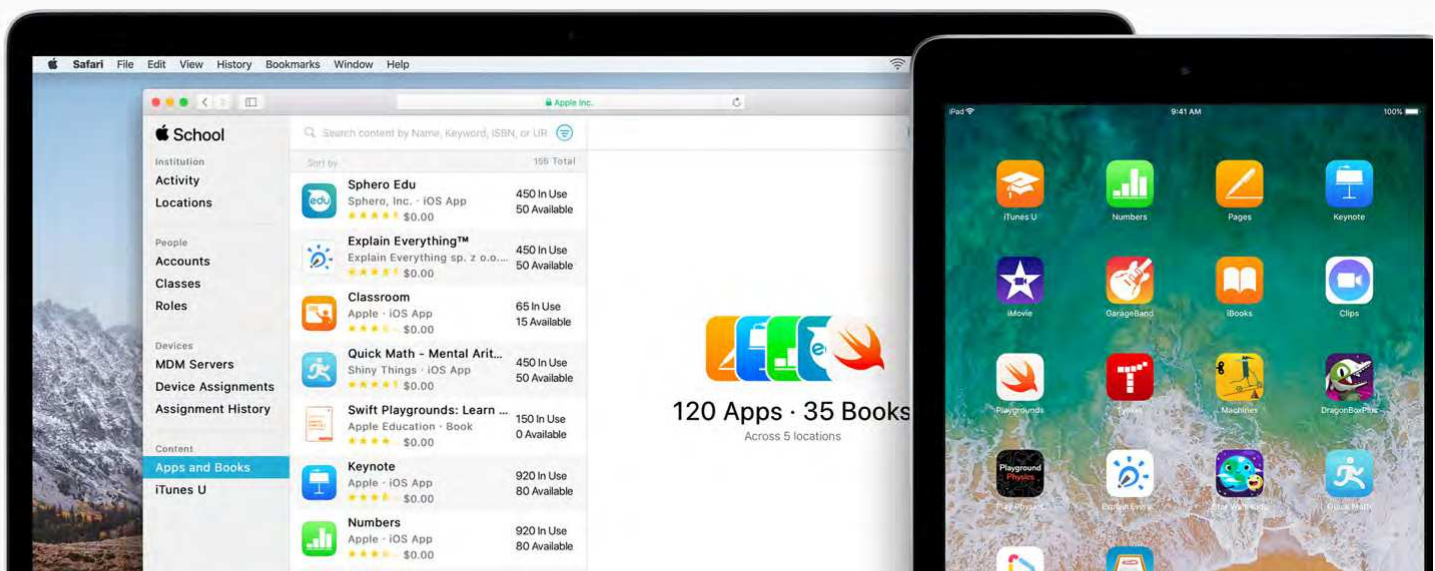
"Shared iPad will allow our district to transform a cart of shared devices into a personalized learning experience for each student."

Eric Culpepper

Technology Support Specialist, Goose Creek CISD

Get all your content in one place.

Apple School Manager now gives you direct access to thousands of learning and teaching resources on the App Store and iBooks Store — making it easier than ever to provide classrooms with the right learning materials in time for the first day of class.





Easily buy apps and books.

Purchasing content in bulk for iPad and Mac is easier than ever. With the new Apps and Books area in Apple School Manager, you can search for content, purchase licenses with your education volume discount, and instantly view important information including assigned and available licenses, all in one place.

[Learn more about buying in volume ↗](#)

More ways to manage content.

Apple School Manager now provides schools with more flexible license and token management. With purchases linked to locations, you can easily transfer licenses between school locations and content managers. And with MDM, you can send content directly to iPad and Mac. Your school retains app licenses and can easily reassign apps among all your devices.

[Learn more about migrating to Apps and Books in Apple School Manager ↗](#)

"Purchasing content is straightforward, and deploying it to the necessary groups is simple. Having one central place, instead of navigating across a multitude of logins and tabs, is a timesaver."

Rory McGrath

Digital Leader, New Wave Federation, UK

Apps to support assessments and standardized testing.

iPad is an approved device for securely administering summative exams. iPad works with state online exams including tests from Smarter Balanced Assessment Consortium (SBAC), the Partnership for Assessment of Readiness for College and Careers (PARCC), and ACT Aspire. With Automatic Assessment Configuration, assessment apps can automatically lock and configure iPad for testing.

[Assessment with iPad Overview \(PDF\)](#)

[Assessment with iPad Guide \(PDF\)](#)

Enable teachers in the classroom.

With devices in the hands of students, it's important to set teachers up with the right tools to create great learning experiences. The Classroom app and Apple TV help your teachers independently transform their classrooms into dynamic and interactive learning environments.

Help teachers manage their own class.

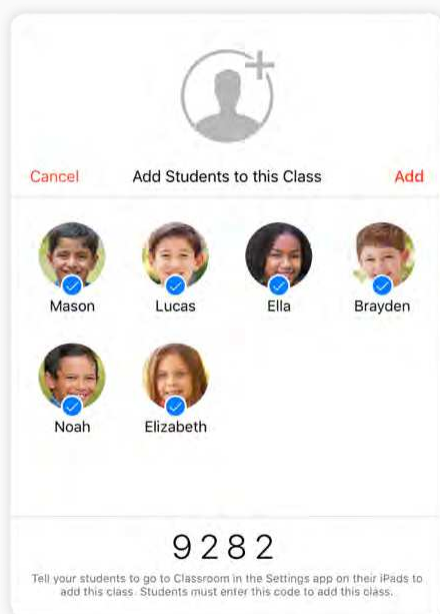
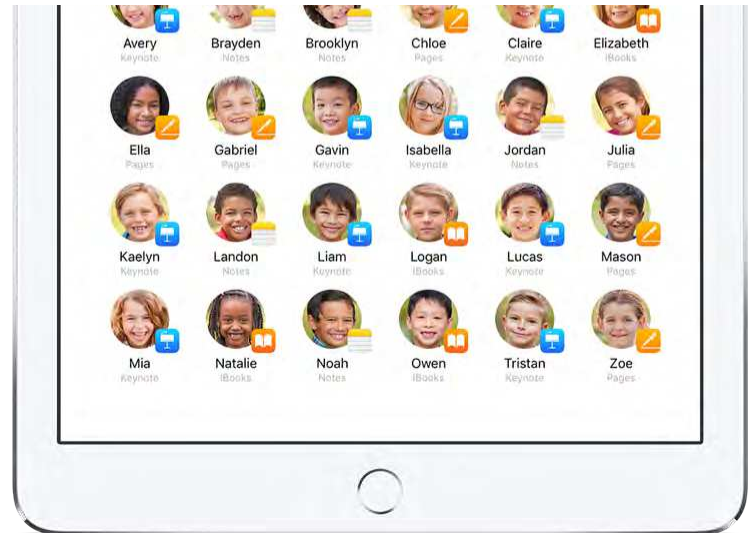
The Classroom app for iPad is a powerful teaching assistant that helps teachers guide students, see their progress, and keep them on track. There are two simple ways to set up teachers with the Classroom app — you can use Apple School Manager and MDM to automatically configure classes, or teachers can set up



classes on the fly, no MDM or IT setup required.

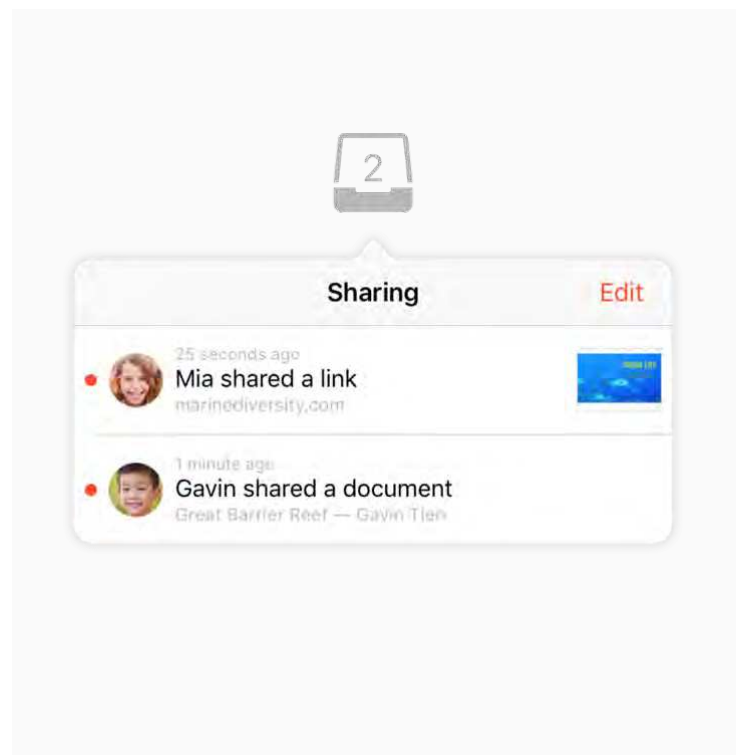
Watch the Guided Tour for Classroom [▶](#)

Get the Classroom app in the App Store [↗](#)



Teachers can create classes on the fly.

To accommodate impromptu group projects and students who bring their own devices, teachers can create classes within Classroom and invite students to join.



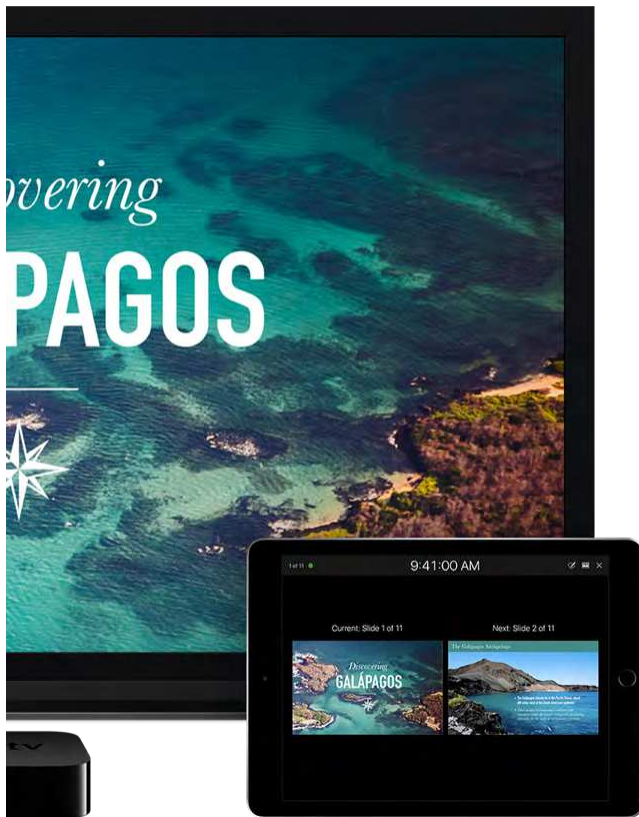
Classes can share files easily.

Using AirDrop with Classroom, teachers can send documents to the class in one tap and students can send documents back to the teacher just as easily.

"We feel that IT should be as hands-off as possible. Teachers need control, and now with Classroom they have more power to manage their technology which reduces support from our IT staff."

Blair Anderson

Technology Director, Shawnee Heights School District



Set up Apple TV for sharing and collaboration.

Management features in tvOS make it simple for schools to configure Apple TV. Apple School Manager or Apple Configurator 2 can enroll Apple TV in MDM and fully configure it simply by plugging in power and Ethernet — no user input required. tvOS 11 brings new features to help schools manage Apple TV at scale including the option to remotely set AirPlay security settings and greater control of what shows on the default Home screen. With MDM you can also set the Apple TV name, network, and Conference Room Display Mode with a custom message.

Deployment Resources

Education Deployment Guide

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Learn more ↗

iOS Deployment Reference

Learn more ↗

Apple School Manager Help

Learn more ↗

macOS Deployment Reference

Learn more ↗

Classroom Help

Learn more ↗

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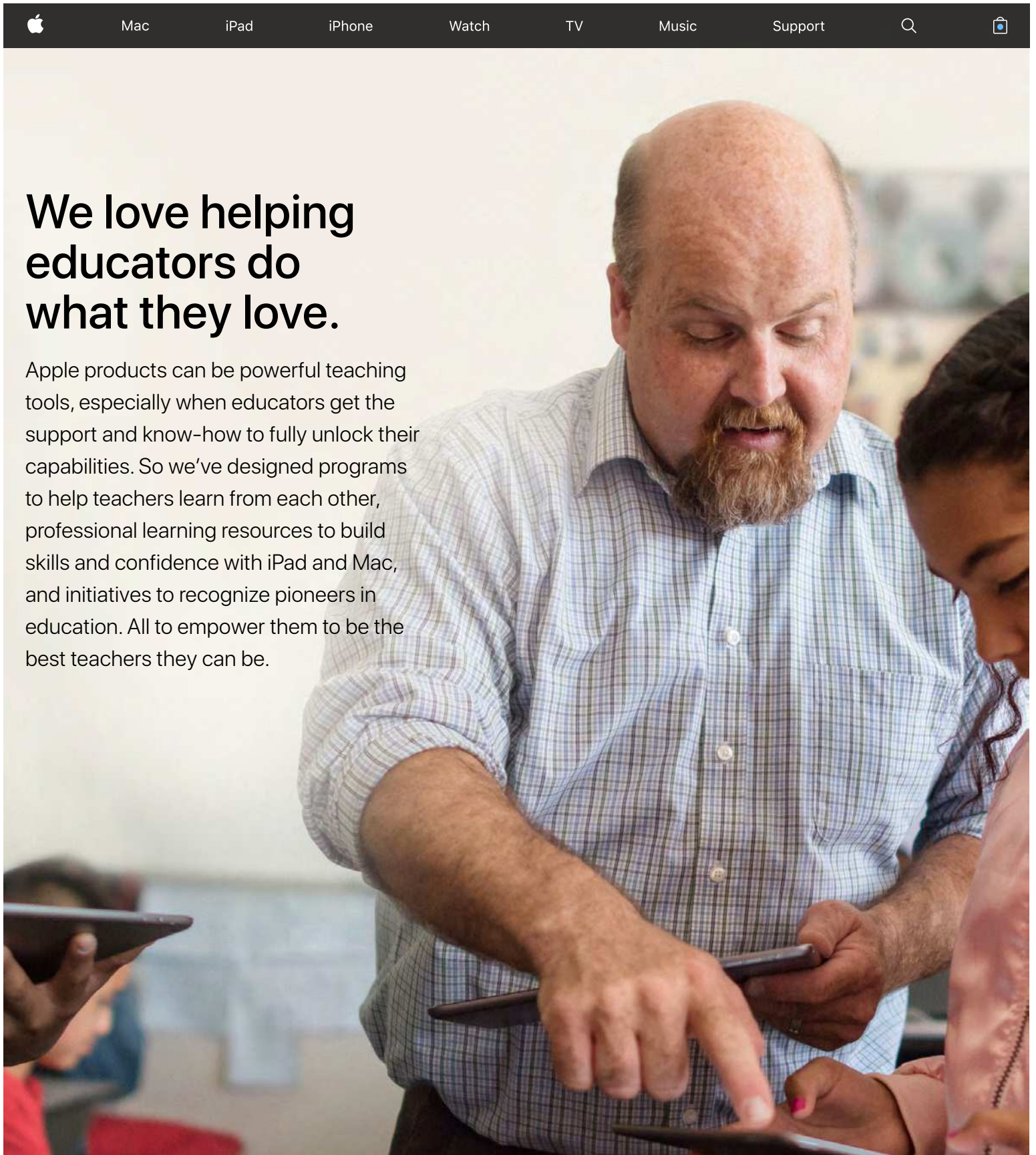
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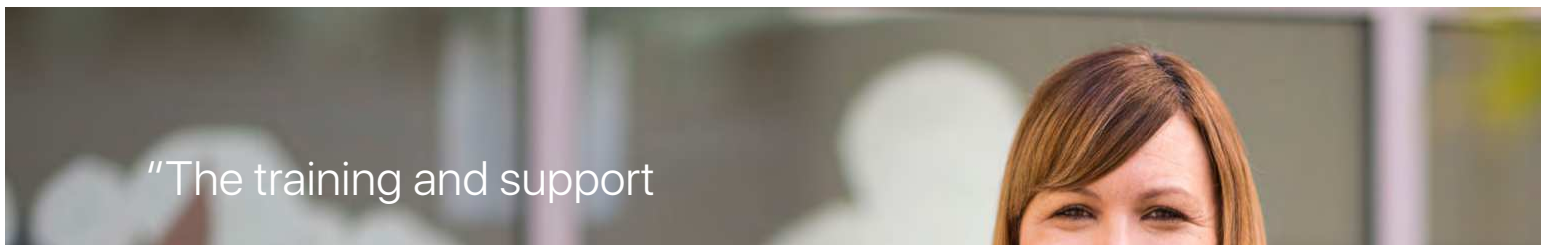
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The World's Most Valuable Brands

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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$170 B	10%	\$214.2 B	\$1.8 B	Technology
	#2	Google	\$101.8 B	23%	\$80.5 B	\$3.9 B	Technology
	#3	Microsoft	\$87 B	16%	\$85.3 B	\$1.6 B	Technology
	#4	Facebook	\$73.5 B	40%	\$25.6 B	\$310 M	Technology
	#5	Coca-Cola	\$56.4 B	-4%	\$23 B	\$4 B	Beverages
	#6	Amazon	\$54.1 B	54%	\$133 B	\$5 B	Technology
	#7	Disney	\$43.9 B	11%	\$30.7 B	\$2.9 B	Leisure

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	#8	Toyota	\$41.1 B	-2%	\$168.8 B	\$4.3 B	Automotive
	#9	McDonald's	\$40.3 B	3%	\$85 B	\$646 M	Restaurants
	#10	Samsung	\$38.2 B	6%	\$166.7 B	\$3.7 B	Technology

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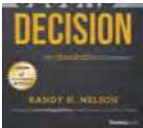
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Apple, Google Top The World's Most Valuable Brands Of 2016

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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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***BUSINESS** 5/13/2015 @ 9:57AM | 177,788 views

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

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](#).

[The World's Most Valuable Brands 2015](#)

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.

Rounding out the top five are Google (\$65.6 billion), Coca-Cola (\$56 billion) and IBM (\$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-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.

[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 (+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.”

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 smartwatches 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.

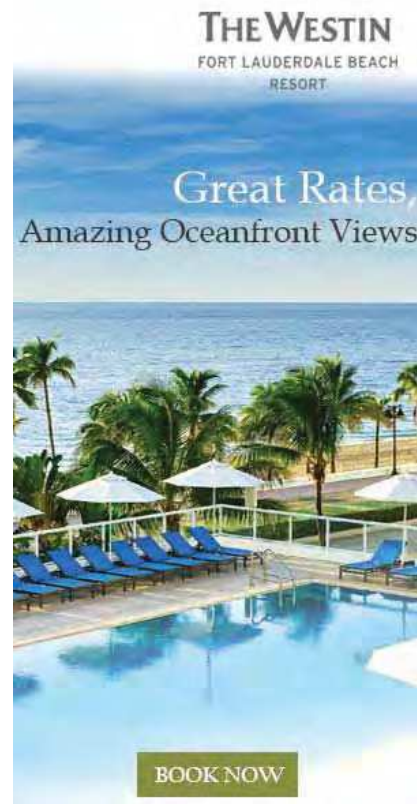
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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 Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

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

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

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

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

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

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

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still

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

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

Research: Courtney Retter

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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***FORBES** 10/02/2012 @ 4:57PM | 88,776 views

Apple Tops List Of The World's Most Powerful Brands

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

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

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

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

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

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

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

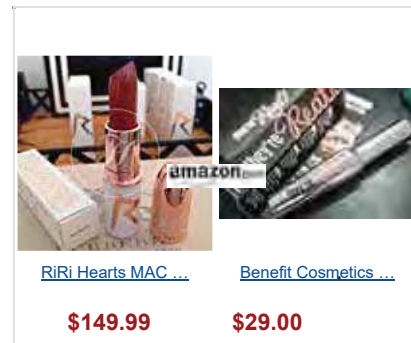
In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the



soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

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

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

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

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is 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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Forbes<http://onforb.es/nGEQ5d>**Marc E. Babej**Contributor*I cover marketing strategy and product innovation.*

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5/09/2011 @ 8:58AM | 5,748 views

Apple Ranked the World's Most Valuable Brand, Followed by Google and IBM

Market Research firm Millward Brown has just published its 6th annual [BrandZ Global Top 100](#) rankings, and it turns out Apple has ended Google's four-year run as the world's most valuable brand.

Apple's brand value over the past year soared 84% to \$153 billion, as a result of meaningfully differentiated products the iPad and iPhone 4. Apple's success once again demonstrates that *a brand is neither an end in itself, nor a means to an end – but a byproduct of consistent delivery against a relevant tangible benefit*. The exception to this rule: brands in truly image-driven categories, where there's little to be had in the way of a tangible benefit, and none is expected (think soft drinks, beer or cigarettes).

Google's brand declined 2% to \$111.5 billion. Facebook made a giant leap onto the list, debuting at place 35, with a whopping 246% increase to \$19.1 billion.

Other top risers included Chinese search engine Baidu (141% to \$22.6 billion) and Wells Fargo, (97% to 36.9 billion).

The top 50 brands are below. A [full report](#) can be downloaded here (pdf).

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EXHIBIT 3

2017 Harris Poll EquiTrend® Rankings

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

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

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EquiTrend® Categories

Years

Airlines

2017

Airlines

Full Service Airline ()



2017 Harris Poll EquiTrend®

Full Service Airline Brand of the Year

1. American Airlines
2. Alaska / Horizon Airlines
3. Hawaiian Airlines
4. Delta Air Lines
5. United Airlines

Other Full Service Airline brands in study ranked below category average (alphabetically): Air Canada, US Airways

Value Airline ()



2017 Harris Poll EquiTrend®

Value Airline Brand of the Year

1. Southwest Airlines
2. Virgin America Airlines

Other Value Airline brands in study ranked below category average (alphabetically): Frontier Airlines, JetBlue Airways, Spirit Airlines

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Appliances

Coffee Maker ()



2017 Harris Poll EquiTrend®

Coffee Maker Brand of the Year

1. Keurig Coffee Maker
2. Mr. Coffee Coffee Makers
3. Cuisinart Coffee Makers
4. Starbucks Verismo Single Serve Coffee Maker
5. Black & Decker Coffee Makers

Other Coffee Maker brands in study ranked below category average (alphabetically): Bunn Single Serve Coffee Maker, GE Coffee Maker, Hamilton Beach Coffee Makers, Kenmore Coffee Maker, Krups Coffee Maker, Nespresso Single Serve Coffee Maker, Proctor Silex Coffee Maker, Tassimo Single Serve Coffee Maker, Waring Coffee Maker

Major Appliance ()



2017 Harris Poll EquiTrend®

Major Appliance Brand of the Year

1. KitchenAid Appliances
2. LG Appliances
3. Samsung Appliances

4. Whirlpool Appliances
5. GE Appliances
6. Kenmore Appliances
7. Viking Appliances
8. Bosch Appliances

Other Major Appliance brands in study ranked below category average (alphabetically): Amana Appliances, Electrolux Appliances, Frigidaire Appliances, Jenn-Air Appliances, Maytag Appliances, Sub-Zero Appliances, Thermador Appliances, Wolf Appliances

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Automotive

Luxury Automotive ()



2017 Harris Poll EquiTrend®

Luxury Automotive Brand of the Year

1. Mercedes-Benz Vehicles
2. BMW Vehicles
3. Genesis Vehicle
4. Lexus Vehicles
5. Porsche Vehicles

Other Luxury Automotive brands in study ranked below category average (alphabetically): Acura Vehicles, Audi Vehicles, Cadillac Vehicles, Infiniti Vehicles, Jaguar Vehicles, Land Rover Vehicles, Lincoln Vehicles, Tesla Vehicles, Volvo Vehicles

Non-Luxury Automotive ()



2017 Harris Poll EquiTrend®

Non-Luxury Automotive Brand of the Year

1. Toyota Vehicles
2. Honda Vehicles
3. Chevrolet Vehicles
4. Ford Vehicles
5. Subaru Vehicles
6. Nissan Vehicles
7. GMC Vehicles
8. Mazda Vehicles

Other Non-Luxury Automotive brands in study ranked below category average (alphabetically): Buick Vehicles, Chrysler Vehicles, Dodge Vehicles, Fiat Vehicles, Hyundai Vehicles, Jeep Vehicles, Kia Vehicles, MINI Cooper Vehicles, Mitsubishi Vehicles, Ram Vehicles, Volkswagen Vehicles

Tire ()



2017 Harris Poll EquiTrend®

Tire Brand of the Year

1. Michelin Tires
2. Pirelli Tires
3. Goodyear Tires
4. Bridgestone Tires
5. BFGoodrich Tires
6. Cooper Tires

Other Tire brands in study ranked below category average (alphabetically): Continental Tires, Dunlop Tires, Firestone Tires, General Tires, Hankook Tires, Kelly Tires, Kumho Tires, Uniroyal Tires, Yokohama Tires

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Computers

Computer Manufacturer ()



2017 Harris Poll EquiTrend®

Computer Manufacturer Brand of the Year

1. Microsoft Computers
2. Apple Computers
3. Dell Computers
4. HP Computers
5. Lenovo Computers

Other Computer Manufacturer brands in study ranked below category average (alphabetically): Acer Computers, ASUS Computers, Google Chromebook Computers, Panasonic Computers, Samsung Computers, Toshiba Computers

Printer ()



2017 Harris Poll EquiTrend®

Printer Brand of the Year

1. HP Printers
2. Samsung Printers
3. Kyocera Mita Printers
4. Canon Printers
5. Xerox Printers

Other Printer brands in study ranked below category average (alphabetically): Brother Printers, Dell Printers, Epson Printers, Kodak Printers, Konica Minolta Printers, Lexmark Printers, Ricoh Printers

Tablet Computer ()



2017 Harris Poll EquiTrend®

Tablet Computer Brand of the Year

1. Apple iPad Series Tablets
2. Kindle Fire Series Tablets

Other Tablet Computer brands in study ranked below category average (alphabetically): ASUS Transformer Pad Series Tablets, Google Nexus Series Tablets, Microsoft Surface Tablets, Samsung Galaxy Series Tablets, Sony Xperia Series Tablets

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Consumer Electronics

Car Audio ()



2017 Harris Poll EquiTrend®

Car Audio Brand of the Year

1. Beats In-Vehicle Audio
2. Bose In-Vehicle Audio
3. Bang and Olufsen In-Vehicle Audio
4. harman/kardon In-Vehicle Audio
5. Pioneer In-Vehicle Audio

Other Car Audio brands in study ranked below category average (alphabetically): Alpine In-Vehicle Audio, Boston Acoustics In-Vehicle Audio, Clarion In-Vehicle Audio, Infinity In-Vehicle Audio, JBL In-Vehicle Audio, Panasonic In-Vehicle Audio, Sony In-Vehicle Audio

Digital Camera ()



2017 Harris Poll EquiTrend®

Digital Camera Brand of the Year

1. Canon Digital Cameras
2. GoPro Digital Cameras
3. Nikon Digital Cameras
4. Sony Digital Cameras

Other Digital Camera brands in study ranked below category average (alphabetically): Olympus Digital Cameras, Panasonic Digital Cameras, RICOH Digital Cameras, Samsung Digital Cameras

Home Entertainment Electronics ()



2017 Harris Poll EquiTrend®

Home Entertainment Electronics Brand of the Year

1. Bose Home Entertainment Electronics
2. Samsung Home Entertainment Electronics
3. Sony Home Entertainment Electronics
4. LG Home Entertainment Electronics
5. VIZIO Home Entertainment Electronics

Other Home Entertainment Electronics brands in study ranked below category average (alphabetically): Hitachi Home Entertainment Electronics, iHome Home Entertainment Electronics, Insignia Home Entertainment Electronics, JVC Home Entertainment Electronics, Mitsubishi Home Entertainment Electronics, Panasonic Home Entertainment Electronics, Philips Home Entertainment Electronics, Sanyo Home Entertainment Electronics, Sharp Home Entertainment Electronics, Sonos Home Entertainment Electronics, Toshiba Home Entertainment Electronics

Media Streaming Device ()



2017 Harris Poll EquiTrend®

Media Streaming Device Brand of the Year

1. Google Chromecast
2. Apple TV
3. Amazon Fire TV

Other Media Streaming Device brands in study ranked below category average (alphabetically): Roku

Smart Home Device ()



2017 Harris Poll EquiTrend®

Smart Home Device Brand of the Year

1. Google Home
2. Nest Smart Home Products

Other Smart Home Device brands in study ranked below category average (alphabetically): Amazon Echo, Philips hue Smart Home Products, Samsung SmartThings

Smartwatch ()



2017 Harris Poll EquiTrend®

Smartwatch Brand of the Year

1. Apple Watch

Other Smartwatch brands in study ranked below category average (alphabetically): Android Wear Watch, Samsung Galaxy Gear Smartwatch, Sony Smartwatch

Wearable Fitness Tech ()



2017 Harris Poll EquiTrend®

Wearable Fitness Tech Brand of the Year

1. Fitbit Fitness Trackers
2. BodyMedia Fitness Trackers
3. Adidas miCoach Fitness Watch

Other Wearable Fitness Tech brands in study ranked below category average (alphabetically): Garmin Fitness Trackers, Jawbone up Fitness Trackers, Nike Fuelband Fitness Trackers

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Cruise Lines

Cruise Line ()



2017 Harris Poll EquiTrend®

Cruise Line Brand of the Year

1. Royal Caribbean International
2. Holland America Cruise Line
3. Princess Cruises

Other Cruise Line brands in study ranked below category average (alphabetically): Carnival Cruise Lines, Celebrity Cruises, Disney Cruise Line, Norwegian Cruise Line

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Financial Services / Insurance

Health Insurance ()



2017 Harris Poll EquiTrend®

Health Insurance Brand of the Year

1. Blue Cross and Blue Shield
2. Health Net
3. Amerigroup
4. Anthem

5. UnitedHealthcare

Other Health Insurance brands in study ranked below category average (alphabetically): Aetna, Cigna, Coventry Health Care, Humana, Kaiser Permanente

Investment ()



2017 Harris Poll EquiTrend®

Investment Brand of the Year

1. Fidelity Investments Financial Services
2. The Vanguard Group
3. TIAA
4. Principal Financial
5. Raymond James
6. TD Ameritrade
7. Franklin Templeton Investments
8. UBS
9. T. Rowe Price Financial Services
10. Scottrade

Other Investment brands in study ranked below category average (alphabetically): Ameriprise Financial, Charles Schwab Financial Services, E*TRADE, Edward Jones, Merrill Lynch, Morgan Stanley, Prudential Investments

Life Insurance ()



2017 Harris Poll EquiTrend®

Life Insurance Brand of the Year

1. Guardian Life Insurance
2. State Farm Life Insurance
3. USAA Life Insurance
4. AAA Life Insurance
5. New York Life Insurance Company
6. MetLife Life Insurance
7. Northwestern Mutual Life Insurance

Other Life Insurance brands in study ranked below category average (alphabetically): AIG Direct Life Insurance, Allstate Life Insurance, American Family Life Insurance, MassMutual Insurance, Pacific Life Insurance, Prudential Life Insurance, Transamerica Life Insurance Company

Mobile Payment ()



2017 Harris Poll EquiTrend®

Mobile Payment Brand of the Year

1. PayPal
2. Checkout by Amazon
3. Amazon Payments
4. Venmo

Other Mobile Payment brands in study ranked below category average (alphabetically): American Express Serve, Android Pay, Apple Passbook, Apple Pay, Chase Paymentech, Google Wallet, MasterCard MasterPass, Samsung Pay, Square, Visa Checkout

National Bank ()



2017 Harris Poll EquiTrend®

National Bank Brand of the Year

1. CHASE Bank
2. Capital One
3. Citibank

Other National Bank brands in study ranked below category average (alphabetically): Ally Bank, Bank of America, Wells Fargo

Payment Card ()



2017 Harris Poll EquiTrend®

Payment Card Brand of the Year

1. Visa
2. MasterCard

Property & Casualty Insurance ()



2017 Harris Poll EquiTrend®

Property & Casualty Insurance Brand of the Year

1. AAA Auto & Home Insurance
2. USAA Auto & Home Insurance
3. State Farm Auto & Home Insurance
4. American Family Auto & Home Insurance
5. Farmers Auto & Home Insurance
6. The Hartford Auto & Home Insurance

Other Property & Casualty Insurance brands in study ranked below category average (alphabetically): Allstate Auto & Home Insurance, Esurance Auto & Home Insurance, GEICO Auto & Home Insurance, Liberty Mutual Auto & Home Insurance, MetLife Auto Insurance, Nationwide Auto & Home Insurance, Progressive Auto & Home Insurance, The General Auto Insurance, Travelers Auto & Home Insurance

Real Estate Agency ()



2017 Harris Poll EquiTrend®

Real Estate Agency Brand of the Year

1. Real Living Real Estate
2. Keller Williams
3. Berkshire Hathaway HomeServices Real Estate
4. Better Homes and Gardens Real Estate
5. ERA Real Estate
6. Century 21 Real Estate

Other Real Estate Agency brands in study ranked below category average (alphabetically): Coldwell Banker, Prudential Real Estate, RE/MAX, Sotheby's International Realty

Super Regional Bank ()



2017 Harris Poll EquiTrend®

Super Regional Bank Brand of the Year

1. BMO Harris
2. Huntington Bank
3. BBVA Compass
4. Regions Bank
5. BB&T Bank
6. TD Bank
7. U.S. Bank
8. M&T Bank

Other Super Regional Bank brands in study ranked below category average (alphabetically): Bank of the West, Citizens Bank, Comerica, Fifth Third Bank, HSBC Bank, KeyBank, PNC Bank, Santander Bank, SunTrust Bank

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Hotels

Economy Hotel ()



2017 Harris Poll EquiTrend®

Economy Hotel Brand of the Year

1. Microtel Inn & Suites
2. Days Inn
3. Americas Best Value Inn
4. EconoLodge

Other Economy Hotel brands in study ranked below category average (alphabetically): Motel 6, Red Roof Inn, Rodeway Inn, Super 8

Extended Stay Hotel ()



2017 Harris Poll EquiTrend®

Extended Stay Hotel Brand of the Year

1. Homewood Suites by Hilton

2. Home2 Suites by Hilton
3. TownePlace Suites
4. MainStay Suites

Other Extended Stay Hotel brands in study ranked below category average (alphabetically): Candlewood Suites, Extended Stay America, Residence Inn

Luxury Hotel ()



2017 Harris Poll EquiTrend®

Luxury Hotel Brand of the Year

1. J.W. Marriott
2. Four Seasons Hotels and Resorts
3. Grand Hyatt

Other Luxury Hotel brands in study ranked below category average (alphabetically): Conrad Hotels & Resorts, InterContinental Hotels & Resorts, Omni Hotels & Resorts, Park Hyatt, The Ritz Carlton, W Hotels and Resorts, Waldorf Astoria Hotels & Resorts

Midscale Hotel ()



2017 Harris Poll EquiTrend®

Midscale Hotel Brand of the Year

1. Hampton Inn & Suites
2. Holiday Inn Hotels & Resorts
3. Wyndham Garden Hotels
4. Holiday Inn Express Hotels & Resorts
5. Fairfield Inns and Suites
6. Wingate by Wyndham
7. Comfort Suites
8. Country Inns & Suites by Carlson

Other Midscale Hotel brands in study ranked below category average (alphabetically): Best Western Hotels, Clarion Hotels, Comfort Inn, Drury Hotels, Howard Johnson Hotels, LaQuinta Inns & Suites, Quality Inn & Suites, Ramada Hotels, Sleep Inn Hotels

Premium Hotel ()



2017 Harris Poll EquiTrend®

Premium Hotel Brand of the Year

1. Hilton Hotels & Resorts / Marriott Hotels (tied)
2. Hyatt Hotels and Resorts
3. Kimpton Hotels

Other Premium Hotel brands in study ranked below category average (alphabetically): Embassy Suites, Renaissance Hotels, Sheraton Hotels & Resorts, Westin Hotels & Resorts, Wyndham Hotels and Resorts

Upscale Hotel ()



2017 Harris Poll EquiTrend®

Upscale Hotel Brand of the Year

1. Courtyard Marriott
2. SpringHill Suites
3. Hilton Garden Inn

Other Upscale Hotel brands in study ranked below category average (alphabetically): Crowne Plaza Hotels & Resorts, Doubletree by Hilton, Hyatt Place Hotels, Radisson Hotels & Resorts

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Household Products

Greeting Card ()



2017 Harris Poll EquiTrend®

Greeting Card Brand of the Year

1. Hallmark Greeting Cards
2. Hallmark Signature Greeting Cards
3. American Greetings Greeting Cards

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Media

Factual Entertainment TV ()



2017 Harris Poll EquiTrend®

Factual Entertainment TV Brand of the Year

1. History Channel
2. Discovery Channel
3. ID (Investigation Discovery) Television Network
4. National Geographic Channel
5. HGTV Television Network (Home & Garden Television)
6. Nat Geo WILD Television Network
7. Crime & Investigation Television Network
8. Food Network Television Network
9. Discovery Life Channel

Other Factual Entertainment TV brands in study ranked below category average (alphabetically): American Heroes Channel, Animal Planet Television Network, Destination America Television Network, Discovery (en Espanol) Television Network, Discovery Fit & Health Television Network, H2 Television Network, History en Espanol, Military History Channel, Science Television Network, TLC Television Network, Travel Channel, truTV Television Network, Velocity Television Network, Viceland Channel

General Entertainment TV ()



2017 Harris Poll EquiTrend®

General Entertainment TV Brand of the Year

1. FX Television Network
2. A&E Television Network
3. AMC Television Network (American Movie Classics)
4. TNT Television Network (Turner Network Television)
5. Hallmark Movies & Mysteries
6. USA Television Network
7. ABC Family Television Network
8. BBC America Television Network
9. TBS Television Network
10. Hallmark Channel
11. LMN Television Network (Lifetime Movie Network)
12. TV Land Television Network
13. Comedy Central Television Network
14. Syfy Television Network

Other General Entertainment TV brands in study ranked below category average (alphabetically): Adult Swim Television Network, BET Television Network (Black Entertainment Television), Bravo Television Network, E! Entertainment Television Network, FYI Television Network, Lifetime Television Network, Logo Television Network, Nick at Nite Television Network, Oprah Winfrey Network (OWN), Oxygen Television Network, Spike Television Network, Telemundo Television Network, Univision Television Network, WE Television Network (Women's Entertainment)

Internet Radio Service ()



2017 Harris Poll EquiTrend®

Internet Radio Service Brand of the Year

1. Pandora Internet Radio
2. iTunes
3. Amazon Music with Prime Music
4. Spotify Radio

Other Internet Radio Service brands in study ranked below category average (alphabetically): Apple Music, iHeartRadio, NPR Music, SiriusXM Satellite Radio, Slacker Radio, TuneIn

Kids' TV ()



2017 Harris Poll EquiTrend®

Kids' TV Brand of the Year

1. Discovery Family Channel
2. Disney Channel
3. Sprout Network

4. PBS KIDS Television Network
5. Cartoon Network

Other Kids' TV brands in study ranked below category average (alphabetically): Boomerang Television Network, Disney Junior Television Network, Disney XD Television Network, Nick Jr. Television Network, Nickelodeon Television Network, Nicktoons Television Network, TeenNick Television Network

Music TV ()



2017 Harris Poll EquiTrend®

Music TV Brand of the Year

1. Great American Country (GAC)
2. CMT Network (Country Music Television)

Other Music TV brands in study ranked below category average (alphabetically): MTV Television Network, VH1 Television Network

News Service ()



2017 Harris Poll EquiTrend®

News Service Brand of the Year

1. National Public Radio (NPR)
2. BBC News
3. Google News
4. Reuters
5. Yahoo! News
6. New York Times

Other News Service brands in study ranked below category average (alphabetically): Associated Press (AP), Bloomberg Businessweek, CNN Online, Fox News Online, Los Angeles Times, MSNBC Online, The Huffington Post, The Wall Street Journal, The Washington Post, United Press International (UPI), USA TODAY

Pay Cable TV Network ()



2017 Harris Poll EquiTrend®

Pay Cable TV Network Brand of the Year

1. HBO Television Network

Other Pay Cable TV Network brands in study ranked below category average (alphabetically): Cinemax Television Network, Showtime Television Network, Starz Television Network

Social Networking Site ()



2017 Harris Poll EquiTrend®

Social Networking Site Brand of the Year

1. YouTube
2. Facebook
3. Google+
4. Pinterest
5. Facebook Messenger
6. WhatsApp

Other Social Networking Site brands in study ranked below category average (alphabetically): Flickr, Foursquare, Google Hangouts, Instagram, Kik Messenger, LinkedIn, Periscope, Reddit, Skype, Snapchat, Tumblr, Twitter

Sports TV ()



2017 Harris Poll EquiTrend®

Sports TV Brand of the Year

1. NFL Red Zone Television Network
2. ESPN Television Network
3. Fox Sports 1
4. NBC Sports Television Network

Other Sports TV brands in study ranked below category average (alphabetically): CBS Sports Television Network, Fox Sports News Channel, MLB Television Network, NBA Television Network, NFL Television Network, NHL Television Network, The Golf Channel Television Network, Yes Television Network

TV & Internet Provider ()

TV & Internet Provider Brand of the Year

1. Google Fiber
2. FiOS (Verizon/Frontier)
3. Charter Spectrum
4. XFINITY by Comcast

Other TV & Internet Provider brands in study ranked below category average (alphabetically): Cox Communications, DirecTV, Dish Network, Optimum, Time Warner Cable

TV Network ()



TV Network Brand of the Year

1. PBS Television Network (Public Broadcasting Service)
2. ABC Television Network
3. CBS Television Network

Other TV Network brands in study ranked below category average (alphabetically): Fox Television Network, NBC Television Network, The CW Television Network

TV News ()



TV News Brand of the Year

1. The Weather Channel

Other TV News brands in study ranked below category average (alphabetically): CNBC Television Network, CNN Television Network, Fox News Channel, MSNBC News Channel

Video Streaming Subscription ()



Video Streaming Subscription Brand of the Year

1. Netflix
2. Amazon Prime Video
3. Hulu
4. HBO NOW
5. HBO GO
6. Vevo

Other Video Streaming Subscription brands in study ranked below category average (alphabetically): CBS All Access, Crackle, Crunchyroll, Funny or Die, MLB.TV, NFL Game Pass, Playstation Vue, Showtime All Access, Sling TV, The Blaze, Twitch.tv, Vudu, WWE Network, YouTube Red

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Non-Profits

Animal Welfare Non-Profit ()



Animal Welfare Non-Profit Brand of the Year

1. American Society for the Prevention of Cruelty to Animals (ASPCA)
2. Best Friends Animal Society
3. The Humane Society of the United States
4. PetSmart Charities

Other Animal Welfare Non-Profit brands in study ranked below category average (alphabetically): People for the Ethical Treatment of Animals (PETA), PETCO Foundation

Disability Non-Profit ()



Disability Non-Profit Brand of the Year

1. Special Olympics
2. Unified Sports

3. *The American Association of People with Disabilities (AAPD)*
4. *National Down Syndrome Society*
5. *National Down Syndrome Congress*
6. *Goodwill*
7. *National Autism Association*

Other Disability Non-Profit brands in study ranked below category average (alphabetically): Autism Society of America, Autism Speaks, Easter Seals, March of Dimes, The Arc, United Cerebral Palsy (UCP)

Environmental Non-Profit ()



2017 Harris Poll EquiTrend®

Environmental Non-Profit Brand of the Year

1. *Natural Resources Defense Council (NRDC)*
2. *National Wildlife Federation*
3. *The Nature Conservancy*
4. *Environmental Defense Fund (EDF)*
5. *World Wildlife Fund (WWF)*
6. *Wildlife Conservation Society*

Other Environmental Non-Profit brands in study ranked below category average (alphabetically): Audubon, Greenpeace USA, Sierra Club

Health Non-Profit ()



2017 Harris Poll EquiTrend®

Health Non-Profit Brand of the Year

1. *St. Jude Children's Research Hospital*
2. *Shriners Hospitals for Children*
3. *Make-A-Wish*
4. *American Heart Association*
5. *American Cancer Society*
6. *American Heart Association/American Stroke Association*
7. *Stand Up To Cancer (SU2C)*
8. *Juvenile Diabetes Research Foundation International (JDRF)*
9. *American Stroke Association*
10. *The Breast Cancer Research Foundation*
11. *Asthma and Allergy Foundation of America (AAFA)*
12. *The Jimmy Fund*
13. *American Diabetes Association*

Other Health Non-Profit brands in study ranked below category average (alphabetically): Alzheimer's Association, American Lung Association, Arthritis Foundation, Avon Foundation for Women, Children's Miracle Network, Cystic Fibrosis Foundation, Leukemia & Lymphoma Society (LLS), LIVESTRONG, Michael J. Fox Foundation, Muscular Dystrophy Association (MDA), National Kidney Foundation, National Multiple Sclerosis Society, National Stroke Association, Planned Parenthood, Susan G Komen for the Cure, World Health Organization (WHO)

International Aid Non-Profit ()



2017 Harris Poll EquiTrend®

International Aid Non-Profit Brand of the Year

1. *Mercy Corps*
2. *Food for the Poor*
3. *Free the Children*
4. *World Food Programme (WFP)*
5. *Doctors Without Borders/Medecins Sans Frontieres (MSF)*
6. *ChildFund International*
7. *Bill and Melinda Gates Foundation*
8. *Partners in Health*
9. *CARE*
10. *International Medical Corps*
11. *Heifer International*
12. *World Vision*
13. *AmeriCares*
14. *Save the Children*
15. *Oxfam America*
16. *Smile Train*
17. *International Rescue Committee (IRC)*
18. *Catholic Relief Services*

Other International Aid Non-Profit brands in study ranked below category average (alphabetically): Amnesty International, Clinton Foundation/Clinton Health Access Initiative, Ford Foundation, The Rockefeller Foundation, The World Bank, UNICEF, USAID

Social Services Non-Profit ()



2017 Harris Poll EquiTrend®

Social Services Non-Profit Brand of the Year

1. American Red Cross
2. Habitat for Humanity
3. The Salvation Army
4. Ronald McDonald House Charities
5. USO (United Services Organization)
6. Feeding America
7. VFW - Veterans of Foreign Wars

Other Social Services Non-Profit brands in study ranked below category average (alphabetically): AARP Foundation, Catholic Charities USA, Children's Defense Fund (CDF), Dave Thomas Foundation, Feed The Children, Iraq and Afghanistan Veterans of America (IAVA), No Ceilings: The Full Participation Project (Clinton Foundation), Points of Light, United Way, Volunteers of America

Youth Non-Profit ()



2017 Harris Poll EquiTrend®

Youth Non-Profit Brand of the Year

1. Girl Scouts of the USA
2. Reading Is Fundamental (RIF)
3. Boys & Girls Clubs of America
4. The Y - YMCA
5. Big Brothers Big Sisters

Other Youth Non-Profit brands in study ranked below category average (alphabetically): 4-H, Boy Scouts of America, Junior Achievement

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Online Organizations

Health Information Website ()



2017 Harris Poll EquiTrend®

Health Information Website Brand of the Year

1. Drugs.com
2. WebMD
3. MayoClinic.org
4. NIH.gov (National Institute of Health)

Other Health Information Website brands in study ranked below category average (alphabetically): CNN Health, Lifescript.com, MSN Health, Yahoo! Health

Online Auto Shopping ()



2017 Harris Poll EquiTrend®

Online Auto Shopping Brand of the Year

1. CarGurus.com
2. Kelley Blue Book (KBB.com)
3. Edmunds.com

Other Online Auto Shopping brands in study ranked below category average (alphabetically): AutoTrader.com, Cars.com, eBay Motors, TRUECar.com

Online Home Search ()



2017 Harris Poll EquiTrend®

Online Home Search Brand of the Year

1. Trulia.com
2. Zillow.com
3. Realtor.com

Other Online Home Search brands in study ranked below category average (alphabetically): HomeFinder.com, Homes.com

Online Job Search ()



2017 Harris Poll EquiTrend®

Online Job Search Brand of the Year

1. Indeed.com
2. ZipRecruiter
3. Glassdoor
4. USAJobs.com
5. Snagajob.com

Other Online Job Search brands in study ranked below category average (alphabetically): CareerBuilder.com, Monster.com

Online Travel Service ()



2017 Harris Poll EquiTrend®

Online Travel Service Brand of the Year

1. TripAdvisor
2. Expedia
3. Hotels.com
4. Booking.com

Other Online Travel Service brands in study ranked below category average (alphabetically): Hotwire, KAYAK, Orbitz, Priceline.com, Travelocity, Trivago

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Other Products

Package Delivery ()



2017 Harris Poll EquiTrend®

Package Delivery Brand of the Year

1. UPS (United Parcel Service)
2. United States Postal Service (USPS) - Shipping Services
3. FedEx

Other Package Delivery brands in study ranked below category average (alphabetically): DHL

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Rental Cars

Rental Car ()



2017 Harris Poll EquiTrend®

Rental Car Brand of the Year

1. Enterprise Rent-A-Car
2. Hertz Car Rental
3. Avis Rent A Car

Other Rental Car brands in study ranked below category average (alphabetically): Alamo Rent A Car, Budget Rent A Car, Dollar Rent A Car, National Car Rental, Thrifty Car Rental

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Restaurants

Burger Restaurant ()



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Burger Restaurant Brand of the Year

1. Five Guys Burgers and Fries
2. In-N-Out Burger
3. Shake Shack
4. Wendy's
5. Culver's
6. Whataburger
7. McDonald's

8. SONIC America's Drive-In
9. Smashburger
10. Steak 'n Shake

Other Burger Restaurant brands in study ranked below category average (alphabetically): Burger King, Carl's Jr., Checkers/Rally's, DQ Grill & Chill, Hardee's, Jack in the Box, White Castle

Casual Dining Restaurant ()



2017 Harris Poll EquiTrend®

Casual Dining Restaurant Brand of the Year

1. The Cheesecake Factory
2. Texas Roadhouse
3. Olive Garden Italian Restaurants
4. Outback Steakhouse
5. LongHorn Steakhouse
6. California Pizza Kitchen
7. IHOP (International House of Pancakes)
8. Carrabba's Italian Grill
9. Maggiano's Little Italy Restaurant
10. Chili's Grill & Bar

Other Casual Dining Restaurant brands in study ranked below category average (alphabetically): Applebee's, Bahama Breeze, Bonefish Grill, Buffalo Wild Wings, Denny's, P.F. Chang's China Bistro, Red Lobster Seafood Restaurants, Red Robin, Romano's Macaroni Grill and Italian Restaurant, Ruby Tuesday, Shoney's, TGI Fridays

Chicken Restaurant ()



2017 Harris Poll EquiTrend®

Chicken Restaurant Brand of the Year

1. Chick-fil-A
2. Zaxby's
3. El Pollo Loco
4. Popeyes Louisiana Kitchen

Other Chicken Restaurant brands in study ranked below category average (alphabetically): Bojangles', Boston Market, Church's Chicken, KFC Restaurants (Kentucky Fried Chicken)

Coffee & Quick Service Restaurant ()



2017 Harris Poll EquiTrend®

Coffee & Quick Service Restaurant Brand of the Year

1. Starbucks Coffee Shops
2. Dunkin' Donuts Stores
3. Krispy Kreme
4. Einstein Bros Bagels

Other Coffee & Quick Service Restaurant brands in study ranked below category average (alphabetically): Bruegger's Bagels, Caribou Coffee Shops, McCafe, Seattle's Best Coffee Shops, Tim Hortons

Fast Casual Mexican Restaurant ()



2017 Harris Poll EquiTrend®

Fast Casual Mexican Restaurant Brand of the Year

1. Moe's Southwest Grill
2. Baja Fresh Mexican Grill
3. Taco Bell

Other Fast Casual Mexican Restaurant brands in study ranked below category average (alphabetically): Chipotle Mexican Grill, Del Taco, Qdoba Mexican Grill

Ice Cream and FroYo Shop ()



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Ice Cream and FroYo Shop Brand of the Year

1. Ben & Jerry's Ice Cream Shop
2. Baskin Robbin's Ice Cream Shop
3. Cold Stone Creamery

Other Ice Cream and FroYo Shop brands in study ranked below category average (alphabetically): Menchie's Frozen Yogurt Shop, Red Mango Frozen Yogurt Cafe, TCBY Frozen Yogurt Shop

Pizza Chain ()



2017 Harris Poll EquiTrend®

Pizza Chain Brand of the Year

1. Papa John's Pizza
2. Blaze Pizza
3. Pizza Hut
4. Marco's Pizza

Other Pizza Chain brands in study ranked below category average (alphabetically): CiCi's Pizza, Domino's Pizza, Little Caesars Pizza

Sandwich Shop ()



2017 Harris Poll EquiTrend®

Sandwich Shop Brand of the Year

1. Subway
2. Panera Bread
3. Potbelly Sandwich Shop
4. Corner Bakery Cafe

Other Sandwich Shop brands in study ranked below category average (alphabetically): Arby's, Blimpie, Jersey Mike's Subs, Jimmy John's, Quiznos

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Retail

Department Store ()



2017 Harris Poll EquiTrend®

Department Store Brand of the Year

1. Kohl's Department Stores
2. Macy's Department Stores
3. JCPenney Department Stores

Other Department Store brands in study ranked below category average (alphabetically): Belk Department Stores, Dillard's Department Stores, Sears Department Stores

Electronics Store ()



2017 Harris Poll EquiTrend®

Electronics Store Brand of the Year

1. Best Buy Stores
2. Apple Store
3. Microsoft Store
4. B&H Photo Video

Other Electronics Store brands in study ranked below category average (alphabetically): AT&T Stores, Brookstone Retail Stores, Game Stop Retail Store, h.h. gregg appliances & electronics, Radio Shack, Verizon Wireless Stores

Footwear Store ()



2017 Harris Poll EquiTrend®

Footwear Store Brand of the Year

1. DSW (Designer Shoe Warehouse)
2. Journey's Shoe Stores
3. Foot Locker
4. Shoe Carnival Stores

Other Footwear Store brands in study ranked below category average (alphabetically): Famous Footwear, Lady Foot Locker, Payless ShoeSource

Hardware & Home Store ()



2017 Harris Poll EquiTrend®

Hardware & Home Store Brand of the Year

1. The Home Depot
2. Lowe's Home Improvement Warehouses

Other Hardware & Home Store brands in study ranked below category average (alphabetically): Ace Hardware, Menards, True Value

Luxury Department Store ()

NORDSTROM

2017 Harris Poll EquiTrend®

Luxury Department Store Brand of the Year

1. Nordstrom Department Store
2. Saks 5th Avenue Department Store

Other Luxury Department Store brands in study ranked below category average (alphabetically): Bloomingdale's Department Store, Lord & Taylor Department Store, Neiman Marcus Department Store

Off-Price Retailer ()



2017 Harris Poll EquiTrend®

Off-Price Retailer Brand of the Year

1. TJ Maxx Stores

Other Off-Price Retailer brands in study ranked below category average (alphabetically): Burlington Coat Factory, Marshalls Stores, Ross Dress For Less

Sporting Goods Store ()



2017 Harris Poll EquiTrend®

Sporting Goods Store Brand of the Year

1. DICK'S Sporting Goods
2. REI
3. Cabela's
4. Finish Line Sporting Goods
5. Eastern Mountain Sports
6. Gander Mountain
7. Bass Pro Shops
8. Modell's Sporting Goods

Other Sporting Goods Store brands in study ranked below category average (alphabetically): Champs Sports, Dunham's Sports, MC Sports, Sports Authority

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Sports

Sports League ()



2017 Harris Poll EquiTrend®

Sports League Brand of the Year

1. NFL (National Football League)
2. NCAA Football (college football)
3. Premier League Soccer
4. MLB (Major League Baseball)
5. NCAA Basketball (college basketball)
6. NBA (National Basketball Association)
7. NHL (National Hockey League)

Other Sports League brands in study ranked below category average (alphabetically): Formula 1 Racing, MLS (Major League Soccer), NASCAR (auto racing), PGA TOUR (Professional Golfers Association), UFC (Ultimate Fighting Championship), WWE (World Wrestling Entertainment)

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Telecommunications

Smartphone ()



2017 Harris Poll EquiTrend®

Smartphone Brand of the Year

1. Apple iPhone Series Smartphones
2. Google Android Smartphones
3. Samsung Galaxy Series Smartphones

Other Smartphone brands in study ranked below category average (alphabetically): HTC Smartphones, Huawei Ascend Series Smartphones, LG Smartphones, Motorola Moto Series Smartphones, Sony Xperia Series Smartphones

Wireless Carrier ()



2017 Harris Poll EquiTrend®

Wireless Carrier Brand of the Year

1. Verizon Wireless
2. AT&T Wireless
3. T-Mobile

Other Wireless Carrier brands in study ranked below category average (alphabetically): Boost Mobile, Cricket Wireless, MetroPCS, Sprint, Virgin Mobile

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EXHIBIT 4

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Best Global Brands 2017 Rankings

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2017 Rank	Brand	Sector	Change in Brand Value	Brand Value
01		Technology	+3%	184,154 \$m
02		Technology	+6%	141,703 \$m
03		Technology	+10%	79,999 \$m
04		Beverages	-5%	69,733 \$m
05		Retail	+29%	64,796 \$m
06		Technology	+9%	56,249 \$m
07		Automotive	-6%	50,291 \$m
08		Technology	+48%	48,188 \$m
09		Automotive	+10%	47,829 \$m
10		Business Services	-11%	46,829 \$m
11		Diversified	+3%	44,208 \$m
12		Restaurants	+5%	41,533 \$m
13		Automotive	0%	41,521 \$m

15		Technology	+7%	39,459 \$m
14		Media	+5%	40,772 \$m
16		Technology	+3%	31,930 \$m
17		Technology	+3%	27,466 \$m
18		Sporting Goods	+8%	27,021 \$m
19		Luxury	-4%	22,919 \$m
20		Automotive	+3%	22,696 \$m
21		Technology	+6%	22,635 \$m
22		Beverages	+1%	20,491 \$m
23		Apparel	-10%	20,488 \$m
24		Apparel	+11%	18,573 \$m
25		Retail	+4%	18,472 \$m
26		FMCG	-9%	18,200 \$m
27		Financial Services	-3%	17,787 \$m
28		FMCG	+2%	16,416 \$m
29		Logistics	+7%	16,387 \$m
30		Financial Services	+11%	15,749 \$m
31		Alcohol	+2%	15,375 \$m
32		Luxury	+11%	14,210 \$m

33	Work View Best Brands Services About Contact	 Automotive	+5%	13,643 \$m
34		 Retail	+1%	13,224 \$m
35		 Automotive	+5%	13,193 \$m
36		 Beverages	+1%	12,661 \$m
37		 Business Services	+4%	12,471 \$m
38		 Automotive	+2%	12,023 \$m
39		 Automotive	+4%	11,534 \$m
40		 Automotive	+1%	11,522 \$m
41		 Electronics	+2%	11,519 \$m
42		 Financial Services	+5%	11,073 \$m
43		 FMCG	-6%	10,972 \$m
44		 Financial Services	+16%	10,864 \$m
45		 FMCG	-2%	10,674 \$m
46		 Financial Services	+3%	10,599 \$m
47		 Financial Services	+1%	10,534 \$m
48		 Automotive	+6%	10,129 \$m
49		 Financial Services	+6%	10,059 \$m
50		 Diversified	+6%	9,982 \$m

	Work	Views	Best Brands	Services	About	Contact		Global 9 Q
51			GUCCI			Luxury	+6%	9,969 \$m
52			Canon			Electronics	-12%	9,788 \$m
53						Technology	-8%	9,541 \$m
54						FMCG	+1%	9,322 \$m
55						Sporting Goods	+17%	9,216 \$m
56						Technology	+19%	9,060 \$m
57						Technology	-19%	8,951 \$m
58						Diversified	+9%	8,947 \$m
59						FMCG	0%	8,728 \$m
60						Restaurants	+16%	8,704 \$m
61			SONY			Electronics	+2%	8,474 \$m
62						FMCG	-1%	8,325 \$m
63			Morgan Stanley			Financial Services	+14%	8,205 \$m
64			VISA			Financial Services	+1%	7,815 \$m
65			<i>Cartier</i>			Luxury	-2%	7,547 \$m
66						Media	+4%	7,100 \$m
67						FMCG	+5%	7,024 \$m
68						Financial Services	+8%	6,702 \$m

	Work	Views	Best Brands	Services	About	Contact	Global	Q
70			Technology	+6%			6,626 \$m	
71			Financial Services	+11%			6,350 \$m	
72			Logistics	+12%			6,255 \$m	
73			Automotive	+7%			6,095 \$m	
74			FMCG	+4%			6,041 \$m	
75			Electronics	-6%			5,983 \$m	
76			Logistics	0%			5,715 \$m	
77			Automotive	+3%			5,671 \$m	
78			Media	NEW			5,592 \$m	
79			Media	-9%			5,411 \$m	
80			Financial Services	+12%			5,408 \$m	
81			Luxury	-6%			5,394 \$m	
82			Alcohol	+3%			5,332 \$m	
83			Restaurants	-7%			5,313 \$m	
84			Technology	NEW			5,224 \$m	
85			Alcohol	+1%			5,181 \$m	
86			Luxury	-4%			5,135 \$m	

88	Work Views Best Brands Services About Contact		Automotive	NEW	Global 9 Q
87			Automotive	+3%	4,876 \$m 5,114 \$m
89			Diversified	-10%	4,868 \$m
90			Beverages	-6%	4,842 \$m
91			Energy	+5%	4,823 \$m
92			Diversified	-1%	4,783 \$m
93			Alcohol	+6%	4,776 \$m
94		PRADA	Luxury	-14%	4,716 \$m
95		Dior	Luxury	-7%	4,587 \$m
96			Alcohol	+2%	4,405 \$m
97			Alcohol	+1%	4,288 \$m
98		TESLA	Automotive	0%	4,009 \$m
99			Alcohol	-3%	4,006 \$m
100			Technology	-1%	4,004 \$m

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Interbrand

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Best Global Brands 2016 Rankings

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2016 Rank	Brand	Change in Brand Value	Brand Value
01		+5%	178,119 \$m
02		+11%	133,252 \$m
03		-7%	73,102 \$m
04		+8%	72,795 \$m
05		+9%	53,580 \$m
06		-19%	52,500 \$m
07		+14%	51,808 \$m
08		+33%	50,338 \$m
09		+18%	43,490 \$m
10		+2%	43,130 \$m
11		+12%	41,535 \$m
12		-1%	39,381 \$m

Interbrand

14		+4% +6%	36,952 \$m 38,790 \$m
15		+48%	32,593 \$m
16		+4%	30,948 \$m
17		-3%	26,552 \$m
18		+9%	25,034 \$m
19		+8%	23,998 \$m
20		+2%	22,681 \$m
21		-4%	22,106 \$m
22		+13%	21,293 \$m
23		+3%	20,265 \$m
24		-10%	19,950 \$m
25		-3%	18,358 \$m
26		+8%	17,834 \$m
27		+19%	16,766 \$m

Interbrand

29		+4%	15,333 \$m
28		+6%	16,134 \$m
30		+8%	15,099 \$m
31		+3%	14,227 \$m
32		-6%	13,136 \$m
33		+12%	12,962 \$m
34		+17%	12,833 \$m
35		+11%	12,547 \$m
36		+2%	12,517 \$m
37		+11%	12,033 \$m
38		+14%	11,799 \$m
39		-7%	11,711 \$m
40		-9%	11,436 \$m
41		+4%	11,336 \$m
42		-2%	11,081 \$m
43		+22%	11,066 \$m

Interbrand

44		NEW	11,027 \$m
45	L'ORÉAL	+1%	10,930 \$m
46		+14%	10,579 \$m
47	HSBC 	-10%	10,458 \$m
48		NEW	10,386 \$m
49		+5%	10,276 \$m
50		+18%	9,537 \$m
51	Allianz 	+12%	9,528 \$m
52	SIEMENS	+10%	9,415 \$m
53	GUCCI	+6%	9,385 \$m
54		-2%	9,378 \$m
55		+7%	9,197 \$m
56		+1%	8,708 \$m
57		-1%	8,413 \$m
58		+8%	8,315 \$m

Interbrand

59		+13%	8,199 \$m
60		+16%	7,885 \$m
61		+13%	7,747 \$m
62		-2%	7,738 \$m
63		+21%	7,586 \$m
64		+20%	7,490 \$m
65		+2%	7,200 \$m
66		+4%	6,830 \$m
67		+25%	6,691 \$m
68		-1%	6,365 \$m
69		+12%	6,326 \$m
70		+2%	6,223 \$m
71		-9%	5,944 \$m
72		+18%	5,835 \$m
73		+5%	5,790 \$m

Interbrand

74 75		-9% +2%	5,761 \$m 5,742 \$m
76		+3%	5,736 \$m
77		+6%	5,708 \$m
78		+11%	5,696 \$m
79		+9%	5,579 \$m
80		+1%	5,527 \$m
81	PRADA	-12%	5,504 \$m
82	CATERPILLAR	-9%	5,425 \$m
83	BURBERRY	-9%	5,362 \$m
84		-12%	5,290 \$m
85		+1%	5,193 \$m
86		-4%	5,148 \$m
87		+6%	5,123 \$m
88		+18%	4,986 \$m

Interbrand

89		+14% NEW	4,839 \$m 4,909 \$m
91		-8%	4,815 \$m
92		-17%	4,599 \$m
93		+1%	4,509 \$m
94		-9%	4,320 \$m
95		-5%	4,317 \$m
96		-4%	4,252 \$m
97		0%	4,118 \$m
98		-12%	4,092 \$m
99		-2%	4,045 \$m
100		NEW	4,011 \$m

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Interbrand

Rankings

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2015 Rank	Brand	Brand Value	Change in Brand Value
01		170,276 \$m	+43%
02		120,314 \$m	+12%
03		78,423 \$m	-4%
04		67,670 \$m	+11%
05		65,095 \$m	-10%
06		49,048 \$m	+16%
07		45,297 \$m	0%
08		42,267 \$m	-7%
09		39,809 \$m	-6%
10		37,948 \$m	+29%
11		37,212 \$m	+9%
12		36,711 \$m	+7%
13		36,514 \$m	+13%

Interbrand

14		35,415 \$m	+4%
15		29,854 \$m	-3%
16		27,283 \$m	+5%
17		23,070 \$m	+16%
18		23,056 \$m	-3%
19		22,975 \$m	+6%
20		22,250 \$m	-1%
21		22,222 \$m	+5%
22		22,218 \$m	-3%
23		22,029 \$m	+54%
24		19,622 \$m	+3%
25		18,922 \$m	-3%
26		18,768 \$m	+8%
27		16,541 \$m	+4%
28		15,267 \$m	+8%

Interbrand

29		14,723 \$m	+2%
30		14,031 \$m	+16%
31		13,943 \$m	+7%
32		13,940 \$m	-3%
33		13,749 \$m	+10%
34		12,637 \$m	-6%
35		12,545 \$m	-9%
36		12,257 \$m	+7%
37		11,656 \$m	-11%
38		11,578 \$m	+6%
39		11,293 \$m	+8%
40		11,278 \$m	-4%
41		10,944 \$m	+22%
42		10,800 \$m	+9%
43		10,798 \$m	+6%

Interbrand

45		9,784 \$m	+12%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50		8,882 \$m	-14%
51		8,632 \$m	+5%
52		8,588 \$m	+7%
53		8,553 \$m	-1%
54		8,498 \$m	+10%
55		8,464 \$m	+3%
56		8,055 \$m	+12%
57		7,924 \$m	+6%
58		7,702 \$m	-5%

Interbrand

60	 Morgan Stanley	7,083 \$m	+12%
59		7,243 \$m	+17%
61		6,870 \$m	+15%
62		6,811 \$m	-8%
63	 THOMSON REUTERS	6,583 \$m	-12%
64		6,509 \$m	+6%
65		6,436 \$m	+2%
66	 TIFFANY & CO.	6,306 \$m	+6%
67		6,266 \$m	+16%
68	 Adobe	6,257 \$m	+17%
69	 PRADA	6,222 \$m	+4%
70	 Santander	6,097 \$m	+13%
71		6,033 \$m	-9%
72	 CATERPILLAR	5,976 \$m	-12%
73	 BURBERRY	5,873 \$m	+5%
74		5,666 \$m	+5%

Interbrand

75		5,639 \$m	-7%
76		5,551 \$m	+17%
77		5,533 \$m	+7%
78		5,530 \$m	-12%
79		5,460 \$m	+14%
80		5,391 \$m	+6%
81		5,365 \$m	-5%
82		5,362 \$m	New
83		5,208 \$m	+2%
84		5,161 \$m	+6%
85		5,133 \$m	+2%
86		5,130 \$m	+16%
87		5,109 \$m	+14%
88		4,952 \$m	+15%
89		4,822 \$m	+14%

Interbrand

90		4,763 \$m	-7%
91		4,629 \$m	-7%
92		4,540 \$m	-6%
93		4,456 \$m	+2%
94		4,407 \$m	-4%
95		4,330 \$m	-7%
96		4,270 \$m	+3%
97		4,251 \$m	New
98		4,243 \$m	New
99		4,131 \$m	New
100		4,114 \$m	New

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Interbrand

Rankings

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2014 Rank	Brand	Sector	Brand Value	Change in Brand Value	
01		Technology	118,863 \$m	+21%	
02		Technology	107,439 \$m	+15%	
03		Beverages	81,563 \$m	+3%	
04		Business Services	72,244 \$m	-8%	
05		Technology	61,154 \$m	+3%	
06		Diversified	45,480 \$m	-3%	
07		Technology	45,462 \$m	+15%	
08		Automotive	42,392 \$m	+20%	
09		Restaurants	42,254 \$m	+1%	
10		Automotive	34,338 \$m	+8%	
11		Automotive	34,214 \$m	+7%	

Interbrand

	12		Technology	34,153 \$m	-8%	▸
▼	13		Media	32,223 \$m	+14%	▸
▼						▸
	14		Technology	30,936 \$m	+6%	▸
▼						▸
	15		Retail	29,478 \$m	+25%	▸
▼						▸
	16		Technology	25,980 \$m	+8%	▸
▼						▸
	17		Technology	23,758 \$m	-8%	▸
▼						▸
	18		FMCG	22,845 \$m	-9%	▸
▼						▸
	19		Luxury	22,552 \$m	-9%	▸
▼						▸
	20		Automotive	21,673 \$m	+17%	▸
▼						▸
	21		Apparel	21,083 \$m	+16%	▸
▼						▸
	22		Sporting Goods	19,875 \$m	+16%	▸
▼						▸
	23		Financial Services	19,510 \$m	+11%	▸
▼						▸
	24		Beverages	19,119 \$m	+7%	▸
▼						▸
	25		Technology	17,340 \$m	+4%	▸
▼						▸
	26		Retail	15,885 \$m	+15%	▸
▼						▸

Interbrand

27		Logistics	14,470 \$m	+5%	▶
28		Retail	14,358 \$m	+9%	▶
▼					▶
29		Technology	14,349 \$m	+86%	▶
▼					▶
30		FMCG	14,078 \$m	+8%	▶
▼					▶
31		Automotive	13,716 \$m	+23%	▶
▼					▶
32		FMCG	13,442 \$m	+4%	▶
▼					▶
33		Financial Services	13,142 \$m	+8%	▶
▼					▶
34		Alcohol	13,024 \$m	+3%	▶
▼					▶
35		Financial Services	12,456 \$m	+9%	▶
▼					▶
36		Apparel	12,126 \$m	+12%	▶
▼					▶
37		Electronics	11,702 \$m	+6%	▶
▼					▶
38		Beverages	11,406 \$m	+7%	▶
▼					▶
39		Automotive	10,876 \$m	+18%	▶
▼					▶
40		Automotive	10,409 \$m	+16%	▶
▼					▶
41		Luxury	10,385 \$m	+2%	▶
▼					▶

Interbrand

43		Electronics	10,202 \$m	+5%	▶
44		Business Services	9,882 \$m	+4%	▶
45		Automotive	9,831 \$m	+27%	▶
46		Luxury	8,977 \$m	+18%	▶
47		Financial Services	8,758 \$m	+3%	▶
48		Financial Services	8,737 \$m	+10%	▶
49		Diversified	8,672 \$m	+2%	▶
50		FMCG	8,215 \$m	+5%	▶
51		FMCG	8,205 \$m	+3%	▶
52		Electronics	8,133 \$m	-3%	▶
53		Financial Services	8,120 \$m	+14%	▶
54		FMCG	8,000 \$m	+6%	▶
55		Financial Services	7,702 \$m	+15%	▶
56		Automotive	7,623 \$m	+23%	▶

Interbrand

▼	57		Luxury	7,449 \$m	+8%	▶
▼			Media	7,472 \$m	-8%	▶
▼	59		Sporting Goods	7,378 \$m	-2%	▶
▼	60		Automotive	7,171 \$m	+11%	▶
▼	61		Diversified	6,812 \$m	-4%	▶
▼	62		Business Services	6,641 \$m	-2%	▶
▼	63		Financial Services	6,334 \$m	+11%	▶
▼	64		Electronics	6,303 \$m	+8%	▶
▼	65		Energy	6,288 \$m	+14%	▶
▼	66		Diversified	6,177 \$m	+14%	▶
▼	67		Media	6,143 \$m	+7%	▶
▼	68		Restaurants	6,059 \$m	-2%	▶
▼	69		Financial Services	5,998 \$m	+10%	▶
▼	70		Luxury	5,977 \$m	+7%	▶
▼	71		Luxury	5,936 \$m	+9%	▶
▼	72		Beverages	5,646 \$m	-3%	▶



73		Luxury	5,594 \$m	+8%	▶
▼					
74		Automotive	5,396 \$m	+15%	▶
▼					
75		Financial Services	5,382 \$m	+16%	▶
▼					
76		Restaurants	5,382 \$m	+22%	▶
▼					
77		Technology	5,333 \$m	+9%	▶
▼					
78		FMCG	5,194 \$m	+9%	▶
▼					
79		Diversified	5,124 \$m	+5%	▶
▼					
80		Media	5,102 \$m	+2%	▶
▼					
81		Logistics	5,084 \$m	NEW	▶
▼					
82		Automotive	5,036 \$m	+10%	▶
▼					
83		Apparel	4,979 \$m	+9%	▶
▼					
84		FMCG	4,935 \$m	+6%	▶
▼					
85		Alcohol	4,884 \$m	+5%	▶
▼					
86		Alcohol	4,842 \$m	+2%	▶
▼					
87		Automotive	4,772 \$m	+13%	▶
▼					

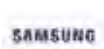


			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants	4,196 \$m	-2%	
▼						
	97		Apparel	4,143 \$m	NEW	
▼						
	98		Technology	4,138 \$m	-44%	
▼						
	99		Apparel	4,122 \$m	+5%	
▼						
	100		Electronics	4,103 \$m	-33%	
▼						

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Interbrand**Best Global Brands 2013
Rankings**

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2013 Rank	Brand	Change in Brand Value	Brand Value
01		+28%	98,316 \$m
02		+34%	93,291 \$m
03		+2%	79,213 \$m
04		+4%	78,808 \$m
05		+3%	59,546 \$m
06		+7%	46,947 \$m
07		+5%	41,992 \$m
08		+20%	39,610 \$m
09		-5%	37,257 \$m
10		+17%	35,346 \$m
11		+6%	31,904 \$m
12		+10%	31,839 \$m
13		+7%	29,053 \$m

Interbrand			
14		+3%	28,147 \$m
15		-1%	25,843 \$m
16		+1%	25,105 \$m
17		+6%	24,893 \$m
18		+9%	24,088 \$m
19		+27%	23,620 \$m
20		+7%	18,490 \$m
21		+10%	18,168 \$m
22		+8%	17,892 \$m
23		+12%	17,646 \$m
24		+13%	17,085 \$m
25		+7%	16,676 \$m
26		+8%	13,818 \$m
27		+5%	13,763 \$m
28		+20%	13,162 \$m

Interbrand

29		+15%	13,035 \$m
30		+8%	12,987 \$m
31		+6%	12,614 \$m
32	HSBC 	+7%	12,183 \$m
33	J.P.Morgan	0%	11,456 \$m
34		+20%	11,120 \$m
35		-9%	10,989 \$m
36	ZARA	+14%	10,821 \$m
37	NESCAFÉ 	-4%	10,651 \$m
38	GUCCI	+7%	10,151 \$m
39	L'ORÉAL	+12%	9,874 \$m
40		+8%	9,813 \$m
41	accenture	+8%	9,471 \$m
42		+15%	9,181 \$m
43		+20%	9,004 \$m

Interbrand

44		+12%	8,536 \$m
45		+13%	8,503 \$m
46		-8%	8,408 \$m
47		-4%	8,103 \$m
48		+5%	7,973 \$m
49		+6%	7,968 \$m
50		+2%	7,833 \$m
51		+8%	7,767 \$m
52		+43%	7,732 \$m
53		-1%	7,648 \$m
54		+23%	7,616 \$m
55		+12%	7,535 \$m
56		+9%	7,527 \$m
57		-65%	7,444 \$m
58		+13%	7,125 \$m

Interbrand

60		+5%	6,996 \$m
61		-10%	6,845 \$m
62		+1%	6,779 \$m
63		+8%	6,710 \$m
64		+26%	6,471 \$m
65		+25%	6,203 \$m
66		+3%	6,192 \$m
67		-14%	6,086 \$m
68		+1%	5,821 \$m
69		+2%	5,811 \$m
70		NEW	5,756 \$m
71		-21%	5,724 \$m
72		+30%	5,570 \$m
73		+16%	5,535 \$m

Interbrand

75		+5%	5,440 \$m
74		+11%	5,465 \$m
76		+16%	5,413 \$m
77		+20%	5,189 \$m
78		-12%	4,980 \$m
79		+8%	4,899 \$m
80		+15%	4,865 \$m
81		+9%	4,777 \$m
82		+10%	4,745 \$m
83		+15%	4,708 \$m
84		-2%	4,660 \$m
85		NEW	4,645 \$m
86		+7%	4,642 \$m
87		-11%	4,610 \$m
88		+14%	4,584 \$m
89		NEW	4,578 \$m

Interbrand

90		+2%	4,428 \$m
91		+8%	4,399 \$m
92		+10%	4,331 \$m
93		+5%	4,276 \$m
94		+2%	4,269 \$m
95		+5%	4,262 \$m
96		+10%	4,230 \$m
97		+8%	4,206 \$m
98		+6%	4,013 \$m
99		+3%	3,943 \$m
100		+5%	3,920 \$m

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Interbrand**Best Global Brands 2012
Rankings**

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2012 Rank	Brand	Change in Brand Value	Brand Value
01		+8%	77,839 \$m
02		+129%	76,568 \$m
03		+8%	75,532 \$m
04		+26%	69,726 \$m
05		-2%	57,853 \$m
06		+2%	43,682 \$m
07		+13%	40,062 \$m
08		+12%	39,385 \$m
09		+40%	32,893 \$m
10		+9%	30,280 \$m
11		+10%	30,097 \$m
12		+18%	29,052 \$m
13		-5%	27,438 \$m

Interbrand

14		+7%	27,197 \$m
15		-8%	26,087 \$m
16		+4%	24,898 \$m
17		+2%	23,577 \$m
18		+28%	22,126 \$m
19		-16%	21,009 \$m
20		+46%	18,625 \$m
21		-11%	17,280 \$m
22		+14%	16,594 \$m
23		+1%	16,571 \$m
24		+8%	15,702 \$m
25		+8%	15,641 \$m
26		+4%	15,126 \$m
27		+4%	13,088 \$m
28		+8%	12,808 \$m

Interbrand

29		+6%	12,068 \$m
30		+3%	12,029 \$m
31		-3%	11,872 \$m
32		-8%	11,471 \$m
33		-4%	11,378 \$m
34		NEW	11,296 \$m
35		-8%	11,089 \$m
36		+12%	10,947 \$m
37		+18%	9,488 \$m
38		+8%	9,446 \$m
39		+18%	9,252 \$m
40		-8%	9,111 \$m
41		+5%	9,066 \$m
42		+1%	8,821 \$m
43		+9%	8,745 \$m

Interbrand

44		-11%	8,444 \$m
45		+6%	7,958 \$m
46		+1%	7,722 \$m
47		+7%	7,643 \$m
48		-16%	7,599 \$m
49		-9%	7,591 \$m
50		-12%	7,570 \$m
51		-5%	7,534 \$m
52		+8%	7,498 \$m
53		+24%	7,473 \$m
54	Morgan Stanley	+9%	7,218 \$m
55		+17%	7,196 \$m
56		-8%	7,082 \$m
57		+5%	6,916 \$m
58		+1%	6,748 \$m

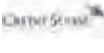
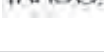
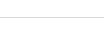
Interbrand

60		+5%	6,794 \$m
61		+13%	6,306 \$m
62		+16%	6,184 \$m
63		+15%	6,182 \$m
64		+2%	5,994 \$m
65		+14%	5,765 \$m
66		+2%	5,709 \$m
67		-12%	5,648 \$m
68	<i>Cartier</i>	+15%	5,495 \$m
69		NEW	5,421 \$m
70	TIFFANY & CO.	+15%	5,159 \$m
71	AVON	-4%	5,151 \$m
72		+12%	5,149 \$m
73		+30%	4,969 \$m

Interbrand

75		+7%	4,788 \$m
74		+10%	4,944 \$m
76		-6%	4,771 \$m
77		+18%	4,656 \$m
78		+9%	4,557 \$m
79		+8%	4,378 \$m
80		-7%	4,360 \$m
81		+1%	4,352 \$m
82		+16%	4,342 \$m
83		+12%	4,301 \$m
84		NEW	4,271 \$m
85		+16%	4,221 \$m
86		+2%	4,193 \$m
87		NEW	4,089 \$m
88		+11%	4,062 \$m
89		+3%	4,061 \$m

Interbrand

90		+5%	4,050 \$m
91		NEW	4,038 \$m
92		+3%	3,939 \$m
93		-39%	3,922 \$m
94		NEW	3,896 \$m
95		-5%	3,866 \$m
96		+10%	3,857 \$m
97		-13%	3,851 \$m
98		-13%	3,824 \$m
99		+5%	3,770 \$m
100		-8%	3,731 \$m

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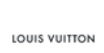
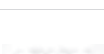
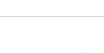
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Interbrand**Best Global Brands 2011
Rankings**

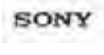
Filter +

2011 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	71,861 \$m
02		+8%	69,905 \$m
03		-3%	59,087 \$m
04		+27%	55,317 \$m
05		0%	42,808 \$m
06		+6%	35,593 \$m
07		+10%	35,217 \$m
08		+58%	33,492 \$m
09		+1%	29,018 \$m
10		+6%	28,479 \$m
11		+6%	27,764 \$m
12		+9%	27,445 \$m
13		+9%	25,309 \$m

Interbrand

14		-15%	25,071 \$m
15		+10%	24,554 \$m
16		+3%	23,997 \$m
17		+20%	23,430 \$m
18		+6%	23,172 \$m
19		+5%	19,431 \$m
20		+16%	17,262 \$m
21		+2%	16,459 \$m
22		+4%	14,590 \$m
23		+5%	14,572 \$m
24		+14%	14,542 \$m
25		+6%	14,528 \$m
26		+32%	12,758 \$m
27		+6%	12,536 \$m
28		+1%	12,437 \$m

Interbrand

29		0%	12,252 \$m
30		-5%	12,115 \$m
31		-5%	11,863 \$m
32		+2%	11,792 \$m
33		+2%	11,715 \$m
34		+3%	11,372 \$m
35		-13%	9,880 \$m
36		+16%	9,805 \$m
37		+6%	9,515 \$m
38		-3%	9,091 \$m
39		+5%	8,763 \$m
40		+9%	8,699 \$m
41		0%	8,658 \$m
42		-3%	8,620 \$m
43		-6%	8,347 \$m

Interbrand

44	ZARA	+8%	8,065 \$m
45	accenture	+7%	8,005 \$m
46		+8%	7,900 \$m
47		+14%	7,857 \$m
48		-14%	7,731 \$m
49		+1%	7,609 \$m
50		+4%	7,483 \$m
51		+3%	7,127 \$m
52		+9%	6,936 \$m
53		0%	6,694 \$m
54	Morgan Stanley	-4%	6,634 \$m
55		+1%	6,613 \$m
56		-5%	6,424 \$m
57		+5%	6,414 \$m
58		-5%	6,383 \$m

Interbrand

60		+12%	6,154 \$m
61		+19%	6,005 \$m
62		+1%	5,902 \$m
63		-3%	5,604 \$m
64		+19%	5,598 \$m
65		+6%	5,376 \$m
66		+12%	5,356 \$m
67		+9%	5,345 \$m
68		+5%	5,088 \$m
69		+16%	5,047 \$m
70		+18%	4,781 \$m
71		+3%	4,672 \$m
72		+4%	4,580 \$m
73		+9%	4,498 \$m

Interbrand

75		+12%	4,478 \$m
74		+12%	4,483 \$m
76		-11%	4,413 \$m
77		+9%	4,383 \$m
78		+7%	4,319 \$m
79		+1%	4,259 \$m
80		+15%	4,170 \$m
81		+3%	4,092 \$m
82		+2%	4,090 \$m
83		-2%	4,072 \$m
84		+2%	4,040 \$m
85		+10%	3,945 \$m
86		+2%	3,924 \$m
87		+4%	3,883 \$m
88		+8%	3,842 \$m
89		+6%	3,841 \$m

Interbrand

90		NEW	3,819 \$m
91		+8%	3,809 \$m
92		0%	3,799 \$m
93		+10%	3,794 \$m
94		+8%	3,769 \$m
95		+20%	3,732 \$m
96		+10%	3,663 \$m
97		NEW	3,651 \$m
98		NEW	3,605 \$m
99		+1%	3,591 \$m
100		+7%	3,512 \$m

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Interbrand**Best Global Brands 2010
Rankings**

Filter +

2010 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	70,452 \$m
02		+7%	64,727 \$m
03		+7%	60,895 \$m
04		+36%	43,557 \$m
05		-10%	42,808 \$m
06		+4%	33,578 \$m
07		+4%	32,015 \$m
08		-15%	29,495 \$m
09		+1%	28,731 \$m
10		+12%	26,867 \$m
11		-16%	26,192 \$m
12		+6%	25,179 \$m
13		+2%	23,298 \$m

Interbrand

14		+5%	23,219 \$m
15		+3%	22,322 \$m
16	LOUIS VUITTON	+4%	21,860 \$m
17		+37%	21,143 \$m
18		+5%	19,961 \$m
19	SAMSUNG	+11%	19,491 \$m
20	HONDA	+4%	18,506 \$m
21	H&M	+5%	16,136 \$m
22	ORACLE	+9%	14,881 \$m
23		+3%	14,061 \$m
24		-7%	13,944 \$m
25		+4%	13,706 \$m
26	SAP	+5%	12,756 \$m
27	NESCAFÉ	-4%	12,753 \$m
28		+4%	12,487 \$m

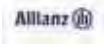
Interbrand

29		+29%	12,314 \$m
30		+4%	12,252 \$m
31		+2%	11,826 \$m
32	HSBC 	+10%	11,561 \$m
33		+10%	11,485 \$m
34		-5%	11,356 \$m
35		+6%	11,041 \$m
36		+23%	9,665 \$m
37		+1%	9,372 \$m
38		-2%	8,990 \$m
39		+6%	8,976 \$m
40		-13%	8,887 \$m
41		-14%	8,880 \$m
42		+7%	8,696 \$m
43		+15%	8,453 \$m

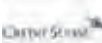
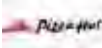
Interbrand

44	GUCCI	+2%	8,346 \$m
45	L'ORÉAL	+3%	7,981 \$m
46		+4%	7,534 \$m
47	accenture	-3%	7,481 \$m
48	ZARA	+10%	7,468 \$m
49		0%	7,315 \$m
50		+3%	7,195 \$m
51		+6%	6,919 \$m
52	Morgan Stanley	+8%	6,911 \$m
53		+6%	6,892 \$m
54		+32%	6,762 \$m
55		+3%	6,719 \$m
56		+3%	6,694 \$m
57		+4%	6,548 \$m
58		+7%	6,363 \$m

Interbrand

60		+5%	6,844 \$m
61		NEW	5,777 \$m
62		+2%	5,495 \$m
63		+9%	5,461 \$m
64	AVON	+3%	5,072 \$m
65		+9%	5,033 \$m
66	YAHOO!	-3%	4,958 \$m
67		+28%	4,904 \$m
68		NEW	4,846 \$m
69		+4%	4,782 \$m
70	CATERPILLAR	-6%	4,704 \$m
71		+3%	4,536 \$m
72		+4%	4,404 \$m
73		+3%	4,351 \$m

Interbrand

75		+8%	4,155 \$m
74		NEW	4,218 \$m
76	TIFFANY & CO.	+3%	4,127 \$m
77	<i>Cartier</i>	+2%	4,052 \$m
78		NEW	4,036 \$m
79		+7%	4,021 \$m
80		NEW	4,010 \$m
81		+24%	4,003 \$m
82		+26%	3,998 \$m
83		+2%	3,973 \$m
84		+1%	3,961 \$m
85		NEW	3,847 \$m
86		-13%	3,812 \$m
87		+5%	3,734 \$m
88		+15%	3,626 \$m
89		-2%	3,624 \$m

Interbrand 90		NEW	3,586 \$m
91		+1%	3,562 \$m
92		NEW	3,557 \$m
93		NEW	3,516 \$m
94		NEW	3,496 \$m
95		+4%	3,443 \$m
96		+5%	3,403 \$m
97		+2%	3,339 \$m
98		-24%	3,281 \$m
99		+5%	3,241 \$m
100		0%	3,110 \$m

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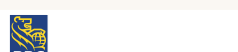
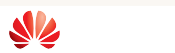
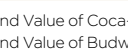
EXHIBIT 5

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
1		Technology	245,581	4	7%	0
2		Technology	234,671	4	3%	0
3		Technology	143,222	4	18%	0
4		Retail	139,286	4	41%	3
5		Technology	129,800	4	27%	0
6		Telecom Providers	115,112	3	7%	-2
7		Payments	110,999	4	10%	-1
8		Technology	108,292	5	27%	3
9		Technology	102,088	4	18%	1
10		Fast Food	97,723	4	10%	-1
11		Telecom Providers	89,279	3	-4%	-3
12		Tobacco	87,519	3	4%	0
13		Soft Drinks	78,142	5	-3%	0
14		Retail	59,127	2	20%	4
15		Regional Banks	58,424	3	0%	-1
16		Logistics	58,275	4	17%	1
17		Telecom Providers	56,535	4	1%	-2
18		Entertainment	52,040	4	6%	1
19		Conglomerate	50,208	2	-7%	-3
20		Payments	49,928	4	8%	0
21		Technology	45,194	3	16%	1
22		Fast Food	44,230	4	2%	-1
23		Telecom Providers	41,808	3	NEW ENTRY	
24		Retail	40,327	3	11%	2
25		Telecom Providers	38,493	3	2%	-2

Source: Kantar Millward Brown / BrandZ™ (including data from 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 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
26		Apparel	34,185	4	-9%	-2
27		Telecom Providers	31,602	3	-14%	-2
28		Regional Banks	31,570	2	-6%	-1
29		Luxury	29,242	4	3%	1
30		Cars	28,660	4	-3%	-2
31		Retail	27,934	2	2%	1
32		Technology	27,243	3	19%	6
33		Beer	27,037	4	-3%	-2
34		Apparel	25,135	3	0%	1
35		Cars	24,559	4	-8%	-2
36		Payments	24,150	4	-9%	-2
37		Technology	24,007	4	23%	11
38		Personal Care	23,899	4	2%	-2
39		Technology	23,559	5	-19%	-10
40		Cars	23,513	4	4%	-1
41		Luxury	23,416	5	18%	3
42		Baby Care	22,312	5	-3%	-5
43		Telecom Providers	22,002	3	0%	-3
44		Technology	21,919	2	18%	7
45		Fast Food	21,713	4	1%	-4
46		Technology	21,359	2	10%	3
47		Regional Banks	21,145	4	8%	-2
48		Global Banks	20,536	3	1%	-5
49		Technology	20,388	3	9%	1
50		Telecom Providers	20,197	2	3%	-3

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 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
51	 FedEx	Logistics	19,441	4	20%	12
52	 PayPal	Payments	19,156	4	20%	13
53	 IKEA	Retail	18,944	3	5%	2
54	 中国建设银行 China Construction Bank	Regional Banks	18,770	2	-4%	-8
55	 ExxonMobil	Oil & Gas	18,727	1	11%	3
56	 TD	Regional Banks	18,551	3	12%	4
57	 Shell	Oil & Gas	18,346	1	23%	9
58	 Colgate	Personal Care	17,740	4	-3%	-4
59	 citi	Global Banks	17,580	2	3%	-3
60	 Commonwealth Bank	Regional Banks	17,437	3	7%	4
61	 中国平安 PING AN	Insurance	17,260	3	2%	-4
62	 orange	Telecom Providers	17,180	3	-7%	-9
63	 HDFC BANK	Regional Banks	17,137	4	19%	6
64	 MOUTAI	Alcohol	16,983	4	48%	29
65	 YouTube	Technology	16,785	4	NEW ENTRY	
66	 CISCO	Technology	16,725	2	15%	1
67	 Gillette	Personal Care	16,278	5	-1%	-6
68	 COSTCO WHOLESALE	Retail	16,257	2	12%	0
69	 BT	Telecom Providers	16,026	3	-14%	-17
70	 DHL	Logistics	15,844	4	20%	3
71	 usbank	Regional Banks	15,202	3	8%	-1
72	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	14,981	2	-8%	-10
73	 CHASE	Regional Banks	14,289	3	16%	11
74	 J.P.Morgan	Global Banks	14,129	3	18%	15
75	 ANZ	Regional Banks	14,044	3	9%	2

Source: Kantar Millward Brown / BrandZ™ (including data from 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 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
76	 Hewlett Packard Enterprise	Technology	14,018	3	NEW ENTRY	
77	 SIEMENS	Conglomerate	13,947	2	12%	4
78	 中国人寿 CHINA LIFE	Insurance	13,910	3	-17%	-19
79	 LinkedIn	Technology	13,594	4	10%	6
80	 GUCCI	Luxury	13,548	5	8%	0
81	 KFC	Fast Food	13,521	3	9%	1
82	 Lowe's	Retail	13,375	2	3%	-6
83	 Ford	Cars	13,065	3	0%	-8
84	 pepsi	Soft Drinks	12,730	4	4%	2
85	 Shell	Oil & Gas	12,639	1	-4%	-13
86	 ebay	Retail	12,365	3	7%	5
87	 Bank of America	Regional Banks	12,286	2	9%	8
88	 T	Telecom Providers	12,273	4	-4%	-10
89	 ALDI	Retail	12,273	2	2%	-2
90	 salesforce	Technology	12,234	2	NEW ENTRY	
91	 HONDA	Cars	12,163	4	-8%	-17
92	 NETFLIX	Technology	12,057	2	NEW ENTRY	
93	 Snapchat	Technology	12,026	4	NEW ENTRY	
94	 中国银行 BANK OF CHINA	Regional Banks	12,013	2	-13%	-23
95	 SoftBank	Telecom Providers	11,964	2	5%	-1
96	 Sprint	Telecom Providers	11,795	3	NEW ENTRY	
97	 THE REAL LIFE COMPANY	Insurance	11,691	3	11%	1
98	 Adobe	Technology	11,649	2	12%	2
99	 Red Bull	Soft Drinks	11,567	4	-1%	-9
100	 NISSAN	Cars	11,341	3	-1%	-8

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 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-Mobile	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 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 LV LOUIS VUITTON	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		Technology	18,632	2	1%	5
52		Telecom Providers	18,575	3	3%	6
53		Telecom Providers	18,465	3	6%	8
54		Personal Care	18,319	4	2%	3
55		Retail	18,082	3	6%	9
56		Global Banks	17,055	2	-2%	4
57		Insurance	16,910	2	6%	11
58		Oil & Gas	16,838	1	-18%	-9
59		Insurance	16,712	2	-4%	3
60		Regional Banks	16,543	3	-20%	-13
61		Personal Care	16,400	4	-17%	-9
62		Regional Banks	16,331	2	-19%	-12
63		Logistics	16,236	4	-17%	-10
64		Regional Banks	16,227	3	-21%	-16
65		Payments	15,910	4	35%	23
66		Oil & Gas	14,940	1	-21%	-12
67		Technology	14,508	2	-10%	0
68		Retail	14,461	2	29%	29
69		Regional Banks	14,440	3	3%	5
70		Regional Banks	14,098	2	-5%	2
71		Regional Banks	13,803	2	-16%	-6
72		Oil & Gas	13,206	1	-24%	-9
73		Logistics	13,199	4	-19%	-7
74		Cars	13,195	3	-1%	4
75		Cars	13,084	3	0%	5

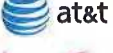
Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

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		Retail	13,001	2	21%	NEW
77		Regional Banks	12,883	3	-27%	-18
78		Telecom Providers	12,825	3	1%	4
79		Apparel	12,665	2	-8%	-4
80		Luxury	12,592	5	-9%	-4
81		Conglomerate	12,485	2	-19%	-12
82		Fast Food	12,386	3	-2%	1
83		Oil & Gas	12,341	1	-18%	-12
84		Regional Banks	12,330	3	6%	5
85		Technology	12,314	4	1%	0
86		Soft Drinks	12,188	4	-7%	-7
87		Retail	12,077	2	4%	3
88		Retail	12,074	3	17%	NEW
89		Global Banks	11,943	2	-12%	-12
90		Soft Drinks	11,667	3	3%	4
91		Retail	11,509	2	-19%	-18
92		Cars	11,479	2	1%	1
93		Alcohol	11,465	4		NEW
94		Telecom Providers	11,343	2	2%	4
95		Regional Banks	11,289	2	0%	0
96		Oil & Gas	10,552	1	-18%	-15
97		Beer	10,549	4	9%	NEW
98		Insurance	10,545	2	10%	NEW
99		Retail	10,496	2	37%	NEW
100		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		Technology	173,652	4	9%	-1
3		Technology	115,500	4	28%	1
4		Technology	93,987	4	-13%	-1
5		Payments	91,962	4	16%	2
6		Telecom Providers	89,492	3	15%	2
7		Telecom Providers	86,009	3	36%	4
8		Soft Drinks	83,841	5	4%	-2
9		Fast Food	81,162	4	-5%	-4
10		Tobacco	80,352	3	19%	-1
11		Technology	76,572	5	43%	3
12		Technology	71,121	4	99%	9
13		Retail	66,375	2	NEW ENTRY	
14		Retail	62,292	4	-3%	-4
15		Telecom Providers	59,895	4	20%	0
16		Regional Banks	59,310	3	9%	-3
17		Conglomerate	59,272	2	5%	-5
18		Logistics	51,798	5	9%	-2
19		Entertainment	42,962	5	24%	4
20		Payments	40,188	4	2%	-2
21		Technology	40,041	5	35%	4
22		Regional Banks	38,808	2	-8%	-5
23		Telecom Providers	38,461	3	6%	-3
24		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

Coca-Cola includes Lights, Diets and Zero

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		Retail	27,705	2	25%	9
32	 LV	Luxury	27,445	5	6%	-2
33		Beer	26,657	4	9%	2
34		Cars	26,349	4	2%	-2
35	 HSBC	Global Banks	24,029	3	-11%	-7
36		Regional Banks	23,989	4	6%	2
37		Baby Care	23,757	5	5%	2
38	 L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39		Technology	23,039	3	18%	10
40		Fast Food	22,561	4	7%	3
41	 中国建设银行 China Construction Bank	Regional Banks	22,065	2	-12%	-8
42		Apparel	22,036	3	-5%	-5
43	 Mercedes-Benz	Cars	21,786	4	1%	-1
44	 ORACLE	Technology	21,680	2	4%	1
45		Technology	21,602	4	-17%	-16
46	 movistar	Telecom Providers	21,215	3	2%	0
47		Regional Banks	20,638	4	3%	0
48	 Commonwealth Bank	Regional Banks	20,599	3	-2%	-4
49		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

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

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	 Shell	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	 SINOPEC	Oil & Gas	17,267	1	21%	4
64	 IKEA	Retail	17,025	3	-12%	-14
65	 中國銀行 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	 KFC	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	 Scotiabank	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

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

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	 Apple	Technology	147,880	4	-20%	-1
3	 IBM	Technology	107,541	4	-4%	0
4	 Microsoft	Technology	90,185	4	29%	3
5	 McDonald's	Fast Food	85,706	4	-5%	-1
6	 Coca-Cola	Soft Drinks	80,583	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	 SAP	Conglomerate	56,685	2	2%	-1
13	 中国工商银行	Regional Banks	54,262	3	14%	0
14	 Tencent 腾讯	Technology	53,615	4	97%	7
15	 DHL	Telecoms	49,899	3	-10%	-5
16	 KFC	Logistics	47,738	4	12%	-1
17	 中国工商银行	Regional Banks	42,101	2	2%	-1
18	 SAP	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	 American Express	Credit Card	34,430	4	46%	4
25	 Baidu 百度	Technology	29,768	4	46%	6

Source: Valuations included 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-Mobile	Telecoms	28,756	2	20%	0
28	 HSBC	Global Banks	27,051	3	13%	-3
29	 Samsung	Technology	25,892	3	21%	1
30	 Louis Vuitton	Luxury	25,873	4	14%	-1
31	 Starbucks	Fast Food	25,779	3	44%	13
32	 BMW	Cars	25,730	4	7%	-8
33	 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	 Nike	Apparel	24,579	4	55%	22
35	 Beck's	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	 中国银行	Regional Banks	22,620	4	13%	0
39	 Pampers	Baby Care	22,598	5	10%	-7
40	 H&M	Retail	22,165	2	20%	1
41	 HUGO BOSS	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	 Commonwealth Bank	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	 L'ORÉAL	Retail	19,367	3	61%	24

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

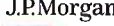
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BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51 	Regional Banks	19,072	3	15%	1
52 	Personal Care	19,025	4	7%	-7
53 	Oil & Gas	19,005	1	8%	-4
54 	Regional Banks	18,235	2	-9%	-17
55 	Technology	18,105	3	10%	-2
56 	Personal Care	17,668	4	2%	-6
57 	Global Banks	17,341	2	30%	7
58 	Logistics	17,002	4	24%	4
59 	Technology	16,800	2	36%	13
60 	Luxury	16,131	5	27%	8
61 	Retail	15,587	2	-12%	-14
62 	Telecoms	15,580	3	13%	-2
63 	Apparel	15,557	2	22%	6
64 	Telecoms	15,367	2	61%	30
65 	Regional Banks	14,926	3	9%	-2
66 	Retail	14,842	4	-9%	-11
67 	Oil & Gas	14,269	1	9%	0
68 	Regional Banks	14,177	2	0%	-10
69 	Technology	14,174	3	44%	23
70 	Cars	14,085	3	14%	1
71 	Technology	13,837	4	New	New
72 	Technology	13,710	2	16%	5
73 	Logistics	13,687	4	53%	25
74 	Oil & Gas	12,871	1	12%	4
75 	Regional Banks	12,637	3	0%	-5

Source: Valuations included 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 	Oil & Gas	12,413	1	-7%	-11
77 	Insurance	12,409	2	18%	7
78 	Technology	12,407	4	New	New
79 	Global Banks	12,356	2	28%	14
80 	Telecoms	12,175	3	14%	2
81 	Insurance	12,026	2	-21%	-24
82 	Retail	11,953	3	8%	-2
83 	Fast Food	11,910	3	20%	8
84 	Cars	11,812	3	56%	New
85 	Regional Banks	11,743	3	17%	3
86 	Technology	11,667	2	-15%	-25
87 	Regional Banks	11,663	3	8%	-6
88 	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 	Soft Drinks	10,873	4	3%	-9
93 	Telecoms	10,221	3	-11%	-14
94 	Regional Banks	10,149	2	New	New
95 	Telecoms	10,041	2	0%	-5
96 	Luxury	9,985	4	6%	-1
97 	Payments	9,833	4	New	New
98 	Global Banks	9,771	3	28%	New
99 	Global Banks	9,683	2	30%	New
100 	Retail	9,584	2	8%	-1

The Brand Value of Pepsi includes Diet.
The Brand Value of Red Bull includes sugar-free and Citi.

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BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$B	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology	Apple	185.071	4	1%	0
2 Technology	Google	113.669	3	5%	1
3 Technology	IBM	112.536	3	-3%	-1
4 Fast Food	McDonald's	90.255	4	-5%	0
5 Soft Drinks	Coca-Cola	78.415	5	6%	1
6 Telecoms	China Mobile	75.507	3	10%	2
7 Technology	Microsoft	69.814	3	-9%	-2
8 Tobacco	B&W	69.383	3	-6%	-1
9 Credit Card	VISA	58.080	4	46%	6
10 Telecoms	China Unicom	65.368	3	18%	0
11 Consumer Goods	Unilever	55.357	2	21%	0
12 Telecoms	Verizon	53.004	3	8%	-3
13 Regional Banks	Bank of China	47.748	3	20%	1
14 Retail	amazon.com	45.727	3	34%	4
15 Logistics	DHL	42.747	5	16%	1
16 Regional Banks	Woori Bank	41.115	2	-1%	-3
17 Telecoms	China Telecom	39.712	3	-8%	-5
18 Retail	Walmart	36.220	2	5%	-3
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	BMW	24.015	4	-2%	-1
25 Global Banks	HSBC	23.970	3	24%	6

Values are in US\$ Bn from BrandZ™, Kantar Worldpanel, Kantar Global and Kantar Worldpanel. Brand Contribution measures the influence of brand value on company performance.



Category	Brand	Brand value 2013 \$B	Brand contribution	Brand value % change 2013 vs 2012	Rank change
26 Entertainment	Disney	23.913	3	40%	17
27 Telecoms	China Telecom	23.893	2	-11%	-7
28 Credit Card	Bank of America	23.514	4	16%	2
29 Luxury	LVMH	22.719	4	-12%	-8
30 Technology	Lenovo	21.404	3	51%	25
31 Technology	Facebook	21.281	4	-38%	-12
32 Baby Care	Pampers	20.594	5	13%	3
33 Technology	Baidu 百度	20.443	5	-18%	-5
34 Beer	Heineken	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	19.975	2	12%	1
38 Regional Banks	Bank of China	19.968	4	16%	2
39 Oil & Gas	ExxonMobil	19.229	1	8%	-3
40 Luxury	Cartier	19.129	4	0%	-8
41 Retail	Costco	18.486	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 Bank	17.781	4	22%	5
47 Retail	eBay	17.749	2	40%	17
48 Regional Banks	Bank of America	17.745	3	36%	12
49 Oil & Gas	Shell	17.578	1	-1%	-10
50 Personal Care	Colgate	17.250	4	15%	1

The brands in this list are the most valuable brands in the world. The list is based on the brand value of the brands in the world.

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		16,691	4	12%	1
52 Regional Banks		16,565	3	New	New
53 Technology		16,503	3	2%	-8
54 Technology		16,362	2	-28%	-28
55 Retail		16,303	4	-8%	-19
56 Apparel		15,817	4	-3%	-12
57 Insurance		15,278	3	5%	-4
58 Regional Banks		14,238	2	10%	3
59 Regional Banks		14,186	1	12%	4
60 Telecoms		13,829	2	-10%	-10
61 Technology		13,767	2	-12%	-12
62 Logistics		13,732	4	17%	8
63 Regional Banks		13,718	3	19%	9
64 Global Banks		13,386	2	37%	18
65 Oil & Gas		13,380	1	11%	3
66 Telecoms		13,336	2	-22%	-25
67 Oil & Gas		13,127	1	-5%	-11
68 Luxury		12,735	5	-48%	New
69 Apparel		12,732	2	-6%	-11
70 Regional Banks		12,655	3	19%	4
71 Cars		12,401	3	-2%	-6
72 Technology		12,331	1	16%	1
73 Alcohol		12,193	3	3%	-4
74 Retail		12,040	3	31%	15
75 Soft Drinks		12,029	4	-5%	-8

Values are estimates and based on the BRANDZ methodology. Brand contribution is measured on a scale of 1 to 5, 5 being the highest.

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Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
76 Retail		11,879	3	13%	0
77 Technology		11,816	2	-11%	-18
78 Oil & Gas		11,620	1	11%	-1
79 Telecoms		11,448	3	23%	9
80 Retail		11,099	3	New	New
81 Global Banks		10,838	3	26%	11
82 Telecoms		10,633	3	11%	3
83 Soft Drinks		10,688	3	8%	-3
84 Insurance		10,609	3	4%	-6
85 Regional Banks		10,306	2	8%	-2
86 Cars		10,186	3	3%	-5
87 Global Banks		10,160	2	1%	-8
88 Regional Banks		10,070	3	New	New
89 Telecoms		10,054	3	-18%	-18
90 Telecoms		10,028	3	-37%	-43
91 Fast Food		9,953	3	12%	0
92 Technology		9,826	3	New	New
93 Global Banks		9,698	2	New	New
94 Telecoms		9,631	2	New	New
95 Luxury		9,454	4	63%	New
96 Global Banks		9,232	3	8%	-1
97 Oil & Gas		9,036	1	5%	-4
98 Logistics		8,940	3	18%	2
99 Retail		8,885	2	-6%	-12
100 Cars		8,790	3	3%	-4

© 2013 BRANDZ. The values of the brands listed are estimates and based on the BRANDZ methodology. Brand contribution is measured on a scale of 1 to 5, 5 being the highest.

BrandZ™ Top 100 Most Valuable Global Brands 2012

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

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

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

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

** The Brand Value of Budweiser includes Bud Light.

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
26	Technology		22,898	3	3	-35%	-8
27	Technology		22,529	2	5	-16%	-5
28	Cars		21,779	3	5	-10%	-1
29	Financial		20,759	4	8	53%	31
30	Financial		20,198	4	3	18%	10
31	Financial		19,313	3	3	-14%	-3
32	Luxury		19,161	5	8	61%	39
33	Personal Care		19,055	5	7	-4%	-1
34	Oil & Gas		18,315	1	7	8%	7
35	Baby Care		18,299	5	7	-5%	-1
36	Retail		18,007	4	9	-18%	-5
37	Technology		17,992	4	8	19%	15
38	Financial		17,867	2	4	6%	5
39	Oil & Gas		17,781	1	3	17%	12
40	Financial		17,225	4	3	0%	-1
41	Telecoms		17,113	2	4	-37%	-20
42	Fast Food		17,072	4	9	43%	30
43	Entertainment		17,056	3	8	-1%	-5
44	Apparel		16,255	4	9	17%	13
45	Technology		16,118	3	5	4%	4
46	Cars		16,111	4	4	5%	4
47	Telecoms		15,981	3	6	3%	1
48	Beer		15,882	4	6	0%	-3
49	Technology		15,633	2	5	12%	9
50	Telecoms		15,351	2	3	-13%	-14

Source:  Millward Brown

(including data from BrandZ™, Kantar Worldpanel, and Bloomberg)

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
51	Personal Care	 Colgate	14,948	4	7	5%	4
52	Fast Food	 Subway	14,843	4	8	4%	2
53	Insurance	 中国人寿	14,587	3	9	-25%	-20
54	Financial	 TD	14,561	4	3	-14%	-12
55	Technology	 Samsung	14,164	3	9	16%	12
56	Oil & Gas	 Shell	13,940	1	10	N/A	New
57	Personal Care	 L'ORÉAL	13,773	4	5	-12%	-11
58	Apparel	 H&M	13,485	2	7	4%	4
59	Technology	 Cisco	13,317	2	7	-18%	-15
60	Financial	 Citigroup	13,083	3	7	N/A	New
61	Financial	 中国银行	12,982	2	6	-26%	-24
62	Retail	 Walmart	12,968	2	5	31%	27
63	Financial	 ICICI Bank	12,665	2	2	-15%	-10
64	Retail	 eBay	12,662	3	8	18%	18
65	Cars	 Volkswagen	12,647	3	3	-11%	-9
66	Apparel	 ZARA	12,616	3	3	22%	20
67	Soft Drinks	 Pepsi	12,598	4	4	-3%	-4
68	Oil & Gas	 Exxon	12,105	1	10	7%	10
69	Alcohol	 Heineken	11,838	3	8	N/A	New
70	Logistics	 FedEx	11,723	4	9	0%	3
71	Telecoms	 Airtel	11,531	3	8	N/A	New
72	Financial	 US Bank	11,488	3	2	9%	12
73	Technology	 Siemens	10,676	2	3	-11%	-3
74	Financial	 SBERBANK	10,649	3	5	25%	25
75	Oil & Gas	 PETROBRAS	10,560	1	5	-21%	-14

*** The Brand Value of Pepsi includes Diets

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

***** The Brand Value of Sony includes Playstation 3

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
76	Retail	 Target	10,506	3	4	-16%	-11
77	Oil & Gas	 BP	10,424	1	3	-17%	-13
78	Insurance	 中国平安	10,174	3	9	-3%	5
79	Financial	 Standard Chartered	10,064	2	1	-16%	-10
80	Soft Drinks	 Red Bull	9,984	3	6	8%	13
81	Cars	 Audi	9,853	2	6	-2%	7
82	Financial	 Citi	9,760	2	1	-38%	-35
83	Financial	 Scotiabank	9,627	2	3	-4%	4
84	Telecoms	 TELECOM	9,572	3	8	-18%	-9
85	Telecoms	 MTS	9,553	3	5	-12%	-5
86	Technology	 SONY	9,444	4	4	-10%	-1
87	Retail	 Hugo Boss	9,310	2	6	1%	7
88	Telecoms	 中国移动	9,273	3	8	N/A	New
89	Retail	 IKEA	9,206	3	9	26%	New
90	Telecoms	 中国电信	9,191	3	9	-4%	1
91	Fast Food	 McDonald's	8,852	3	8	8%	New
92	Financial	 CHASE	8,644	3	3	-28%	-24
93	Oil & Gas	 Chevron	8,599	1	8	6%	New
94	Telecoms	 O2	8,562	2	3	-27%	-20
95	Financial	 Citigroup	8,546	3	2	-25%	-18
96	Cars	 Volkswagen	8,519	3	6	15%	New
97	Telecoms	 Eutelsat	8,449	3	6	-27%	-21
98	Retail	 Hugo Boss	7,836	3	5	-43%	-39
99	Insurance	 State Farm	7,813	2	5	-7%	New
100	Logistics	 DHL	7,601	3	5	N/A	New

Source:  Millward Brown

(including data from BrandZ™, Kantar Worldpanel, and Bloomberg)

BrandZ Top 100 Most Valuable Global Brands 2011

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

*The Brand Value of Coca-Cola includes Little, Diet 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 Pepsi Next, Pepsi and Zero.

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,800	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

*The Brand Value of Nintendo includes Wii and Nintendo DS.
 **The Brand Value of Sony includes PlayStation 2 and 3, as well as PSP.
 ***The Brand Value of Red Bull includes sugar free and Zero.
 Source: Millward Brown Optima (including all platform brands), Kantar Worldpanel and Bloomberg.

THE TOP 100

TOP 100 Most Valuable Global Brands 2010					
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand
1	Google	114,260	14%	26	TOYOTA
2	IBM	86,383	30%	27	中国建设银行
3		83,153	32%	28	Gillette
4	Microsoft	76,344	0%	29	LV
5	Coca-Cola	67,983	1%	30	
6	McDonald's	66,005	-1%	31	
7	Marlboro	57,047	15%	32	Nintendo
8	中国移动通信	52,616	-14%	33	Pampers
9		45,054	-25%	34	
10	Volvo	44,404	-17%	35	CISCO
11	ICBC	43,927	15%	36	
12	hp	39,717	48%	37	Bank of America
13	Walmart	39,421	-4%	38	Budweiser
14	BlackBerry	30,708	12%	39	ExxonMobil
15	amazon.com	27,459	29%	40	Shell
16	UPS	26,492	-5%	41	Disney
17	TESCO	25,741	12%	42	Carrefour
18	VISA	24,883	52%	43	NOKIA
19	ORACLE	24,817	16%	44	accenture
20	Verizon	24,675	39%	45	ICICI Bank
21	SAP	24,291	3%	46	
22	at&t	23,714	18%	47	Colgate
23	HSBC	23,408	23%	48	Intel
24	中国银行	21,960	4%	49	L'OREAL
25		21,816	-9%	50	

*The Brand Value of Coca-Cola includes Lites, Diet 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, Diet and Zero
 *****The Brand Value of Red Bull includes sugar-free and Cola
 *****The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 *****The Brand Value includes Playstation 3 and 8, as well as PSP
 Source: Millward Brown Optima (including data from BrandZ, Datamonitor and Bloomberg)

Millward

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand
51		13,935	N/A	76	eBay
52		13,912	-7%	77	SIEMENS
53		13,736	-11%	78	
54	Citi	13,403	-8%	79	WRIGLEY'S
55	中国移动	13,010	20%	80	ZARA
56	BBVA	12,977	3%	81	
57	docomo	12,969	-18%	82	Red Bull
58	pepsi	12,752	-15%	83	
59	Nike	12,597	5%	84	NISSAN
60	M	12,434	14%	85	
61	CHASE	12,426	17%	86	HERSHEY'S
62	Target	12,148	-1%	87	BARCLAYS
63	H&M	12,131	1%	88	usbank
64	SUBWAY	12,032	9%	89	Standard Chartered
65		12,021	-31%	90	中国工商银行
66		11,938	-23%	91	
67	Walmart	11,659	57%	92	EuroRSCG
68	SAMSUNG	11,351	80%	93	J.P.Morgan
69	Microsoft	10,850	NA	94	SONY
70	O2	10,593	23%	95	
71	TD	10,274	-7%	96	Auchan
72	MTS	9,723	6%	97	GUCCI
73	petrolplus	9,675	N/A	98	Bradesco
74	FedEx	9,418	-1%	99	AVON
75	Banco	9,356	62%	100	TIM

THE TOP 100

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1	Google	100,039	16%	26	amazon.com	21,294	85%
2	Microsoft	76,249	8%	27	中国银行 BANK OF CHINA	21,192	9%
3	Coca-Cola	67,625	16%	28	at&t	20,059	67%
4	IBM	66,622	20%	29	LV LOUIS VUITTON	19,395	5%
5	McDonald's	66,575	34%	30	HSBC	19,079	3%
6	中国建设银行 CHINA CONSTRUCTION BANK	63,113	14%	31	Pampers	18,945	N/A
7	中国建设银行 CHINA CONSTRUCTION BANK	61,263	7%	32	Nintendo	18,233	N/A
8	3M	59,793	-16%	33	思科 CISCO	17,965	-25%
9	Volvo	53,727	45%	34	Verizon	17,713	-8%
10	Marlboro	49,460	33%	35	Bank of America	17,467	-20%
11	Walmart WALMART STORES	41,083	19%	36	VISA	16,353	N/A
12	工商银行 ICBC (ASIA) 工商银行	38,056	36%	37	工商银行	16,228	-34%
13	Nokia CORPORA FIO	35,163	-20%	38	工商银行	16,035	10%
14	TOYOTA	29,907	-15%	39	docomo	15,776	5%
15	UPS	27,842	-9%	40	奔驰 Mercedes-Benz	15,499	-14%
16	BlackBerry	27,478	100%	41	Bank of America	15,480	-53%
17	HP	26,745	-9%	42	壳牌 SHELL	15,422	1%
18	Novartis	23,948	-15%	43	accenture	15,076	7%
19	SAP	23,615	9%	44	pepsi	14,996	-3%
20	Disney	23,110	-3%	45	L'ORÉAL	14,991	-9%
21	TESCO	22,938	-1%	46	三星	14,963	-40%
22	Gillette	22,919	6%	47	三星 Samsung	14,961	-1%
23	intel	22,851	4%	48	三星	14,894	-22%
24	中国建设银行 CHINA CONSTRUCTION BANK	22,811	16%	49	citi	14,608	-52%
25	ORACLE	21,438	-6%	50	HONDA HONDA MOTOR CO., LTD.	14,571	-12%

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* This 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)

Millward Brown

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	SIEMENS	13,562	-8%	76	ZARA	8,609	-1%
52	三星	13,292	23%	77	O2	8,601	36%
53	三星	13,242	-6%	78	Standard Chartered	8,219	20%
54	eY	12,970	16%	79	Red Bull	8,154	N/A
55	BBVA	12,549	33%	80	三星	8,052	168%
56	Colgate	12,396	17%	81	YKK	7,927	-31%
57	Target	12,254	-17%	82	HERMES	7,862	13%
58	H&M	12,061	8%	83	J.P.Morgan	7,852	-20%
59	Nike	11,999	-4%	84	三星	7,777	-8%
60	SUBWAY	10,997	6%	85	三星	7,512	-18%
61	ID	10,991	N/A	86	GUCCI	7,468	15%
62	M	10,911	34%	87	三星	7,427	7%
63	三星	10,864	22%	88	三星	7,415	-38%
64	WRIGLEY'S	10,841	N/A	89	三星	7,260	-40%
65	Auchan	10,586	48%	90	BARCLAYS	6,992	-5%
66	CHASE	10,582	-17%	91	三星	6,922	-27%
67	NISSAN	10,206	-13%	92	Morgan Stanley	6,765	-40%
68	三星	9,719	19%	93	ING	6,743	-55%
69	FedEx	9,491	-17%	94	三星	6,721	10%
70	三星	9,280	-40%	95	三星	6,713	-21%
71	三星	9,189	14%	96	NIVEA	6,572	24%
72	Samsung	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	Bradesco	6,565	N/A
74	三星	8,638	49%	99	三星	6,409	-19%
75	AVON	8,631	20%	100	Lowie's	6,394	N/A

BrandZ Top 100 Most Valuable Global Brands 2009

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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%

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
37	Honda	16,649	8%
38	L'Oréal	16,459	34%
39	Pepsi(2)	15,404	15%
40	Home Depot	15,378	-16%
41	Dell	15,288	10%
42	Deutsche Bank	15,104	14%
43	ING(3)	15,080	31%
44	Carrefour	15,057	29%
45	NTT DoCoMo	15,048	11%
46	Target	14,738	27%
47	Siemens	14,665	61%
48	Banco Santander	14,549	20%
49	Accenture	14,137	34%
50	Orange	14,093	42%
51	BlackBerry	13,734	390%
52	Chase	12,782	14%
53	Nike	12,499	21%
54	Canon	12,398	9%
55	AT&T	12,030	30%
56	Starbucks	12,011	-25%
57	Goldman Sachs	11,944	45%
58	Samsung	11,870	-7%
59	Nissan	11,707	5%
60	Marks & Spencer	11,600	22%
61	Amazon	11,511	93%
62	Yahoo!	11,465	-13%
63	Morgan Stanley	11,327	1%
64	UBS	11,220	-3%
65	eBay	11,200	-13%
66	H&M	11,182	28%
67	Wachovia	11,022	10%
68	Ford	10,971	-13%
69	Chevrolet	10,862	-3%
70	Budweiser(4)	10,839	9%
71	Colgate	10,576	37%
72	Harley-Davidson	10,401	1%

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
73	Subway	10,335	39%
74	Merrill Lynch	9,802	-16%
75	JP Morgan	9,762	15%
76	Hermès	9,631	39%
77	BBVA	9,457	N/A
78	State Farm	9,425	8%
79	Gucci	9,341	43%
80	Cartier	9,285	32%
81	FedEx	9,273	0%
82	Tide	9,123	N/A
83	T-Mobile	8,940	11%
84	Zara	8,682	34%
85	Chanel	8,656	15%
86	IKEA	8,507	15%
87	Ariel	8,437	N/A
88	Telefónica Movistar	8,117	73%
89	MTS	8,077	N/A
90	Esprit	7,907	46%
91	TIM	7,903	-6%
92	Motorola	7,575	-30%
93	Barclays	7,382	12%
94	Avon	7,209	10%
95	Auchan	7,148	28%
96	VW (Volkswagen)	7,143	2%
97	AXA	7,141	50%
98	AIG	7,102	21%
99	Mastercard	6,970	52%
100	Standard Chartered Bank	6,855	73%
NOTES			
(1)	Coke's value includes both Coke and Diet Coke		
(2)	Pepsi's value includes both Pepsi and Diet Pepsi		
(3)	ING's value includes both ING Bank and insurance		
(4)	Budweiser's value includes both Bud and Bud Light		

EXHIBIT 6

[\(/\)](#)[\(/worlds-most-admired-companies/\)](/worlds-most-admired-companies/)

SHARE

LIST VIEW

[\(/worlds-most-admired-companies/list\)](/worlds-most-admired-companies/list)

FILTER

WORLD'S MOST ADMIRABLE COMPANIES

Which companies are most respected? Some 3,800 executives, analysts, directors, and experts voted—and here are the results.

[See our methodology and credits](#)

[Explore the list \(/worlds-most-admired-companies/apple/\)](/worlds-most-admired-companies/apple/)

ALL STARS

INDUSTRY

1	Apple	(/worlds-most-admired-companies/apple/)	Computers
2	Amazon.com	(/worlds-most-admired-companies/amazon-com/)	Internet Services and Retailing
3	Starbucks	(/worlds-most-admired-companies/starbucks/)	Food Services
4	Berkshire Hathaway	(/worlds-most-admired-companies/berkshire-hathaway/)	Insurance: Property and Casualty
5	Disney	(/worlds-most-admired-companies/disney/)	Entertainment
6	Alphabet	(/worlds-most-admired-companies/alphabet/)	Internet Services and Retailing
7	General Electric	(/worlds-most-admired-companies/general-electric/)	Industrial Machinery
8	Southwest Airlines	(/worlds-most-admired-companies/southwest-airlines/)	Airlines
9	Facebook	(/worlds-most-admired-companies/facebook/)	Internet Services and Retailing
9	Microsoft	(/worlds-most-admired-companies/microsoft/)	Computer Software

[Explore the list \(/worlds-most-admired-companies/apple/\)](/worlds-most-admired-companies/apple/)

[View the full top 50 all star list → \(/worlds-most-admired-companies/list/\)](/worlds-most-admired-companies/list/)

INDUSTRIES

[\(/\)](#)[\(/worlds-most-admired-companies/\)](#)

SHARE

LIST VIEW

[\(/worlds-most-admired-companies/list\)](#)

FILTER



Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	-
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	http://www.apple.com (http://www.apple.com)
Overall Score	-

Due to an insufficient response rate in the computer industry, Apple's industry rank was not reported.

APPLE IS ALSO FEATURED IN THESE FORTUNE LISTS



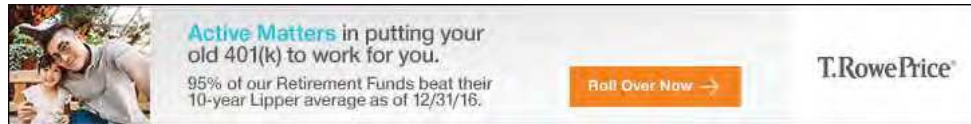
#3

Fortune 500

<http://beta.fortune.com/fortune500/apple-3>

#9

Global 500 (<http://fortune.com/global500/apple-9/>)



There's a new AAA standard in corporate America: the one-two three punch of Apple, Alphabet, and Amazon. For the fourth time, our list of the World's Most Admired Companies Top 50 All-Stars is led by a trio of tech giants under 40 years old. They preside over a class of blue chips and even younger tech stalwarts, such as Facebook (No. 14), Salesforce (No. 34), and Netflix, which makes a return to the Top 50 at an impressive No. 19. They also are joined by newcomers Visa and Publix, which make debuts at Nos. 47 and 49. See the full list of the Top 50 below, or use the tools at left to view all 340 companies in 54 industries.

To see the industry lists, use the tools in the Filter box below, select an industry, and click on the Industry Rank tab.

[See our methodology and credits](#)

Sort by:

Filter

Top 50 Rank

Industry Rank

[CLEAR FILTERS](#)

Rank

Search company by name



1.



Apple AAPL, -3.20 %

Cupertino, Calif.
Computers

2.



Alphabet GOOGL, -2.33 %

Mountain View, Calif.
Internet Services and Retailing

3.



Amazon.com AMZN, -2.21 %

Seattle, Wash.
Internet Services and Retailing

4.



Berkshire Hathaway

Omaha, Neb.
Insurance: Property and Casualty

5.



Walt Disney DIS, -1.55 %

Burbank, Calif.
Entertainment

6.



Starbucks SBUX, -0.42 %

Seattle, Wash.
Food Services

7.



Southwest Airlines LUV, -2.11 %

Dallas, Texas
Airlines

8.



FedEx FDX, -3.43 %

Memphis, Tenn.
Delivery

FEATURES



Outspoken Oculus Co-Founder Palmer Luckey Is Leaving Facebook



Microsoft Just Made A Major Update to Xbox One



Facebook's Oculus Spruced Up the Samsung Gear VR Headset

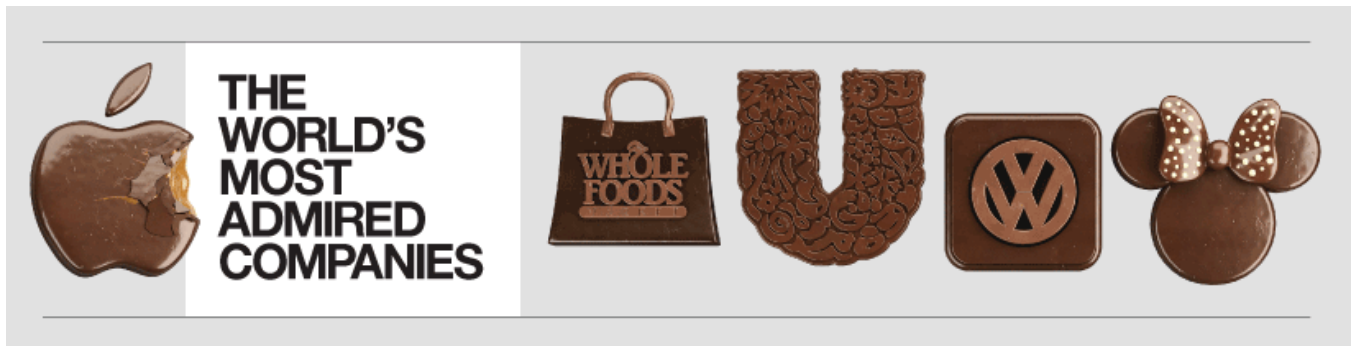


Apple Rumor Roundup: Read All the Speculation Here



Watch Out for This Serious 911 Apple Siri Prank

[More Stories](#)



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.

American Express: Charging ahead on diversity

Henry Schein: Your dentist's biggest supplier

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

SUBSCRIBE

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



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

AAPL

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



MOST ADMIRED 2014

SUBSCRIBE

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

Top Stories

Top companies in innovation, responsibility, and more

World's Most Admired pitchmen?

Corporate reputation crises: A timeline

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Apple



 Fortune.com	MOST ADMIRED 2014	Mario Tama / Getty Images SUBSCRIBE
Rank	1	
Prev Rank	1	
Industry	Computers	
Industry Rank	1	
Prev Industry Rank	1	
HQ Country	USA	
Website	www.apple.com	

AAPL

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



Amazon.com



David Paul Morris / Bloomberg / Getty Images

Rank	2
Prev Rank	3
Industry	Internet Services and Retailing
Industry Rank	2
Prev Industry Rank	2
HQ Country	USA
Website	www.amazon.com

AMZN

The e-commerce behemoth may be gobbling up brick and mortar businesses left and right, but Amazon.com's customer-centric culture and super-convenience has won the company millions of shoppers worldwide. And Amazon's ambitions show no signs of abating: it recently jumped into the art market, and has started producing video, music, and literary content. Revenues are impressive, but the Street is growing impatient for Amazon to post big profits.

Nine Key Attributes of Reputation	Rank
Innovation	2
People management	3
Use of corporate assets	6
Social responsibility	10
Quality of management	1
Financial soundness	3
Long-term investment value	2
Quality of products / services	1
Global competitiveness	5

2013 ▼

[comments](#)[World's Most Admired Companies](#)

1 of 50

Apple

[BACK](#)[NEXT](#)

1

Top 50 rank: 1**Rank in Computers:** 1

(Previous rank: 1)

Overall score: 8.24**Ticker:** [AAPL](#)**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. *—iOA*

Headquarters:

Cupertino, CA

Website: www.apple.com

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

[BACK](#)[NEXT](#)

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

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

[How we pick the Most Admired](#)

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group started with approximately 1,400 companies: the Fortune 1,000—the 1,000 largest U.S. companies ranked by revenue—and non-U.S. companies in Fortune's global 500 database with revenue of \$10 billion or more... [More](#)

WORLD'S MOST ADMIRABLE COMPANIES²⁰¹² ▼

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

Top 50
358 Most Admired companies
All companies
Regional winners
States
Countries

Innovation
People
mgmt.
Use of
assets
Social
responsibility
Mgmt.
quality
Financial
soundness
Long-term
investment
Product
quality
Global
competitiveness

Top 50

For the 50 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	Google
3	Amazon.com
4	Coca-Cola
5	IBM
6	FedEx
7	Berkshire Hathaway
8	Starbucks
9	Procter & Gamble
10	Southwest Airlines
11	McDonald's
12	Johnson & Johnson
13	Walt Disney
14	BMW
15	General Electric
16	American Express
17	Microsoft
18	3M
19	Caterpillar
20	Costco Wholesale
21	Nordstrom
22	J.P. Morgan Chase
23	Singapore Airlines
24	Wal-Mart Stores
25	Target
26	Nike
27	Exxon Mobil
28	Whole Foods Market
29	UPS
30	Boeing

Galleries & video



Car stars

Times have been tough for global auto makers $\frac{1}{4}$ but these automakers managed to stand out.

[See them all](#)

Where are the Most Admired?



The Most Admired companies in America are spread out across the country, but a few states dominate.

Winning streaks



These 20 Most Admired companies have landed among the top in their industries for multiple years.

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

[See All](#)

[Select Industry\(s\)](#)

[See All](#)

[Select State\(s\)](#)

[See All](#)

[Select Country\(s\)](#)

(HOW THIS TOOL WORKS)

[Submit](#)

Readers' choice

The experts chose the top 50. Now it's your turn. 'Like' the company you most admire to vote. The top 5 reader favorites are below.



Company	# of 'Likes'
1. Apple	1,188
2. Teradata	651
3. Tupperware Brands	564
4. FedEx	391
5. IBM	304

How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

Rank ▾	Company
31	Nestlé
32	PepsiCo
33	Toyota Motor
34	Samsung Electronics
35	Volkswagen
36	Intel
37	DuPont
38	Deere
39	Goldman Sachs Group
40	Marriott International
41	eBay
42	Cisco Systems
43	Accenture
44	Daimler
45	Wells Fargo
46	AT&T
47	Ralph Lauren
48	St. Jude Medical
49	Oracle
50*	General Mills
50*	Honda Motor
50*	Unilever

From the March 19, 2012 issue

* A tie in the rankings.

WORLD'S MOST ADMIRABLE COMPANIES

2011 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRABLE

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



COURTESY: APPLE

Find companies you most admire

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

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

(HOW THIS TOOL WORKS)

Submit

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	1	
Google	1	
Nike	1	

See the rest

Should Apple be admired, or what?

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
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
More competitors		See all

From the March 21, 2011 issue

Galleries

< >



8 green stars

Turning plants into bottles? These leaders are devising creative ways to make their firms greener.

See them all

Headquarters

1 Infinite Loop
Cupertino, CA 95014
www.apple.com

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

WORLD'S MOST ADMIRABLE COMPANIES

2010 ▾

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

Apple

1 of 50

Back

Next

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired

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



PHOTO: RYAN ANSON/AP/GETTY IMAGES
Guests play with the iPad at the product's official unveiling in San Francisco in January.

Should Apple be admired, or what?

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
Quality of products/services	1
Global competitiveness	2

Headquarters

1 Infinite Loop
Cupertino, CA 95014
408-996-1010
www.apple.com

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

Featured Companies



10 most admired for quality

Disney and Intel are among the most respected for product quality this year. Who else gets top marks?

[See them all](#)

Industry: Computers

Most Admired

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

[More competitors](#)

[See all](#)

From the March 22, 2010 issue

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](#)
(HOW THIS TOOL WORKS)

Submit

Video



Apple three-peats as Most Admired

Steve Jobs' innovation machine won by the highest margin ever, and Goldman Sachs soared (surprise!) on Fortune's list this year. [Watch](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	1	
Google	1	
Nike	1	

[See the rest](#)

How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

WORLD'S MOST ADMIRED COMPANIES

2009 ▾

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

Apple

1 of 50

Back

Next

...What Readers Say

They speak out on the Most Admired...

*Fortune Most Admired List: General Electric, 2007 ranking #1 Gene...**Updated Fortune Most Admired List: General Electric, 2007 ranking ...**Alcoa is the "most admired metals company in 2010?" I know numerous...*

Have your say

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



COURTESY: APPLE

Get Quote: AAPL

Financials: [Latest Results](#)

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
2	Apple	7.07
3	Hewlett-Packard	7.04

[More competitors](#)[See all](#)

From the March 16, 2009 issue

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](#)
(HOW THIS TOOL WORKS)

Submit

Video (2 of 3)



HP stays lean and mean

CEO Mark Hurd has transformed HP, No. 30 on Fortune's Most Admired list, from industry doormat into the largest of the tech titans. [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](#)

...Top 50 Headquarters



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

AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20 Most Admired Companies

To create the top 20, Fortune and its survey partners at Hay Group asked the experts -- in this case, more than 3,700 people from dozens of industries -- to select the 10 companies they admire most. This year's winners all have strong records of innovation, leadership, and financial strength -- and their employees know it.

[< BACK](#) [NEXT >](#) 1 of 20

Apple

Top 20 rank: 1
Rank in Computers: 1

It is a tribute to its CEO that Apple, which ten years ago seemed headed for the slag heap, is No. 1 on this list. Steve Jobs has always had a knack for weaving magic out of silicon and software. But who knew he could build a \$24 billion (in sales) company on the strength of a portable jukebox and a computer with a single-digit market share?

His pitch, as he leveraged the success of the iPod, was very simple: Apple products work, and if you buy more than one, they work better. The company (if not its stock) is on a tear, but even with the economy weakening, it will be interesting to see how economically sensitive this growth engine is. -Philip Elmer-DeWitt

See how **Apple** rates in 8 key areas

Have your say: **Do you admire the top 20 companies?**

LAST UPDATED MARCH 03 2008: 2:10 PM ET



COURTESY: APPLE



Apple



Berkshire
Hathaway



General
Electric



Google



Toyota Motor



Starbucks



FedEx

[MORE](#)

More most admired



Most admired: Full list

See how 317 top companies rate in 8 key areas. [\(More\)](#)



Most admired in your state

California is home to the most corporations on this year's list. See the top-rated firms near you. [\(More\)](#)



Game: How admirable are you?

Can you match each quote to the Most Admired company it refers to? See how admirably you score. [\(More\)](#)

EXHIBIT 7

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,715,578

Registered May 13, 2003

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

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

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

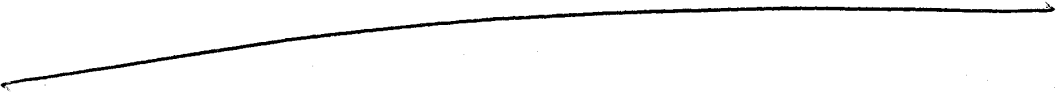
AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

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

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

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

JAMES A. RAUEN, EXAMINING ATTORNEY



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Mark:



US Serial Number: 76426501

Application Filing Date: Jul. 01, 2002

US Registration Number: 2715578

Registration Date: May 13, 2003

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 24, 2013

Publication Date: Feb. 18, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0851679

International Application(s) /Registration(s) Based on this Property: Z1231700/0851679

Claimed Ownership of US Registrations: 1078312, 1157920, 1219945, 1303085, 1401154, 2180949 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

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

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1977

Use in Commerce: Jan. 01, 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_kittermeyer@apple.com
an@apple.com amy.shelton@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding
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		Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 25, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Apr. 24, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59136
Apr. 24, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	59136
Apr. 24, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	59136
Apr. 05, 2013	TEAS SECTION 8 & 9 RECEIVED	
Aug. 03, 2010	NOTICE OF SUIT	
Feb. 23, 2009	CASE FILE IN TICRS	
Jan. 31, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Jan. 13, 2009	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 13, 2003	REGISTERED-PRINCIPAL REGISTER	
Feb. 18, 2003	PUBLISHED FOR OPPOSITION	
Jan. 29, 2003	NOTICE OF PUBLICATION	
Dec. 12, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 19, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 14, 2002	NON-FINAL ACTION MAILED	
Nov. 01, 2002	ASSIGNED TO EXAMINER	69811
Nov. 01, 2002	ASSIGNED TO EXAMINER	69811
Oct. 29, 2002	ASSIGNED TO EXAMINER	76585

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 13, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 24, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0526](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0526.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP

CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

Correspondent Address: 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

Int. Cl.: 9

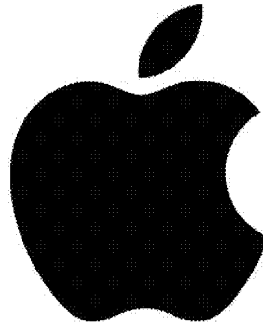
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

JERI J. FICKES, EXAMINING ATTORNEY

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Mark:



US Serial Number: 77648705

Application Filing Date: Jan. 13, 2009

US Registration Number: 3679056

Registration Date: Sep. 08, 2009

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Mar. 25, 2015

Publication Date: Jun. 23, 2009

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

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

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1014459

International Application(s) /Registration(s) Based on this Property: A0015928/1014459

Claimed Ownership of US Registrations: 1114431, 2715578, 2753069 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

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

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 31, 1977

Use in Commerce: Jan. 31, 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: 1 Infinite Loop
Cupertino, CALIFORNIA 95014
UNITED STATES

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA 95014
UNITED STATES

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_kitterm_an@apple.com amy.shelton@apple.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Mar. 25, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 25, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Mar. 24, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Mar. 10, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 03, 2010	NOTICE OF SUIT	
Sep. 08, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2009	PUBLISHED FOR OPPOSITION	
Jun. 03, 2009	NOTICE OF PUBLICATION	
May 19, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
May 18, 2009	ASSIGNED TO LIE	73797
May 18, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 27, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 27, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 18, 2009	NON-FINAL ACTION MAILED	
Mar. 17, 2009	NON-FINAL ACTION WRITTEN	66593
Mar. 12, 2009	ASSIGNED TO EXAMINER	66593
Jan. 17, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Jan. 16, 2009	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 107

Date in Location: Mar. 25, 2015

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

ANGELA DUONG, EXAMINING ATTORNEY

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Mark: APPLE

APPLE

US Serial Number: 77172511

Application Filing Date: May 03, 2007

US Registration Number: 3928818

Registration Date: Mar. 08, 2011

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Oct. 10, 2017

Publication Date: Jan. 01, 2008

Notice of Allowance Date: Mar. 25, 2008

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 0956402

International Application(s) /Registration(s) Based on this Property: A0010161/0956402

Claimed Ownership of US Registrations: 1078312, 2034964, 2808567 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (...) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers,

loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1976

Use in Commerce: Apr. 01, 1976

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: 1 Infinite Loop
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL

Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com
karenmarie@apple.com amy.shelton@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Oct. 10, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 10, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 07, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Sep. 08, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 11, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 08, 2011	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jan. 28, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73296
Jan. 25, 2011	ASSIGNED TO LIE	73296
Jan. 23, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 28, 2010	STATEMENT OF USE PROCESSING COMPLETE	66154
Dec. 15, 2010	USE AMENDMENT FILED	66154
Dec. 15, 2010	TEAS STATEMENT OF USE RECEIVED	
Dec. 15, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Sep. 24, 2010	EXTENSION 5 GRANTED	66154
Sep. 22, 2010	EXTENSION 5 FILED	66154
Sep. 22, 2010	TEAS EXTENSION RECEIVED	
Mar. 30, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Mar. 27, 2010	EXTENSION 4 GRANTED	66154
Mar. 19, 2010	EXTENSION 4 FILED	66154
Mar. 19, 2010	TEAS EXTENSION RECEIVED	
Sep. 16, 2009	EXTENSION 3 GRANTED	66154
Aug. 21, 2009	EXTENSION 3 FILED	66154
Sep. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Aug. 21, 2009	TEAS EXTENSION RECEIVED	
Mar. 05, 2009	EXTENSION 2 GRANTED	98765
Mar. 05, 2009	EXTENSION 2 FILED	98765
Mar. 05, 2009	TEAS EXTENSION RECEIVED	
Aug. 13, 2008	EXTENSION 1 GRANTED	98765
Aug. 13, 2008	EXTENSION 1 FILED	98765
Aug. 13, 2008	TEAS EXTENSION RECEIVED	
Mar. 25, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 01, 2008	PUBLISHED FOR OPPOSITION	
Dec. 12, 2007	NOTICE OF PUBLICATION	
Nov. 26, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78289

Nov. 23, 2007	ASSIGNED TO LIE	78289
Oct. 19, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 11, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 11, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 19, 2007	NON-FINAL ACTION MAILED	
Jul. 18, 2007	NON-FINAL ACTION WRITTEN	83695
Jul. 05, 2007	ASSIGNED TO EXAMINER	83695
May 08, 2007	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 104

Date in Location: Oct. 10, 2017

Int. Cls.: 35 and 41

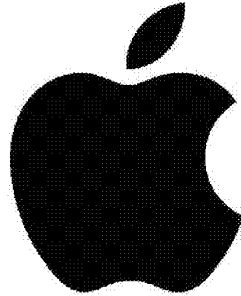
Prior U.S. Cls.: 100, 101, 102 and 107

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

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Mark:



US Serial Number: 78943482

Application Filing Date: Aug. 02, 2006

US Registration Number: 3298028

Registration Date: Sep. 25, 2007

Register: Principal

Mark Type: Service Mark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Sep. 23, 2013

Publication Date: Jul. 10, 2007

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0946932

International Application(s) /Registration(s) Based on this Property: A0009764/0946932

Claimed Ownership of US Registrations: 1114431, 2715578, 2753069 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

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

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 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

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA 95014
UNITED STATES

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_kitterman@apple.com amy.shelton@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 03, 2017	COUNTERCLAIM OPP. NO. 999999	234630
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 25, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 23, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Sep. 23, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Sep. 13, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	71378
Sep. 22, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Sep. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 13, 2013	TEAS SECTION 8 & 15 RECEIVED	
Sep. 25, 2007	REGISTERED-PRINCIPAL REGISTER	
Jul. 10, 2007	PUBLISHED FOR OPPOSITION	
Jun. 20, 2007	NOTICE OF PUBLICATION	
Apr. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76538
Apr. 30, 2007	EXAMINERS AMENDMENT MAILED	
Apr. 27, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 27, 2007	EXAMINERS AMENDMENT -WRITTEN	73276
Mar. 21, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	76538
Mar. 21, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76538
Mar. 21, 2007	ASSIGNED TO LIE	76538
Feb. 13, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 12, 2006	PRIORITY ACTION MAILED	
Dec. 11, 2006	PRIORITY ACTION WRITTEN	73276
Dec. 08, 2006	ASSIGNED TO EXAMINER	73276
Aug. 09, 2006	NOTICE OF DESIGN SEARCH CODE MAILED	
Aug. 08, 2006	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 106

Date in Location: Sep. 23, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0526](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0526.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent THOMAS R. LA PERLE
Name:

Correspondent 1 INFINITE LOOP
Address: MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 4,088,195

Registered Jan. 17, 2012

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

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

MARILYN IZZI, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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Mark: APPLE

APPLE

US Serial Number: 77428980

Application Filing Date: Mar. 22, 2008

US Registration Number: 4088195

Registration Date: Jan. 17, 2012

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 17, 2012

Publication Date: Feb. 16, 2010

Notice of Allowance Date: May 11, 2010

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Color(s) Claimed: Color is not claimed as a feature of the mark.

Related Properties Information

International Registration Number: 0978171

International Application(s) /Registration(s) Based on this Property: A0011881/0978171

Claimed Ownership of US Registrations: 2649455, 3226289, 3317089 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 6313316

Foreign Application Filing Date: Sep. 28, 2007

Foreign Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of

computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: Yes

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: 1 Infinite Loop
Cupertino, CALIFORNIA 95014
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA 95014
UNITED STATES

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie@apple.com
amy.shelton@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 01, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	85319

Jan. 17, 2018	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 17, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 17, 2012	REGISTERED-PRINCIPAL REGISTER	
Dec. 13, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Dec. 12, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Dec. 12, 2011	ASSIGNED TO LIE	77312
Nov. 22, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 17, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 16, 2011	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 11, 2011	USE AMENDMENT FILED	69302
Nov. 16, 2011	EXTENSION 3 GRANTED	69302
Nov. 11, 2011	EXTENSION 3 FILED	69302
Nov. 11, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 11, 2011	TEAS EXTENSION RECEIVED	
Nov. 11, 2011	TEAS STATEMENT OF USE RECEIVED	
May 12, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
May 11, 2011	EXTENSION 2 GRANTED	69302
May 10, 2011	EXTENSION 2 FILED	69302
May 10, 2011	TEAS EXTENSION RECEIVED	
Nov. 18, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 17, 2010	EXTENSION 1 GRANTED	69302
Nov. 08, 2010	EXTENSION 1 FILED	69302
Nov. 17, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 08, 2010	TEAS EXTENSION RECEIVED	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 16, 2010	PUBLISHED FOR OPPOSITION	
Jan. 27, 2010	NOTICE OF PUBLICATION	
Jan. 12, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Jan. 11, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Jun. 23, 2009	INQUIRY AS TO SUSPENSION MAILED	
Jun. 22, 2009	SUSPENSION INQUIRY WRITTEN	82420
Jun. 09, 2009	LIE CHECKED SUSP - TO ATTY FOR ACTION	76985
Jun. 09, 2009	ASSIGNED TO LIE	76985
Dec. 09, 2008	LETTER OF SUSPENSION MAILED	
Dec. 08, 2008	SUSPENSION LETTER WRITTEN	82420
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 27, 2008	NON-FINAL ACTION MAILED	
May 27, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Mar. 27, 2008	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Mar. 27, 2008	TEAS VOLUNTARY AMENDMENT RECEIVED	
Mar. 26, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

United States of America
United States Patent and Trademark Office

APPLECARE

Reg. No. 4,009,791

Registered Aug. 9, 2011

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: EDUCATION SERVICES, NAMELY, PROVIDING CLASSES, SEMINARS AND ONLINE EDUCATIONAL PROGRAMS AND TUTORIALS IN THE FIELD OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE, AND DISTRIBUTION OF COURSE MATERIAL IN CONNECTION THEREWITH; TRAINING SERVICES IN THE FIELD OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE; PROVIDING NEWSLETTERS IN THE FIELD OF TECHNICAL SUPPORT SERVICES FOR COMPUTER SOFTWARE VIA E-MAIL TO READ, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 12-31-1992; IN COMMERCE 12-31-1992.

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

OWNER OF U.S. REG. NO. 1,282,790.

SN 77-499,837, FILED 6-16-2008.

JOHN DWYER, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Generated on: This page was generated by TSDR on 2018-02-05 15:09:58 EST

Mark: APPLECARE

APPLECARE

US Serial Number: 77499837

Application Filing Date: Jun. 16, 2008

US Registration Number: 4009791

Registration Date: Aug. 09, 2011

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Sep. 14, 2017

Publication Date: Mar. 24, 2009

Notice of Allowance Date: Jun. 16, 2009

Mark Information

Mark Literal Elements: APPLECARE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 1282790

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Education services, namely, providing classes, [seminars] and online educational programs and tutorials in the field of computer hardware, computer peripherals and computer software, and distribution of course material in connection therewith; training services in the field of computer hardware, computer peripherals and computer software [; providing newsletters in the field of technical support services for computer software via e-mail to read]

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 1992

Use in Commerce: Dec. 31, 1992

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: 1 Infinite Loop
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie@apple.com
amy.shelton@apple.comCorrespondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 14, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 14, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67110
Sep. 14, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67110
Aug. 09, 2017	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 09, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 09, 2011	REGISTERED-PRINCIPAL REGISTER	
Jul. 02, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jul. 01, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73797
Jul. 01, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 01, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	73797
Jun. 01, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	73797
May 27, 2011	ASSIGNED TO LIE	73797
May 24, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 29, 2010	NON-FINAL ACTION MAILED	
Nov. 27, 2010	SU - NON-FINAL ACTION - WRITTEN	76081
Nov. 13, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 12, 2010	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 09, 2010	USE AMENDMENT FILED	69302
Nov. 12, 2010	EXTENSION 3 GRANTED	69302
Nov. 09, 2010	EXTENSION 3 FILED	69302
Nov. 09, 2010	TEAS EXTENSION RECEIVED	
Nov. 09, 2010	TEAS STATEMENT OF USE RECEIVED	

Nov. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 29, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Jun. 27, 2010	EXTENSION 2 GRANTED	69302
Jun. 02, 2010	EXTENSION 2 FILED	69302
Jun. 27, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Jun. 02, 2010	TEAS EXTENSION RECEIVED	
Nov. 05, 2009	EXTENSION 1 GRANTED	98765
Nov. 05, 2009	EXTENSION 1 FILED	98765
Nov. 05, 2009	TEAS EXTENSION RECEIVED	
Jun. 16, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Feb. 13, 2009	ASSIGNED TO LIE	71441
Feb. 05, 2009	EXAMINERS AMENDMENT MAILED	
Feb. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 05, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 05, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Jan. 21, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 23, 2008	NON-FINAL ACTION MAILED	
Sep. 22, 2008	NON-FINAL ACTION WRITTEN	76081
Sep. 17, 2008	ASSIGNED TO EXAMINER	76081
Jun. 20, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 19, 2008	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Sep. 14, 2017

Proceedings

Summary

Number of Proceedings: 7

Type of Proceeding: Opposition

Proceeding Number: [91238913](#)

Filing Date: Jan 03, 2018

Status: Pending

Status Date: Jan 03, 2018

Interlocutory Attorney: WENDY COHEN

Defendant

Name: TeachersParadise.com, Inc.

Correspondent Address: JORGE RAMOS
TEACHERSPARADISECOM INC
13876 SW 56 STREET #226
MIAMI FL UNITED STATES , 33175

Correspondent e- jramos@teachersparadise.com

mail: _____

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87067426	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@ktslaw.com , cyee@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
IPHONE	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE	Registered	77428980	4088195
APPLE	Renewed	78170383	2808567
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 03, 2018	
2	SUSPENDED	Jan 11, 2018	
3	PENDING, INSTITUTED	Jan 11, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91237117](#)

Filing Date: Oct 09, 2017

Status: Terminated

Status Date: Nov 21, 2017

Interlocutory Attorney: KATIE W MCKNIGHT

Defendant

Name: The Drivers Coach, LLC

Correspondent Address: CRISTINA ARENAS SOLIS
FERRAIUOLI LLC
221 PONCE DE LEON AVENUE, 5TH FLOOR
SAN JUAN PR UNITED STATES , 00917

Correspondent e-mail: trademarksca@ferraiuoli.com , carenas@ferraiuoli.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BLUE APPLE DRIVING ACADEMY	Abandoned - After Inter-Partes Decision	87152329	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD

MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@ktslaw.com , cye@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WORKS WITH APPLE CARPLAY	Renewed	78408365	3084491
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Registered	86514929	4969782
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
APPLE	Renewed	78146716	2753069
	Renewed	73120444	1078312
APPLE	Renewed	74660120	2079765
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Registered	77428980	4088195
APPLE	Renewed	78170383	2808567
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 09, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 10, 2017	Nov 19, 2017
3	PENDING, INSTITUTED	Oct 10, 2017	
4	W/DRAW OF APPLICATION	Nov 14, 2017	
5	BD DECISION: SUSTAINED	Nov 21, 2017	
6	TERMINATED	Nov 21, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235324](#)

Filing Date: Jun 28, 2017

Status: Terminated

Status Date: Oct 16, 2017

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Apple to Oyster LLC

Correspondent Address: APPLE TO OYSTER LLC
PO BOX 2645
DENVER CO UNITED STATES , 80201

Correspondent e-mail: info@appletooyster.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE TO OYSTER	Abandoned - After Inter-Partes Decision	87183062	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@ktslaw.com , cgenteman@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE STORE	Renewed	75857151	2462798
APPLE STORE	Renewed	76400649	2683410
THE APPLE STORE	Renewed	75857191	2424976
APPLE	Renewed	74527910	1895326
APPLE	Renewed	74660120	2079765
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE	Renewed	78170383	2808567
APPLE	Registered	85120231	4913886
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499829	3634113
APPLE	Renewed	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Registered	77428980	4088195
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
IAD	Renewed	78155188	2926853
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
	Registered	85351865	4305923
	Renewed	73162799	1114431
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 28, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 29, 2017	Aug 08, 2017
3	PENDING, INSTITUTED	Jun 29, 2017	
4	NOTICE OF DEFAULT	Aug 18, 2017	
5	BD DECISION: SUSTAINED	Oct 16, 2017	
6	TERMINATED	Oct 16, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235256](#)

Filing Date: Jun 26, 2017

Status: Pending

Status Date: Jun 26, 2017

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Pear Deck, Inc.

Correspondent Allison E. Kerndt

Address: Nyemaster Goode, P.C.
Suite 1600 700 Walnut Street
Des Moines IA , 50309

Correspondent e-mail: AKerndt@nyemaster.com , ptodm@nyemaster.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	86959884	

Plaintiff(s)

Name: Apple Inc.

Correspondent Joseph Petersen

Address: Kilpatrick Townsend & Stockton LLP
1080 Marsh Road
Menlo Park CA UNITED STATES , 94025

Correspondent e-mail: cgenteman@kilpatricktownsend.com , jpetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

mail: _____

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE APPLE APPLE APPLE STORE APPLECARE APPLE	Renewed	73162799	1114431
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
	Renewed	73120444	1078312
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Registered	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	Renewed	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 26, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 26, 2017	Aug 05, 2017
3	PENDING, INSTITUTED	Jun 26, 2017	
4	STIP FOR EXT	Jul 17, 2017	
5	EXTENSION OF TIME GRANTED	Jul 17, 2017	
6	STIP FOR EXT	Aug 29, 2017	
7	EXTENSION OF TIME GRANTED	Aug 29, 2017	
8	STIP FOR EXT	Oct 04, 2017	
9	EXTENSION OF TIME GRANTED	Oct 04, 2017	
10	STIP FOR EXT	Nov 01, 2017	
11	EXTENSION OF TIME GRANTED	Nov 01, 2017	
12	STIP FOR EXT	Dec 04, 2017	
13	EXTENSION OF TIME GRANTED	Dec 04, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91234684](#)

Filing Date: May 22, 2017

Status: Terminated

Status Date: Nov 30, 2017

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: PNQ, LLC

Correspondent Address: MEYER Y SILBER
THE SILBER LAW FIRM LLC
11 BROADWAY SUITE 715
NEW YORK NY UNITED STATES , 10004

Correspondent e-mail: msilber@silberlawny.com , tslf.tmrprt@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
A	Registered	86844004	5372466

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: tadmin@ktslaw.com , cgenteman@ktslaw.com , jpetersen@ktslaw.com , CYee@kilpatricktownsend.com , agarcia@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Registered	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	Renewed	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78157042	2870477
APPLE	Renewed	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Renewed	78170383	2808567

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 22, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 22, 2017	Jul 01, 2017
3	PENDING, INSTITUTED	May 22, 2017	
4	D MOT FOR EXT W/ CONSENT	Jun 28, 2017	
5	EXTENSION OF TIME GRANTED	Jun 28, 2017	
6	D MOT FOR EXT W/ CONSENT	Jul 31, 2017	
7	EXTENSION OF TIME GRANTED	Jul 31, 2017	
8	D MOT FOR EXT W/ CONSENT	Aug 29, 2017	
9	EXTENSION OF TIME GRANTED	Aug 29, 2017	
10	MOT TO AMEND APPLICATION	Sep 28, 2017	
11	MOT TO AMEND APPLICATION	Sep 28, 2017	
12	MOT TO AMEND APPLICATION	Nov 06, 2017	
13	BD DECISION: DISMISSED W/O PREJ	Nov 08, 2017	
14	TERMINATED	Nov 30, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91234630](#)

Filing Date: May 17, 2017

Status: Pending

Status Date: May 17, 2017

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Advanced Solutions, Inc.

Correspondent Address: KAREN K GAUNT
DINSMORE & SHOHL LLP
255 E 5TH ST STE 1900
CINCINNATI OH UNITED STATES , 45202

Correspondent e-mail: karen.gaunt@dinsmore.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
PILOT PROFESSIONAL INSTRUCTOR LIVE ONLINE TRAINING	Opposition Pending	86933829	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: ALLISON SCOTT ROACH
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE ST NE STE 2800
ATLANTA GA UNITED STATES , 30309-4528

Correspondent e-mail: aroach@kilpatricktownsend.com , jpetersen@ktslaw.com , agarcia@ktslaw.com , tadmin@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE APPLE STORE APPLECARE	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Registered	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78157042	2870477
APPLE APPLE APPLE TV IPHONE WATCH SPORT PENCIL MUSIC PAY WATCH WATCH EDITION WATCH SPORT	Renewed	78146716	2753069
	Renewed	73120444	1078312
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Renewed	78170383	2808567
	Renewed	77154348	3359157
	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
	Registered	86512828	4956950
	Registered	86763003	5028531
MUSIC PAY WATCH WATCH EDITION WATCH SPORT	Registered	86662587	4929159
	Registered	86393745	5110262
	Registered	86390818	5161497
	Registered	86512795	4852670
	Registered	86512876	4819882
	Registered	86512876	4819882

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 17, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 18, 2017	Jun 27, 2017
3	PENDING, INSTITUTED	May 18, 2017	
4	ANSWER AND COUNTERCLAIM (FEE)	Jun 27, 2017	
5	TRIAL DATES RESET	Jul 03, 2017	
6	ANSWER TO COUNTERCLAIM	Aug 02, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91230378](#)

Filing Date: Sep 28, 2016

Status: Terminated

Status Date: Jan 04, 2017

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: VirtualHighSchool.com Inc.

Correspondent Address: TIMOTHY J SINNOTT
BERESKIN & PARR LLP
40 KING STREET WEST, 40TH FLOOR
TORONTO ON CANADA , M5H3Y2

Associated marks			
Mark	Application Status	Serial Number	Registration Number

Abandoned - After Inter-Partes Decision

[86639294](#)

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: cgenteman@kilpatricktownsend.com , JPetersen@ktslaw.com , ssurachman@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmi@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Registered	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	Renewed	73162799	1114431
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578
TV	Renewed	78408365	3084491
	Renewed	77154348	3359157
	Renewed	73120444	1078312
APPLE	Renewed	76432531	2690881
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Renewed	78155188	2926853
	Renewed	78146716	2753069

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 28, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 29, 2016	Nov 08, 2016
3	PENDING, INSTITUTED	Sep 29, 2016	
4	NOTICE OF DEFAULT	Nov 18, 2016	
5	BD DECISION: SUSTAINED	Jan 04, 2017	
6	TERMINATED	Jan 04, 2017	

United States of America

United States Patent and Trademark Office

APPLE STORE

Reg. No. 3,710,912 APPLE INC. (CALIFORNIA CORPORATION)
Registered Nov. 17, 2009 1 INFINITE LOOP
CUPERTINO, CA 95014

Int. Cls.: 37, 38, 41 and 42 FOR: MAINTENANCE, INSTALLATION AND REPAIR OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONIC DEVICES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

SERVICE MARK FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.
PRINCIPAL REGISTER

FOR: TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, TELECOMMUNICATIONS SYSTEMS FEATURING TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, MUSIC, PHOTOGRAPHY AND VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A FACILITY FOR LIVE CONCERTS AND SPECIAL EVENTS IN THE NATURE OF LIVE MUSICAL PERFORMANCES; TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

FOR: TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING COMPUTER HARDWARE, COMPUTER PERIPHERAL, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC DEVICES; INSTALLATION, UPDATING, MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE; TECHNICAL CONSULTING IN THE FIELD OF COMPUTERS AND COMPUTER-BASED CONSUMER ELECTRONICS; COMPUTER AND CONSUMER



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,710,912 ELECTRONIC DIAGNOSTIC SERVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND COMPUTER-BASED CONSUMER ELECTRONIC SYSTEMS FOR OTHERS; COMPUTER DATA RECOVERY; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE OPERATION OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS IN THE NATURE OF AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

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

OWNER OF U.S. REG. NOS. 1,078,312, 3,317,089 AND OTHERS.

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

SER. NO. 77-388,365, FILED 2-4-2008.

MARILYN IZZI, EXAMINING ATTORNEY

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Mark: APPLE STORE

APPLE STORE

US Serial Number: 77388365

Application Filing Date: Feb. 04, 2008

US Registration Number: 3710912

Registration Date: Nov. 17, 2009

Register: Principal

Mark Type: Service Mark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 23, 2016

Publication Date: Sep. 01, 2009

Mark Information

Mark Literal Elements: APPLE STORE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "STORE"

Related Properties Information

International Registration Number: 0973841

International Application(s) / Registration(s) Based on this Property: A0011683/0973841

Claimed Ownership of US Registrations: 1078312, 2683410, 3317089 and others

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices

International Class(es): 037 - Primary Class

U.S Class(es): 100, 103, 106

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

For: Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunications systems featuring telephones, cellular telephones and wireless telecommunications devices

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 29, 2007

Use in Commerce: Jun. 29, 2007

For: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

For: Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: 1 Infinite Loop
Cupertino, CALIFORNIA 95014
UNITED STATES

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS: 169-3IPL
Cupertino, CALIFORNIA 95014
UNITED STATES

Phone: (408) 974-2385

Correspondent e-mail: trademarkdocket@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 06, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 06, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 23, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 23, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jan. 23, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Nov. 17, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 17, 2009	REGISTERED-PRINCIPAL REGISTER	
Sep. 01, 2009	PUBLISHED FOR OPPOSITION	
Aug. 12, 2009	NOTICE OF PUBLICATION	
Jul. 29, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	78288
Jul. 28, 2009	ASSIGNED TO LIE	78288
Jul. 24, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 24, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 24, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 24, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 23, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 21, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 21, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jul. 13, 2009	FINAL REFUSAL MAILED	
Jul. 11, 2009	FINAL REFUSAL WRITTEN	82420
Jun. 24, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 23, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 23, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 28, 2009	NON-FINAL ACTION MAILED	
Jan. 28, 2009	NON-FINAL ACTION WRITTEN	82420
Jan. 15, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 29, 2008	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Dec. 15, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Dec. 15, 2008	ASSIGNED TO LIE	78145
Dec. 08, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 23, 2008	NON-FINAL ACTION MAILED	
May 22, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Feb. 07, 2008	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Jan. 23, 2016

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 3,621,571

Registered May 19, 2009

**TRADEMARK
PRINCIPAL REGISTER**

APPLE

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

FOR: TOYS, GAMES AND PLAYTHINGS, NAME-
LY, HAND-HELD UNITS FOR PLAYING ELECTRO-
NIC GAMES; HAND-HELD UNITS FOR PLAYING
VIDEO GAMES; STAND ALONE VIDEO GAME
MACHINES; ELECTRONIC GAMES OTHER THAN
THOSE ADAPTED FOR USE WITH TELEVISION
RECEIVERS ONLY; LCD GAME MACHINES; ELEC-
TRONIC EDUCATIONAL GAME MACHINES FOR
CHILDREN; TOYS, NAMELY, BATTERY-POW-
ERED COMPUTER GAMES WITH DISPLAY
SCREENS WHICH FEATURE ANIMATION AND

SOUND EFFECTS, IN CLASS 28 (U.S. CLS. 22, 23, 38
AND 50).

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

OWNER OF ERPN CMNTY TM OFC REG. NO.
2593168, DATED 8-7-2003, EXPIRES 2-26-2012.

OWNER OF U.S. REG. NOS. 1,078,312, 3,317,089
AND OTHERS.

SER. NO. 77-388,864, FILED 2-5-2008.

MARILYN IZZI, EXAMINING ATTORNEY

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Mark: APPLE

APPLE

US Serial Number: 77388864

Application Filing Date: Feb. 05, 2008

US Registration Number: 3621571

Registration Date: May 19, 2009

Register: Principal

Mark Type: Trademark

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: May 26, 2015

Publication Date: Jul. 29, 2008

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1323866

International Application(s) /Registration(s) Based on this Property: A0062317/1323866

Claimed Ownership of US Registrations: 1078312, 2951270, 3317089 and others

Foreign Information

Foreign Registration Number: 2593168

Foreign Registration Date: Aug. 07, 2003

Application/Registration Country: EUROPEAN (EU) OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (OHIM)

Foreign Expiration Date: Feb. 26, 2012

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Toys, games and playthings, namely, hand-held units for playing electronic games; hand-held units for playing video games; stand alone video game machines; electronic games other than those adapted for use with television receivers only; LCD game machines; electronic educational game machines for children; toys, namely, battery-powered computer games with display screens which feature animation and sound effects

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Filed ITU: Yes

Filed 44D: No

Filed 44E: Yes

Filed 66A: No

Filed No Basis: No

Currently Use: No

Currently ITU: No

Currently 44D: No

Currently 44E: Yes

Currently 66A: No

Currently No Basis: No

Amended Use: No

Amended ITU: No

Amended 44D: No

Amended 44E: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: 1 Infinite Loop
Cupertino, CALIFORNIA 95014
UNITED STATES

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA 95014
UNITED STATES

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_kitterm_an@apple.com amy.shelton@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 26, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 26, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
May 26, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
May 11, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 19, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 15, 2009	1(B) BASIS DELETED; PROCEED TO REGISTRATION	76873
Apr. 14, 2009	NOTICE OF ALLOWANCE CANCELLED	76873
Apr. 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76873
Apr. 14, 2009	TEAS DELETE 1(B) BASIS RECEIVED	
Oct. 21, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 29, 2008	PUBLISHED FOR OPPOSITION	
Jul. 09, 2008	NOTICE OF PUBLICATION	
Jun. 23, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243

Jun. 23, 2008	ASSIGNED TO LIE	76243
Jun. 23, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 05, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 04, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 04, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 27, 2008	NON-FINAL ACTION MAILED	
May 27, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Feb. 08, 2008	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: May 26, 2015

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91238913](#)

Filing Date: Jan 03, 2018

Status: Pending

Status Date: Jan 03, 2018

Interlocutory Attorney: WENDY COHEN

Defendant

Name: TeachersParadise.com, Inc.

Correspondent Address: JORGE RAMOS
TEACHERSPARADISECOM INC
13876 SW 56 STREET #226
MIAMI FL , 33175
UNITED STATES

Correspondent e-mail: jramos@teachersparadise.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87067426	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA , 94025
UNITED STATES

Correspondent e-mail: jpetersen@ktslaw.com , cye@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
IPHONE	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE	Registered	77428980	4088195
APPLE	Renewed	78170383	2808567
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 03, 2018	
2	SUSPENDED	Jan 11, 2018	
3	PENDING, INSTITUTED	Jan 11, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91235324](#)

Filing Date: Jun 28, 2017

Status: Terminated

Status Date: Oct 16, 2017

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Apple to Oyster LLC

Correspondent Address: APPLE TO OYSTER LLC
PO BOX 2645
DENVER CO , 80201
UNITED STATES

Correspondent e-mail: info@appletooyster.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE TO OYSTER	Abandoned - After Inter-Partes Decision	87183062	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA , 94025
UNITED STATES

Correspondent e-mail: jpetersen@ktslaw.com , cgenteman@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE STORE	Renewed	75857151	2462798
APPLE STORE	Renewed	76400649	2683410
THE APPLE STORE	Renewed	75857191	2424976
APPLE	Renewed	74527910	1895326
APPLE	Renewed	74660120	2079765
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE	Renewed	78170383	2808567
APPLE	Registered	85120231	4913886
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE			

APPLE	Section 8 and 15 - Accepted and Acknowledged	77499829	3634113
	Renewed	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Registered	77428980	4088195
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	Renewed	78155188	2926853
IAD	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
	Registered	85351865	4305923
	Renewed	73162799	1114431
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 28, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 29, 2017	Aug 08, 2017
3	PENDING, INSTITUTED	Jun 29, 2017	
4	NOTICE OF DEFAULT	Aug 18, 2017	
5	BD DECISION: SUSTAINED	Oct 16, 2017	
6	TERMINATED	Oct 16, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91222497](#)

Filing Date: Jun 22, 2015

Status: Terminated

Status Date: Sep 03, 2015

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Mattel, Inc.

Correspondent Address: MATT SOLMON
MATTEL INC
333 CONTINENTAL BLVD
EL SEGUNDO CA , 90245-5032
UNITED STATES

Correspondent e-mail: matt.solmon@mattel.com , ronellie.pasion@mattel.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
AWESOME APPLE	Abandoned - After Inter-Partes Decision	86227500	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND STOCKTON
1114 AVENUE OF THE AMERICAS FL 21
NEW YORK NY , 10036
UNITED STATES

Correspondent e-mail: aroach@kilpatricktownsend.com , cgenteman@kilpatricktownsend.com , JPetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com , SRoe@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78155196	2951270

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 22, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 23, 2015	Aug 02, 2015
3	PENDING, INSTITUTED	Jun 23, 2015	
4	D MOT FOR EXT W/ CONSENT	Jul 31, 2015	
5	EXTENSION OF TIME GRANTED	Jul 31, 2015	
6	W/DRAW OF APPLICATION	Aug 31, 2015	
7	BD DECISION: DISMISSED W/O PREJ	Sep 03, 2015	
8	TERMINATED	Sep 03, 2015	

Type of Proceeding: Opposition

Proceeding Number: [91219829](#)

Filing Date: Dec 18, 2014

Status: Terminated

Status Date: Feb 03, 2015

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Chung Ying Chang

Correspondent Address: ROBERT B GOLDEN
LACKENBACH SIEGEL, LLP
ONE CHASE RD, LACKENBACH SIEGEL BLDG PENTHOUSE
SCARSDALE NY , 10583-4156
UNITED STATES

Correspondent e-mail: RGolden@LSLLP.com , EMenist@LSLLP.com , TMEFS@LSLLP.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ADAM ELEMENTS	Abandoned - After Inter-Partes Decision	86148622	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21 ST FL
NEW YORK NY , 10036-4156
UNITED STATES

Correspondent e-mail: cgenteman@kilpatricktownsend.com , JPetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78156887	3070036
	Section 8 and 15 - Accepted and Acknowledged	77356362	3818856
	Renewed	78155196	2951270
	Renewed	78155188	2926853
IPHONE	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
APPLE	Renewed	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE STORE	Renewed	76400649	2683410
APPLE STORE	Renewed	75857151	2462798

Prosecution History

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Dec 18, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 18, 2014	Jan 27, 2015
3	PENDING, INSTITUTED	Dec 18, 2014	
4	W/DRAW OF APPLICATION	Jan 20, 2015	
5	BD DECISION: SUSTAINED	Feb 03, 2015	
6	TERMINATED	Feb 03, 2015	

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,951,270

Registered May 17, 2005

**TRADEMARK
PRINCIPAL REGISTER**



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

PRIORITY CLAIMED UNDER SEC. 44(D) ON
ERPN CMNTY TM OFC APPLICATION NO.
2593663, FILED 2-26-2002, REG. NO. 002593663, DATED
9-10-2003, EXPIRES 2-26-2012.

FOR: STAND ALONE VIDEO GAME MACHINES;
PINBALL AND ARCADE GAME MACHINES;
HAND-HELD UNIT FOR PLAYING ELECTRONIC
GAMES; COIN-OPERATED VIDEO GAMES; TOY
COMPUTERS; ELECTRONIC ACTION TOYS; ELECTRONIC
EDUCATIONAL GAME MACHINES FOR CHILDREN;
MUSICAL TOYS; BATTERY OPERATED REMOTE
CONTROLLED TOY VEHICLES; TOYS AND GAMES,
NAMESLY, ACTION FIGURES AND ACCESSORIES
THEREFORE; BOARD GAMES; CARD GAMES;
PLAYING CARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

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.

SER. NO. 78-155,196, FILED 8-16-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2018-02-05 21:17:49 EST

Mark:



US Serial Number: 78155196

Application Filing Date: Aug. 16, 2002

US Registration Number: 2951270

Registration Date: May 17, 2005

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Apr. 22, 2015

Publication Date: Aug. 10, 2004

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0868666,

International Application(s) /Registration(s) Based on this Property: A0001003/0868666, A0000983

Claimed Ownership of US Registrations: 1114431, 1130288, 1401154 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2593663

Foreign Application Filing Date: Feb. 26, 2002

Foreign Registration Number: 002593663

Foreign Registration Date: Sep. 10, 2003

Foreign Application/Registration EUROPEAN (EU) OFFICE FOR
HARMONIZATION IN THE INTERNAL MARKET
Country: (OHIM)

Foreign Expiration Feb. 26, 2012
Date:

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Stand alone video game machines; [pinball and arcade game machines;] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys;] electronic educational game machines for children; musical toys; battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards]

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No	Currently Use: No	Amended Use: No
Filed ITU: Yes	Currently ITU: No	Amended ITU: No
Filed 44D: Yes	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: Yes	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: MS: 169-3IPL
1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014
UNITED STATES

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA 95014
UNITED STATES

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_kitterm_an@apple.com amy.shelton@apple.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 22, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 22, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Apr. 22, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Apr. 08, 2015	TEAS SECTION 8 & 9 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 26, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 - MAILED	
Nov. 26, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED	68973
Nov. 26, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Nov. 03, 2011	TEAS SECTION 8 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 17, 2005	REGISTERED-PRINCIPAL REGISTER	
Mar. 23, 2005	1(B) BASIS DELETED; PROCEED TO REGISTRATION	71034
Nov. 05, 2004	NOTICE OF ALLOWANCE CANCELLED	71034
Nov. 05, 2004	TEAS DELETE 1(B) BASIS RECEIVED	
Nov. 02, 2004	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 10, 2004	PUBLISHED FOR OPPOSITION	
Jul. 21, 2004	NOTICE OF PUBLICATION	
Jun. 04, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 12, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 31, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 29, 2004	INQUIRY TO SUSPENSION E-MAILED	
Jan. 12, 2004	PAPER RECEIVED	
Jun. 04, 2003	LETTER OF SUSPENSION MAILED	
May 31, 2003	LETTER OF SUSPENSION E-MAILED	
May 21, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 24, 2003	NON-FINAL ACTION E-MAILED	
Jan. 16, 2003	ASSIGNED TO EXAMINER	69811
Jan. 09, 2003	ASSIGNED TO EXAMINER	69812

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Renewal Date: May 17, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 22, 2015

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0526](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0526.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee**Name:** [APPLE INC.](#)**Legal Entity Type:** CORPORATION**State or Country Where Organized:** CALIFORNIA**Address:** 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014**Correspondent****Correspondent Name:** THOMAS R. LA PERLE**Correspondent Address:** 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014**Domestic Representative - Not Found**

Proceedings

Summary**Number of Proceedings:** 11**Type of Proceeding: Opposition****Proceeding Number:** [91238913](#)**Filing Date:** Jan 03, 2018**Status:** Pending**Status Date:** Jan 03, 2018**Interlocutory Attorney:** WENDY COHEN**Defendant****Name:** TeachersParadise.com, Inc.**Correspondent Address:** JORGE RAMOS
TEACHERSPARADISECOM INC
13876 SW 56 STREET #226
MIAMI FL , 33175
UNITED STATES**Correspondent e-mail:** jramos@teachersparadise.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87067426	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA , 94025
UNITED STATES**Correspondent e-mail:** jpetersen@ktslaw.com , cye@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
IPHONE APPLE APPLE	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571

APPLE	Registered	77428980	4088195
APPLE	Renewed	78170383	2808567
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 03, 2018	
2	SUSPENDED	Jan 11, 2018	
3	PENDING, INSTITUTED	Jan 11, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91237117](#)

Filing Date: Oct 09, 2017

Status: Terminated

Status Date: Nov 21, 2017

Interlocutory Attorney: KATIE W MCKNIGHT

Defendant

Name: The Drivers Coach, LLC

Correspondent Address: CRISTINA ARENAS SOLIS
FERRAIUOLI LLC
221 PONCE DE LEON AVENUE, 5TH FLOOR
SAN JUAN PR , 00917
UNITED STATES

Correspondent e-mail: trademarksca@ferraiuoli.com , carenas@ferraiuoli.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BLUE APPLE DRIVING ACADEMY	Abandoned - After Inter-Partes Decision	87152329	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA , 94025
UNITED STATES

Correspondent e-mail: jpetersen@ktslaw.com , cye@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Renewed	78408365	3084491
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
APPLE	Renewed	73120444	1078312
APPLE	Renewed	74660120	2079765
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Registered	77428980	4088195
APPLE	Renewed	78170383	2808567
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 09, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 10, 2017	Nov 19, 2017
3	PENDING, INSTITUTED	Oct 10, 2017	
4	W/DRAW OF APPLICATION	Nov 14, 2017	
5	BD DECISION: SUSTAINED	Nov 21, 2017	
6	TERMINATED	Nov 21, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235256](#)

Filing Date: Jun 26, 2017

Status: Pending

Status Date: Jun 26, 2017

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Pear Deck, Inc.

Correspondent Allison E. Kerndt

Address: Nyemaster Goode, P.C.
Suite 1600 700 Walnut Street
Des Moines IA , 50309

Correspondent e-mail: AKerndt@nyemaster.com , ptodm@nyemaster.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	86959884	

Plaintiff(s)

Name: Apple Inc.

Correspondent Joseph Petersen

Address: Kilpatrick Townsend & Stockton LLP
1080 Marsh Road
Menlo Park CA , 94025
UNITED STATES

Correspondent e-mail: cgenteman@kilpatricktownsend.com , jpetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Renewed	73162799	1114431
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Renewed	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78146716	2753069
APPLE	Renewed	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Registered	77428980	4088195
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
APPLE	Renewed	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 26, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 26, 2017	Aug 05, 2017
3	PENDING, INSTITUTED	Jun 26, 2017	
4	STIP FOR EXT EXTENSION OF TIME GRANTED	Jul 17, 2017	

5		Jul 17, 2017
6	STIP FOR EXT	Aug 29, 2017
7	EXTENSION OF TIME GRANTED	Aug 29, 2017
8	STIP FOR EXT	Oct 04, 2017
9	EXTENSION OF TIME GRANTED	Oct 04, 2017
10	STIP FOR EXT	Nov 01, 2017
11	EXTENSION OF TIME GRANTED	Nov 01, 2017
12	STIP FOR EXT	Dec 04, 2017
13	EXTENSION OF TIME GRANTED	Dec 04, 2017

Type of Proceeding: Opposition

Proceeding Number: [91222497](#)

Filing Date: Jun 22, 2015

Status: Terminated

Status Date: Sep 03, 2015

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Mattel, Inc.

Correspondent Address: MATT SOLMON
MATTEL INC
333 CONTINENTAL BLVD
EL SEGUNDO CA , 90245-5032
UNITED STATES

Correspondent e-mail: matt.solmon@mattel.com , ronellie.pasion@mattel.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
AWESOME APPLE	Abandoned - After Inter-Partes Decision	86227500	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND STOCKTON
1114 AVENUE OF THE AMERICAS FL 21
NEW YORK NY , 10036
UNITED STATES

Correspondent e-mail: aroach@kilpatricktownsend.com , cgenteman@kilpatricktownsend.com , JPetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com , SRoe@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 22, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 23, 2015	Aug 02, 2015
3	PENDING, INSTITUTED	Jun 23, 2015	
4	D MOT FOR EXT W/ CONSENT	Jul 31, 2015	
5	EXTENSION OF TIME GRANTED	Jul 31, 2015	
6	W/DRAW OF APPLICATION	Aug 31, 2015	
7	BD DECISION: DISMISSED W/O PREJ	Sep 03, 2015	
8	TERMINATED	Sep 03, 2015	

Type of Proceeding: Opposition**Proceeding Number:** [91219829](#)**Filing Date:** Dec 18, 2014**Status:** Terminated**Status Date:** Feb 03, 2015**Interlocutory Attorney:** BENJAMIN U OKEKE**Defendant****Name:** Chung Ying Chang**Correspondent Address:** ROBERT B GOLDEN
LACKENBACH SIEGEL, LLP
ONE CHASE RD, LACKENBACH SIEGEL BLDG PENTHOUSE
SCARSDALE NY , 10583-4156
UNITED STATES**Correspondent e-mail:** RGolden@LSLLP.com , EMenist@LSLLP.com , TMEFS@LSLLP.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
ADAM ELEMENTS	Abandoned - After Inter-Partes Decision	86148622	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21 ST FL
NEW YORK NY , 10036-4156
UNITED STATES**Correspondent e-mail:** cgenteman@kilpatricktownsend.com , JPetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78156887	3070036
	Section 8 and 15 - Accepted and Acknowledged	77356362	3818856
	Renewed	78155196	2951270
	Renewed	78155188	2926853
IPHONE	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
APPLE	Renewed	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE STORE	Renewed	76400649	2683410
APPLE STORE	Renewed	75857151	2462798

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 18, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 18, 2014	Jan 27, 2015
3	PENDING, INSTITUTED	Dec 18, 2014	
4	W/DRAW OF APPLICATION	Jan 20, 2015	
5	BD DECISION: SUSTAINED	Feb 03, 2015	
6	TERMINATED	Feb 03, 2015	

Type of Proceeding: Opposition**Proceeding Number:** [91214699](#)**Filing Date:** Jan 29, 2014**Status:** Terminated**Status Date:** May 20, 2014**Interlocutory** MARY CATHERINE FAINT

Attorney:

Defendant

Name: Katrina E. Woodhall MD and Associates, A Professional Medical Corporation

Correspondent Address: KATRINA E WOODHALL MD AND ASSOCIATES
A PROFESSIONSL MEDICAL CORPORATION
PO BOX 642
SOLANA BEACH CA , 92075-0642
UNITED STATES

Correspondent e-mail: INFO@DRWOODHALL.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	85841168	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FOOR
NEW YORK NY , 10036
UNITED STATES

Correspondent e-mail: JPetersen@kiltown.com , NChollet@kiltown.com , agarcia@kiltown.com , NYTrademarks@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Renewed	78156920	3064984
	Section 8 and 15 - Accepted and Acknowledged	77365106	3462174
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78408365	3084491
	Renewed	78156911	3070037
	Renewed	76117498	2657931
	Renewed	78156887	3070036
	Renewed	78408618	3078580
	Section 8 and 15 - Accepted and Acknowledged	77356362	3818856
	Renewed	78156809	3070035
	Renewed	78155196	2951270
	Renewed	78155188	2926853
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Renewed	78255986	2820066
	Renewed	76432531	2690881
	Renewed	78157042	2870477
	Renewed	76432525	2693317
	Renewed	78146716	2753069
	Renewed	74712807	2180949
	Registered	85120250	4206562
	Renewed	78408605	3108652

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 29, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 29, 2014	Mar 10, 2014
3	PENDING, INSTITUTED	Jan 29, 2014	
4	NOTICE OF DEFAULT	Apr 01, 2014	
5	BD DECISION: SUSTAINED	May 20, 2014	

Type of Proceeding: Opposition**Proceeding Number:** [91204777](#)**Filing Date:** Apr 17, 2012**Status:** Terminated**Status Date:** Mar 26, 2014**Interlocutory Attorney:** BENJAMIN U OKEKE**Defendant****Name:** Ninja Entertainment Holdings, LLC**Correspondent Address:** DANIEL J KELMAN
1934 JOSEPHINE STREET
PITTSBURGH PA , 15203
UNITED STATES**Correspondent e-mail:** danielkelman@gmail.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CRAPPLE	Abandoned - After Inter-Partes Decision	85379097	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY , 10036
UNITED STATES**Correspondent e-mail:** JPetersen@kiltown.com , AlJones@kiltown.com , ARoach@kiltown.com , agarcia@kiltown.com , NYTrademarks@kiltown.com , tmadmin@kiltown.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312
APPLE	Renewed	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Section 8 - Accepted	78430230	3317089
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78155196	2951270
IPHONE	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
APPLE TV	Renewed	77152380	3359045
TV	Renewed	77154348	3359157

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 17, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 18, 2012	May 28, 2012
3	PENDING, INSTITUTED	Apr 18, 2012	
4	CHANGE OF CORRESPONDENCE ADDRESS	Apr 26, 2012	
5	ANSWER	May 29, 2012	
6	ANSWER	Jun 11, 2012	
7	BOARD'S ORDER	Jun 21, 2012	
8	P'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Sep 27, 2012	
9	SUSPENDED	Sep 27, 2012	
10	P'S MOT FOR EXTEN. OF TIME W/ CONSENT	Nov 12, 2012	
11	EXTENSION OF TIME GRANTED	Nov 12, 2012	
12	P'S MOTION TO COMPEL DISCOVERY	Jan 24, 2013	
13	P'S MOTION TO COMPEL DISCOVERY	Jan 24, 2013	

14	P'S MOTION TO COMPEL DISCOVERY	Jan 24, 2013
15	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Jan 31, 2013
16	CHANGE OF CORRESPONDENCE ADDRESS	Feb 09, 2013
17	P'S REPLY IN SUPPORT OF MOTION	Feb 26, 2013
18	P'S REPLY IN SUPPORT OF MOTION	Feb 26, 2013
19	TRIAL DATES RESET	Jun 17, 2013
20	P MOT FOR EXT W/O CONSENT	Oct 25, 2013
21	P DECLARATION IN SUPPORT OF ITS MOTION TO EXTEND TESTIMONY PERIOD	Oct 25, 2013
22	P NOTICE OF RELIANCE	Nov 04, 2013
23	P NOTICE OF RELIANCE	Nov 04, 2013
24	P NOTICE OF RELIANCE	Nov 04, 2013
25	P NOTICE OF RELIANCE	Nov 04, 2013
26	P NOTICE OF RELIANCE	Nov 05, 2013
27	P NOTICE OF RELIANCE	Nov 05, 2013
28	P NOTICE OF RELIANCE	Nov 05, 2013
29	P NOTICE OF RELIANCE	Nov 05, 2013
30	P NOTICE OF RELIANCE	Nov 05, 2013
31	EXTENSION OF TIME GRANTED	Dec 03, 2013
32	P MOT FOR EXT W/O CONSENT	Dec 18, 2013
33	P DECLARATION OF JOSEPH PETERSEN	Dec 18, 2013
34	TRIAL DATES RESET	Feb 14, 2014
35	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 14, 2014
36	SUSPENDED	Feb 14, 2014
37	W/DRAW OF APPLICATION W/ CONSENT	Mar 19, 2014
38	BD DECISION: DISMISSED W/O PREJ	Mar 26, 2014
39	TERMINATED	Mar 26, 2014

Type of Proceeding: Opposition

Proceeding Number: [91187339](#)

Filing Date: Nov 05, 2008

Status: Terminated

Status Date: Jul 20, 2009

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: MATTEL, INC.

Correspondent Address: JILL M. PIETRINI
MANATT, PHELPS & PHILLIPS
11355 W. OLYMPIC BOULEVARD
LOS ANGELES CA , 90064
UNITED STATES

Correspondent e-mail: PBost@manatt.com , JPietrini@manatt.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE AMY	Abandoned - After Inter-Partes Decision	77229157	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Joseph Petersen
Kilpatrick Stockton LLP
31 W 52nd Street, 14th Floor
New York NY , 10019
UNITED STATES

Correspondent e-mail: ipefiling@kilstock.com , scoates@kilstock.com , jpeterse@kilstock.com , agarcia@kilstock.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312

APPLE

Renewed	73162799	1114431
Renewed	76426501	2715578
Renewed	78146716	2753069
Renewed	78170383	2808567
Renewed	78155196	2951270

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 05, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 05, 2008	Dec 15, 2008
3	PENDING, INSTITUTED	Nov 05, 2008	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 22, 2008	
5	EXTENSION OF TIME GRANTED	Dec 28, 2008	
6	TRIAL DATES RESET	Dec 29, 2008	
7	ANSWER	Jan 02, 2008	
8	STIPULATION FOR AN EXTENSION OF TIME	Mar 31, 2009	
9	EXTENSION OF TIME GRANTED	Mar 31, 2009	
10	WITHDRAWAL OF APPLICATION WITH CONSENT	Jul 07, 2009	
11	BD'S DECISION: DISMISSED W/O PREJUDICE	Jul 20, 2009	
12	TERMINATED	Jul 20, 2009	

Type of Proceeding: Opposition**Proceeding Number:** [91183455](#)**Filing Date:** Apr 07, 2008**Status:** Terminated**Status Date:** Nov 16, 2008**Interlocutory Attorney:** JENNIFER KRISP**Defendant****Name:** Carlino, Cristina M.**Correspondent Address:** Mark A. Carlino
Law Office of Mark A. Carlino, P.C.
Suite 103/PMB 617 28150 N. Alma School Pkwy.
Scottsdale AZ , 85262
UNITED STATES**Correspondent e-mail:** triciadeutsch@gmail.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
THE GOLDEN APPLE	Abandoned - No Statement Of Use Filed	77170062	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** Joseph Petersen
Kilpatrick Stockton LLP
31 West 52nd Street, 14th Floor
New York NY , 10019
UNITED STATES**Correspondent e-mail:** avaneepoel@kilpatrickstockton.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78155196	2951270
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028

Prosecution History

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Apr 07, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 09, 2008	May 19, 2008
3	PENDING, INSTITUTED	Apr 09, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	May 19, 2008	
5	EXTENSION OF TIME GRANTED	May 19, 2008	
6	STIPULATION FOR AN EXTENSION OF TIME	Jun 17, 2008	
7	EXTENSION OF TIME GRANTED	Jun 17, 2008	
8	STIPULATION FOR AN EXTENSION OF TIME	Sep 16, 2008	
9	EXTENSION OF TIME GRANTED	Sep 17, 2008	
10	DEFENDANT'S MOTION	Nov 05, 2008	
11	STIPULATION FOR AN EXTENSION OF TIME	Nov 12, 2008	
12	EXTENSION OF TIME GRANTED	Nov 12, 2008	
13	BD'S DECISION: DISMISSED W/O PREJUDICE	Nov 14, 2008	
14	TERMINATED	Nov 16, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91182775](#)

Filing Date: Mar 03, 2008

Status: Terminated

Status Date: Feb 04, 2009

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Rocket Gaming Systems, LLC

Correspondent Mark Borghese

Address: Weide & Miller, Ltd.
7251 W. Lake Mead Blvd., Suite 530
Las Vegas NV , 89128
UNITED STATES

Correspondent e-mail: mborghese@weidemiller.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ONE BAD APPLE	Section 8 and 15 - Accepted and Acknowledged	78568006	3587129

Plaintiff(s)

Name: Apple Inc.

Correspondent Joseph Petersen

Address: Kilpatrick Stockton LLP
31 W 52nd Street, 14th Floor
New York NY , 10019
UNITED STATES

Correspondent e-mail: JPeterse@kilpatrickstockton.com , CLick@kilpatrickstockton.com , Agarcia@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312
	Renewed	73162799	1114431
APPLE	Renewed	74660120	2079765
	Renewed	76117498	2657931
	Renewed	76432531	2690881
	Renewed	76426501	2715578
APPLE	Renewed	78170383	2808567
	Renewed	78157042	2870477
	Renewed	78155196	2951270
APPLE	Renewed	78408365	3084491
	Renewed	76116541	3226289

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 03, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 03, 2008	Apr 12, 2008
3	PENDING, INSTITUTED	Mar 03, 2008	
4	ANSWER AND COUNTERCLAIM (FEE)	Apr 10, 2008	
5	RESPONSE DUE 30 DAYS (DUE DATE)	Apr 25, 2008	May 25, 2008
6	STIPULATION FOR AN EXTENSION OF TIME	May 23, 2008	
7	EXTENSION OF TIME GRANTED	Jun 23, 2008	
8	STIPULATION FOR AN EXTENSION OF TIME	Jun 23, 2008	
9	EXTENSION OF TIME GRANTED	Jul 16, 2008	
10	P'S MOTION FOR AN EXTENSION OF TIME	Jul 24, 2008	
11	SUSPENDED	Jul 29, 2008	
12	D'S AMENDMENT	Jan 28, 2009	
13	BD'S DECISION: DISMISSED W/O PREJUDICE	Feb 04, 2009	
14	TERMINATED	Feb 04, 2009	

Type of Proceeding: Opposition

Proceeding Number: [91179014](#)

Filing Date: Aug 20, 2007

Status: Terminated

Status Date: Oct 19, 2009

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Micott & Basara, Inc.

Correspondent Address: EIJI OKUYAMA
LAW OFFICES OF EIJI OKUYAMA
11408 GREY COLT LN
NORTH POTOMAC MD , 20878-3828
UNITED STATES

Correspondent e-mail: eokuyama@aol.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLESEED	Abandoned - No Statement Of Use Filed	78925021	
APPLESEED	Abandoned - No Statement Of Use Filed	78925027	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Joseph Petersen
Kilpatrick Stockton LLP
31 West 52nd Street, 14th Floor
New York NY , 10019
UNITED STATES

Correspondent e-mail: JPetersen@kilpatrickstockton.com , AGarcia@kilpatrickstockton.com , SCoates@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312
	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78155196	2951270
APPLESEED	Cancelled - Section 8	78044925	2882805

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 20, 2007	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 21, 2007	Sep 30, 2007
3	PENDING, INSTITUTED	Aug 21, 2007	
	NOTICE OF DEFAULT		

4		Dec 21, 2007	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jan 18, 2008	
6	MOTION TO CORRECT ON PREVIOUSLY FILED MOTION TO SHOW CAUSE BY APPLICANT	Feb 05, 2008	
7	TRIAL DATES RESET	Mar 05, 2008	
8	MOTION TO AMEND APPLICATION	Mar 20, 2008	
9	RESPONSE DUE (20 DAYS)	Jul 15, 2008	
10	D'S RESPONSE TO BOARD ORDER/INQUIRY	Aug 05, 2008	
11	P'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Aug 29, 2008	
12	SUSPENDED	Jul 02, 2009	
13	Confidential Defendant's Supporting Evidents/Exhibits	Aug 02, 2009	
14	D'S RESPONSE TO BOARD ORDER/INQUIRY	Aug 02, 2009	
15	RESPONSE DUE 30 DAYS (DUE DATE)	Aug 15, 2009	Sep 14, 2009
16	DELETE ENTRY	Aug 20, 2009	
17	D'S MOTION FOR AN EXTENSION OF TIME	Sep 14, 2009	
18	RESPONSE DUE	Sep 16, 2009	
19	MOTION TO AMEND APPLICATION	Oct 12, 2009	
20	RESPONSE DUE 30 DAYS (DUE DATE)	Oct 15, 2009	Nov 14, 2009
21	WITHDRAWAL OF OPPOSITION	Oct 19, 2009	
22	BD'S DECISION: DISMISSED W/O PREJUDICE	Oct 19, 2009	
23	TERMINATED	Oct 19, 2009	