

ESTTA Tracking number: **ESTTA984745**

Filing date: **07/01/2019**

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	06/30/2019
Address	One Apple Park Way Cupertino, CA 95014 UNITED STATES

Correspondence information	Joseph Petersen Kilpatrick Townsend & Stockton LLP 1080 Marsh Road Menlo Park, CA 94025 UNITED STATES jpetersen@kilpatricktownsend.com, LMcAndrews@kilpatricktownsend.com, agarcia@kilpatricktownsend.com, tadmin@kilpatricktownsend.com 6503262400
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Applicant Information

Application No	88062301	Publication date	01/01/2019
Opposition Filing Date	07/01/2019	Opposition Period Ends	06/30/2019
International Registration No.	NONE	International Registration Date	NONE
Applicant	AppLearn Limited Riverside House Kings Reach, Yew Street Stockport, Manchester, SK42HD UNITED KINGDOM		

Goods/Services Affected by Opposition


Class 042. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: Software as a service (SAAS) services featuring software for Software Adoption purposes

Grounds for Opposition

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


Marks Cited by Opposer as Basis for Opposition


U.S. Registration	1078312	Application Date	03/25/1977
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No.			
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS; [AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE] ((* COMPUTER PROGRAMS, NAMELY, COMPUTER OPERATING SOFTWARE, COMPUTER SOFTWARE DEVELOPMENT TOOLS, GAME SOFTWARE, AND COMPUTER SOFTWARE FOR CREATING AND EDITING TEXT AND GRAPHICS *))		

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


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

	interest		
U.S. Registration No.	2808567	Application Date	10/02/2002
Registration Date	01/27/2004	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEBSITE OPERATION AND MANAGEMENT SERVICES TO OTHERS;] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE		
U.S. Registration No.	2753069	Application Date	07/23/2002
Registration Date	08/19/2003	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		

Goods/Services	<p>Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 [Application service provider (ASP), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services inthe field of design, selection, implementation and use of computer hardware andsoftware systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely, designing [and implementing] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information</p>
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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	<p>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; trainingin the use and operation</p>		

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.	2926853	Application Date	08/16/2002
Registration Date	02/15/2005	Foreign Priority Date	02/26/2002
Word Mark	NONE		
Design Mark			
Description of	The mark consists of the design of an apple with a bite removed.		

Mark	
Goods/Services	<p>Class 035. First use: First Use: 1983/00/00 First Use In Commerce: 1983/00/00 analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto</p> <p>Class 039. First use: First Use: 1985/00/00 First Use In Commerce: 1985/00/00 computerized data storage services; data storage relating to business</p>

U.S. Registration No.	3710912	Application Date	02/04/2008
Registration Date	11/17/2009	Foreign Priority Date	NONE

Word Mark	APPLE STORE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>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</p> <p>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, telecommunications systems featuring telephones, cellular telephones and wireless telecommunications devices</p> <p>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</p>
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	<p>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</p> <p>Class 042. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19</p> <p>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</p>
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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	<p>Class 041. First use: First Use: 1992/12/31 First Use In Commerce: 1992/12/31</p> <p>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]</p>		

Attachments	<p>73120444#TMSN.png(bytes) 77172511#TMSN.png(bytes) 77648705#TMSN.png(bytes) 78146716#TMSN.png(bytes) 77428980#TMSN.png(bytes) 78155188#TMSN.png(bytes) 77388365#TMSN.png(bytes) 77499837#TMSN.png(bytes) NOO - APPLEARN.pdf(187686 bytes) EXHIBIT 1.pdf(4193895 bytes) EXHIBIT 2.pdf(229774 bytes)</p>
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	EXHIBIT 3.pdf(2388124 bytes) EXHIBIT 4.PDF(1926038 bytes) EXHIBIT 5.pdf(3209508 bytes) EXHIBIT 6.pdf(1186575 bytes) EXHIBIT 7.PDF(3229033 bytes)
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Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	07/01/2019

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

Application Serial No. 88/062,301
For the Mark: APPEARN
Filed: August 2, 2018
Published: January 1, 2019

APPLE INC.,

Opposer,

v.

APPEARN LIMITED,

Applicant.

NOTICE OF OPPOSITION

APPLE INC. (“Opposer” or “Apple”), a California corporation with a principal place of business at One Apple Park Way, Cupertino, California 95014, will be damaged by the issuance of a registration for the trademark shown in Application Serial No. **88/062,301** (“Applicant’s Mark”) for the services identified in Class 42 and hereby opposes the same.

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:

FACTS

A. Apple and Its World-Famous Apple Marks

1. Apple is the world-famous designer, manufacturer, and marketer of mobile communication and media devices and personal computers, and seller of a variety of related software, services, accessories, and third-party digital content and applications. Apple’s APPLE brand is one of the best-known brands in the world.

2. 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 its graphic equivalent, the Apple Logo (shown below) depicting a stylized apple with a detached leaf (collectively, the “Apple Marks”).



3. Apple’s family of Apple Marks are distinctive, arbitrary, and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of 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 are recognized immediately as identifying Apple’s APPLE-branded goods and services.

4. The Apple Marks are famous and distinctive within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c). The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. 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 2019, *Forbes* magazine ranked the APPLE brand as the world’s most valuable brand for the ninth year in a row, with an estimated valuation of \$206 billion. Attached as **Exhibit 1** are printouts of *Forbes* magazine articles regarding its list of the most valuable brands from 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2018, for the seventh consecutive year, Apple won the *Harris Interactive* “Brand of the Year” award in the tablet computer category. Apple was also named the #1 brand in the

smart phone category, and tied for #1 in the virtual personal assistant category. Attached as **Exhibit 2** is a printout of the *Harris Interactive* report obtained from the website at <https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-theyear-in-the-2018-equitrend-study/https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-in-the-2018-equitrend-study/>.

7. Additionally, Interbrand has consistently recognized the APPLE brand in the top 50 of its “Best Global Brands” annual rankings, increasing in value each year. After being named the second most valuable brand in the world in 2012, the next year the APPLE brand was ranked as the most valuable, and Apple has maintained that top position every year since (2013-2018). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2010 through 2018, in reverse chronological order. Interbrand has awarded the APPLE brand the following rankings and brand valuations over the past nine years:

- (a) 2018: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$214.48 billion;
- (b) 2017: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$184.15 billion;
- (c) 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$178.12 billion;
- (d) 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$170.28 billion;
- (e) 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$118.86 billion;
- (f) 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$98.32 billion;
- (g) 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated worth of U.S. \$76.57 billion;

- (h) 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated worth of U.S. \$33.49 billion; and
- (i) 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated worth of U.S. \$21.14 billion.

8. This year, leading market research and brand valuation company Millward Brown Optimor (“MBO”) named APPLE as the most valuable brand in the United States in its “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings. Last year, the inaugural year of MBO’s U.S. rankings, APPLE was named the second most valuable brand in the United States. Copies of MBO’s 2019 and 2018 “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings” are attached as **Exhibit 4**.


9. Moreover, over the past twelve years, leading market research and brand valuation company Millward Brown Optimor (“MBO”) has named APPLE as one of the world’s top brands in its “Brandz™ Top 100 Most Valuable Global Brands” annual rankings. In MBO’s 2019 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$309.5 billion. In MBO’s 2018 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$300.6 billion. 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. The 2016 rankings also ranked Apple’s APPLE brand the second most valuable brand in the world with a value of \$228.46 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 recognition of the APPLE brand as one of the world’s most valuable for more than a decade. Attached as **Exhibit 5** are copies of relevant pages of MBO’s rankings in reverse chronological order from 2019 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 10 years in a row from 2009 to 2019, Apple has been 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 that list in 2008. Attached as **Exhibit 6** are copies of printouts of relevant pages of *Fortune Magazine’s* “Most Admired Companies” rankings in reverse chronological order from 2019 through 2008.

11. Apple owns numerous United States registrations on the Principal Register for the Apple Marks, including, without limitation, the following:

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	1,078,312	Mar. 25, 1977 / Nov. 29, 1977	Class 9: computers; [and computer programs recorded on paper and tape] * computer programs, namely, computer operating software, computer software development tools , game software, and computer software for creating and editing text and graphics *(first use: Apr., 1976)
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

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

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first use: Apr. 1, 1976)</p>
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	<p>Class 9: computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (gps) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning</p>

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>systems (gps); electronic navigational devices, namely, global positioning satellite (gps) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (first use: Jan. 31, 1977)</p>
APPLE	2,808,567	Oct. 2, 2002/ Jan. 27, 2004	<p>Class 42: computer consultation, design, testing, research and advisory services; research and development of computer hardware and software; maintenance and repair of computer software applications; updating of computer software; computer programming services; providing information concerning computers and computer software over computer networks and global communication networks; [computer services, namely, hosting web sites and providing web site operation and management services to others;] computer services, namely, providing search engines for obtaining data on computer networks and global communication networks; leasing of computers, computer peripherals and computer software (first use: Sept., 1980)</p>
	2,753,069	Jul. 23, 2002/ Aug. 19, 2003	<p>Class 42: [application service provider (asp), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and</p>

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely, designing [and implementing] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information (first use: Sept., 1980)</p>
APPLE	4,088,195	Mar. 22, 2008/ Jan. 17, 2012	<p>Class 41: education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer</p>

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>electronics; providing information, podcasts and webcasts in the field of entertainment via the internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network (first use: Mar. 1, 1981)</p>
	2,926,853	Aug. 16, 2002/ Feb. 15, 2005	<p>Class 35: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring</p>

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto (first use: 1983)
APPLE STORE	3,710,912	Feb. 4, 2008/ Nov. 17, 2009	<p>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; 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 use: May 19, 2001)</p> <p>Class 42: 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 (first use: May 19, 2001)</p>
APPLECARE	4,009,791	June 16, 2008/ Aug. 9, 2011	<p>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 [; providing newsletters in the field of technical support services for computer</p>

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			software via e-mail to read] (first use: Dec. 31, 1992)

True and correct copies of the registration certificates for the above-identified registrations are attached as **Exhibit 7**.

12. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been accepted, pursuant to Sections 8 and 15 of the Lanham Act, for Reg. Nos. 1,078,312; 2,753,069; 2,808,567; 2,926,853; 3,679,056; 3,710,912; 3,928,818; 4,009,791; and 4,088,195.

B. Applicant’s Trademark Application

13. On August 2, 2018, notwithstanding Apple’s prior rights, and well after Apple’s APPLE Marks became distinctive and/or famous, AppLearn Limited (“Applicant”) filed application to register the mark APPEARN in International Class 42 for “Software as a service (SAAS) services featuring software for Software Adoption purposes” (“Applicant’s Services”).

14. Apple is timely filing this Notice of Opposition and hereby opposes the registration of Applicant’s Mark on the grounds that: (a) Applicant’s Mark is likely to cause confusion, mistake, or deception under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d); and (b) Applicant’s Mark is likely to cause dilution under Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c).

FIRST GROUND FOR OPPOSITION
LIKELY TO CAUSE CONFUSION, OR TO CAUSE MISTAKE, OR TO DECEIVE

15. Apple hereby incorporates paragraphs 1-14 as if fully set forth herein.

16. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, well prior to both the June 8, 2018 Foreign Registration date and August 2, 2018 filing date of Applicant’s application.

17. Consumers encountering Applicant's Mark are likely to associate the mark with Apple. Applicant's APPEARN mark incorporates the APPLE mark in its entirety, featuring APPLE as the dominant portion. Indeed, the APPEARN mark creates a conjunction of the terms "APPLE" and "LEARN", conveying to consumers that the associated services are targeted at assisting with use of Apple products and services. The Apple Marks are so famous and instantly recognizable that the similarities in Applicant's Mark will overshadow any minor differences and cause the ordinary consumer to believe that Applicant is related to, affiliated with or endorsed by Apple.

18. Since long before Applicant's filing dates, Apple has offered identical and/or highly related services under its Apple Marks. Apple has long offered under, and owns multiple registrations for, its Apple Marks covering software goods and services, including but not limited to a full line of computer software for business, home, education and developer use; consulting services in the field of implementation and use of computer software systems for others; education and training services in the field of computer software; and training in the use and operation of computer software (see Registrations identified in Paragraph 11 above and associated goods and services highlighted in bold in that paragraph).

19. In light of the fame of the Apple Marks, consumers encountering Applicant's Mark are likely to believe Applicant's Services offered under Applicant's Mark are associated with, or approved, endorsed, or provided by Apple. Specifically, Applicant's "Software as a service (SAAS) services featuring software for Software Adoption purposes" under the APPEARN mark would likely be viewed by consumers as services allowing them to learn how to adopt Apple's software.

20. Lending further support to a finding of a likelihood of consumer confusion is the fact that Applicant's Services are not limited to any particular channel of trade. It must therefore be presumed that Applicant's Services will be offered through the same channels of trade as the goods and services covered by Apple's prior registrations.

21. Apple would be damaged by the registration of Applicant's Mark in connection with Applicant's Services because Applicant's Mark so closely resemble the Apple Marks that it is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services, or the affiliation or connection between Applicant and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

SECOND GROUND FOR OPPOSITION
DILUTION OF A FAMOUS MARK

22. Apple hereby incorporates paragraphs 1-21 as if fully set forth herein.

23. Apple will also be damaged by registration of Applicant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with 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).

24. 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) Apple's Marks are inherently distinctive and, due to Apple's extensive use and promotion, the Apple Marks also became famous prior to the filing date of Applicant's application and Applicant's Foreign Registration date;

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

(d) the Apple Marks are famous and widely recognized by the general consuming public and have been widely recognized since long before Applicant's August 2, 2018 filing date and June 8, 2018 Foreign Registration date.

25. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to use Applicant's Mark in connection with Applicant's Services. Such registration would damage and injure Apple.

26. In light of Apple's prior rights in—and the fame associated with—the Apple Marks, Applicant is not entitled to registration of Applicant's Mark.

WHEREFORE, Apple requests that this opposition be sustained and that the registration of Application Serial No. 88/062,301 be denied.

The opposition fee in the amount of \$400.00 for an opposition in one class, is being submitted herewith. If for any reason this amount is insufficient, please charge any deficiency to Apple's attorneys' Deposit Account No. 20-1430. This paper is filed electronically.

Dated: July 1, 2019

Respectfully submitted,

APPLE INC.

By: /Joseph Petersen/

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Attorneys for Opposer Apple Inc.

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

Application Serial No. 88/062,301
For the Mark: APPEARN
Filed: August 2, 2018
Published: January 1, 2019

APPLE INC.,

Opposer,

v.

APPEARN LIMITED,

Applicant.

NOTICE OF OPPOSITION

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, July 1, 2019.

/Alberto Garcia/
Alberto Garcia

EXHIBIT 1

Billionaire Secrets

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	\$205.5 B	12%	\$265.8 B	-	Technology
	#2	Google	\$167.7 B	27%	\$136.2 B	\$6.4 B	Technology
	#3	Microsoft	\$125.3 B	20%	\$110.2 B	\$1.6 B	Technology
	#4	Amazon	\$97 B	37%	\$211.4 B	\$8.2 B	Technology
	#5	Facebook	\$88.9 B	-6%	\$48.8 B	\$1.1 B	Technology
	#6	Coca-Cola	\$59.2 B	3%	\$23.8 B	\$4.1 B	Beverages
	#7	Samsung	\$53.1 B	11%	\$221.6 B	\$3.6 B	Technology

Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry		
								
		#8	Disney	\$52.2 B	10%	\$33.8 B	\$2.8 B	Leisure
		#9	Toyota	\$44.6 B	0%	\$190.8 B	\$4.6 B	Automotive
		#10	McDonald's	\$43.8 B	6%	\$96.1 B	\$389 M	Restaurants

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Education

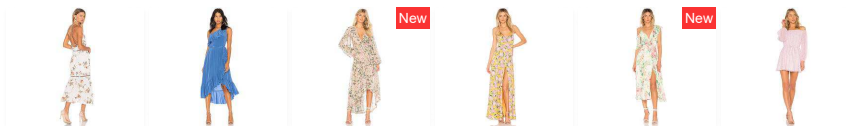
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Billionaire Secrets

The World's Most Valuable Brands



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 #2	Google	\$132.1 B	30%	\$97.2 B	\$5.1 B	Technology
 #3	Microsoft	\$104.9 B	21%	\$98.4 B	\$1.5 B	Technology
 #4	Facebook	\$94.8 B	29%	\$35.7 B	\$324 M	Technology
 #5	Amazon	\$70.9 B	31%	\$169.3 B	\$6.3 B	Technology
 #6	Coca-Cola	\$57.3 B	2%	\$23.4 B	\$4 B	Beverages
 #7	Samsung	\$47.6 B	25%	\$203.4 B	\$4.5 B	Technology

	#8	Disney	\$47.5 B	8%	\$30.4 B	\$2.6 B	Leisure
	#9	Toyota	\$44.7 B	9%	\$176.4 B	\$3.8 B	Automotive
	#10	AT&T	\$41.9 B	14%	\$160.5 B	\$3.8 B	Telecom
 ▶ × REVOLVE							
	#11	McDonald's	\$41.4 B	3%	\$90.9 B	\$533 M	Restaurants
	#12	GE	\$37.2 B	-2%	\$104.9 B	-	Diversified
	#13	Mercedes-Benz	\$34.4 B	18%	\$116.9 B	-	Automotive
	#14	Intel	\$34.1 B	9%	\$62.8 B	\$1.4 B	Technology
	#15	Louis Vuitton	\$33.6 B	17%	\$12.9 B	\$5.4 B	Luxury
	#16	Cisco	\$32.4 B	5%	\$48.1 B	\$209 M	Technology
	#17	IBM	\$32.1 B	-4%	\$79.1 B	\$1.4 B	Technology
	#18	NIKE	\$32 B	8%	\$33.3 B	\$3.3 B	Apparel
	#19	Verizon	\$31.4 B	9%	\$126 B	\$2.6 B	Telecom



#20 BMW

\$31.4 B 9%

\$86.8 B -

Automotive



#21 Oracle

\$30.8 B 6%

\$39.5 B \$95 M

Technology



#22 Marlboro

\$26.6 B 10%

- \$859 M

Tobacco



#23 SAP

\$26.2 B 10%

\$25.4 B -

Technology



#24 Honda

\$25.5 B 6%

\$120.4 B -

Automotive



#25 Budweiser

\$25.5 B 4%

\$11.6 B -

Alcohol



#26 Walmart

\$24.9 B 3%

\$335.5 B \$3.1 B

Retail



#27 Visa

\$24.5 B 15%

\$18.4 B -

Financial Services

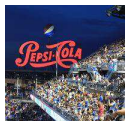


#28 American Express

\$23.1 B -6%

\$35.6 B \$3.2 B

Financial Services

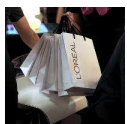


#29 Pepsi

\$18.4 B 1%

\$9.7 B \$2.4 B

Beverages

















#30 L'Oréal

\$17.2 B 10%

\$10.1 B \$8 B

Consumer Packaged Goods

	#31	Nescafe	\$17.1 B	2%	\$9.1 B	-	Beverages
	#32	Gillette	\$17.1 B	-11%	\$6.6 B	\$7.1 B	Consumer Packaged Goods
	#33	Home Depot	\$16.4 B	10%	\$100.9 B	\$797 M	Retail
	#34	Starbucks	\$16.2 B	9%	\$21.9 B	\$283 M	Restaurants
	#35	Hermès	\$15.3 B	17%	\$6 B	\$298 M	Luxury
	#36	Gucci	\$14.9 B	18%	\$6.7 B	-	Luxury
	#37	Audi	\$14.8 B	5%	\$59.1 B	-	Automotive
	#38	Accenture	\$14.8 B	5%	\$39.1 B	\$80 M	Business Services
	#39	ESPN	\$14.6 B	-8%	\$11.4 B	\$2.6 B	Media
	#40	IKEA	\$14.5 B	7%	\$39.3 B	-	Retail
 							
	#41	Frito-Lay	\$14.4 B	5%	\$11.4 B	\$2.4 B	Consumer Packaged Goods
	#42	Ford	\$14.1 B	3%	\$149.3 B	\$4.1 B	Automotive



#43 Wells Fargo \$13.5 B 3% \$97.7 B \$614 M Financial Services



#44 UPS \$13.3 B 3% \$65.9 B - Transportation



#45 CVS \$13.2 B 3% \$184.8 B \$230 M Retail



#46 Zara \$13 B 16% \$18.9 B - Retail



#47 H&M \$13 B -8% \$22.5 B - Retail



#48 Siemens \$12.8 B 11% \$90 B - Diversified



#49 Mastercard \$12.4 B 10% \$12.5 B \$898 M Financial Services



#50 HP \$12.4 B -6% \$80.9 B \$544 M Technology

CB2 x Fred Segal FUN & INVITING shop now

moon 2-piece pearl s... \$2,698



#51 J.P. Morgan \$11.9 B 6% \$47.4 B \$2.9 B Financial Services



#52 HSBC \$11.9 B 4% \$76.6 B - Financial Services



#53 Nestle \$11.7 B 5% \$8.6 B - Consumer Packaged Goods



#54 Fox \$11.7 B 9% \$16.3 B \$2.2 B Media



#55 Netflix \$11.5 B 35% \$11.7 B \$1.1 B Technology



#56 Chevrolet \$11.5 B 11% \$81 B \$4.3 B Automotive



#57 Pampers \$11.4 B -2% \$8.5 B \$7.1 B Consumer Packaged Goods



#58 Porsche \$11 B 14% \$25.5 B - Automotive



#59 Cartier \$10.6 B 14% \$6.3 B - Luxury



#60 Bank of America \$10.4 B 15% \$81.7 B \$1.7 B Financial Services

CB2 x Fred Segal FUN & INVITING shop now



#61 Red Bull \$10.4 B 19% \$6.8 B - Beverages



#62 Ebay \$10.3 B -5% \$8.6 B \$1.3 B Technology



#63 Sony \$10.2 B 23% \$62.8 B \$3.1 B Technology

















#64 Chase \$10.2 B 12% \$55.1 B \$2.9 B Financial Services



#65 Citi \$10.1 B 10% \$88 B \$1.6 B Financial Services



#66 Colgate \$10 B 2% \$5.3 B \$1.6 B Consumer Packaged Goods

	#67	Danone	\$10 B	-2%	\$10.6 B	-	Consumer Packaged Goods
	#68	Adidas	\$9.5 B	20%	\$20.6 B	\$2.3 B	Apparel
	#69	Lexus	\$9.5 B	4%	\$20.7 B	\$3.8 B	Automotive
	#70	Nissan	\$9.4 B	5%	\$95.2 B	\$2.6 B	Automotive
<div data-bbox="298 716 1312 842">  <p>MAKE A STATEMENT shop now</p>  <p>marble outdoor bistr... \$599</p> </div>							
	#71	Rolex	\$9.3 B	7%	\$4.6 B	-	Luxury
	#72	T-Mobile	\$9 B	18%	\$38.7 B	\$1.8 B	Telecom
	#73	Kraft	\$8.8 B	-4%	\$6.5 B	\$629 M	Consumer Packaged Goods
	#74	Corona	\$8.8 B	16%	\$5.7 B	-	Alcohol
	#75	Hyundai	\$8.7 B	-2%	\$81.8 B	\$2.1 B	Automotive
	#76	Santander	\$8.7 B	5%	\$49.5 B	\$820 M	Financial Services
	#77	BASF	\$8.6 B	9%	\$69.9 B	-	Diversified
	#78	Lowe's	\$8.5 B	16%	\$68.6 B	\$968 M	Retail



#79

Huawei

\$8.4 B

15%

\$85.9 B

-

Technology



#80

Adobe

\$8.3 B

13%

\$7.3 B

\$142 M

Technology



“With Watson, we can pay special attention to millions of customers at once.”

Henrique Albuquerque, Bradesco Bank

[See how →](#)



#81

FedEx

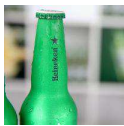
\$8.3 B

11%

\$63.9 B

\$458 M

Transportation



#82

Heineken

\$8.2 B

7%

\$5.6 B

-

Alcohol



#83

Goldman Sachs

\$8.2 B

11%

\$42.3 B

-

Financial Services



#84

Kellogg's

\$8.2 B

-3%

\$5.8 B

\$731 M

Consumer Packaged Goods



#85

Boeing

\$8.1 B

14%

\$93.4 B

-

Aerospace



#86

Costco

\$8 B

15%

\$136 B

-

Retail



#87

Chanel

\$8 B

10%

\$5.6 B

-

Luxury



#88

Lancôme













\$8 B

13%

\$5.3 B

\$8 B

Consumer Packaged Goods

	#89	Nivea	\$7.9 B	14%	\$4.7 B	\$1.6 B	Consumer Packaged Goods
	#90	Volkswagen	\$7.9 B	16%	\$99.6 B	-	Automotive
	#91	LEGO	\$8.6 B	-1%	\$5.1 B	-	Leisure
	#92	Panasonic	\$7.8 B	12%	\$68.4 B	-	Technology
	#93	Philips	\$7.7 B	6%	\$26.8 B	\$1 B	Diversified
	#94	RBC	\$7.7 B	12%	\$37.4 B	-	Financial Services
	#95	Allianz	\$7.6 B	11%	\$118.7 B	-	Financial Services
	#96	Uniqlo	\$7.5 B	12%	\$13 B	\$608 M	Apparel
	#97	Walgreens	\$7.5 B	8%	\$84.7 B	\$571 M	Retail
	#98	PayPal	\$7.5 B	33%	\$13.1 B	\$438 M	Technology
	#99	Dell	\$7.5 B	18%	\$76.8 B	-	Technology
	#100	KFC	\$7.4 B	15%	\$24.5 B	\$245 M	Restaurants



The 10 Biggest Fintech Companies In America

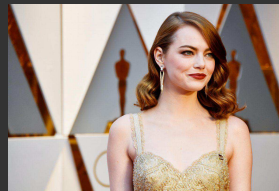
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Rank





Company

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Search by brand name



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
		\$43.9 B	11%	\$30.7 B	\$2.9 B	Leisure

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#7	Disney					
	#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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Russian Billionaires Got \$29B Since Trump's Win



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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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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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BUSINESS 11/05/2014 @ 7:13AM | 161,807 views

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.

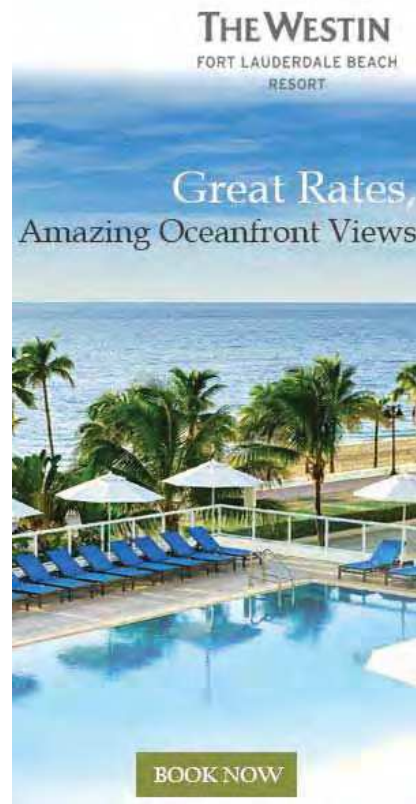
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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*

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Apple Tops List Of The World's Most Powerful Brands

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

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

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

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

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

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

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

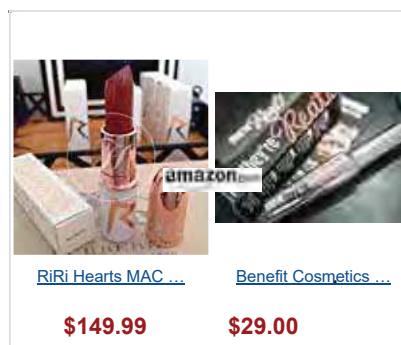
In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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



soda category have declined seven straight years in the U.S., but Coca-Cola is 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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Marc E. Babej Contributor

I cover marketing strategy and product innovation.

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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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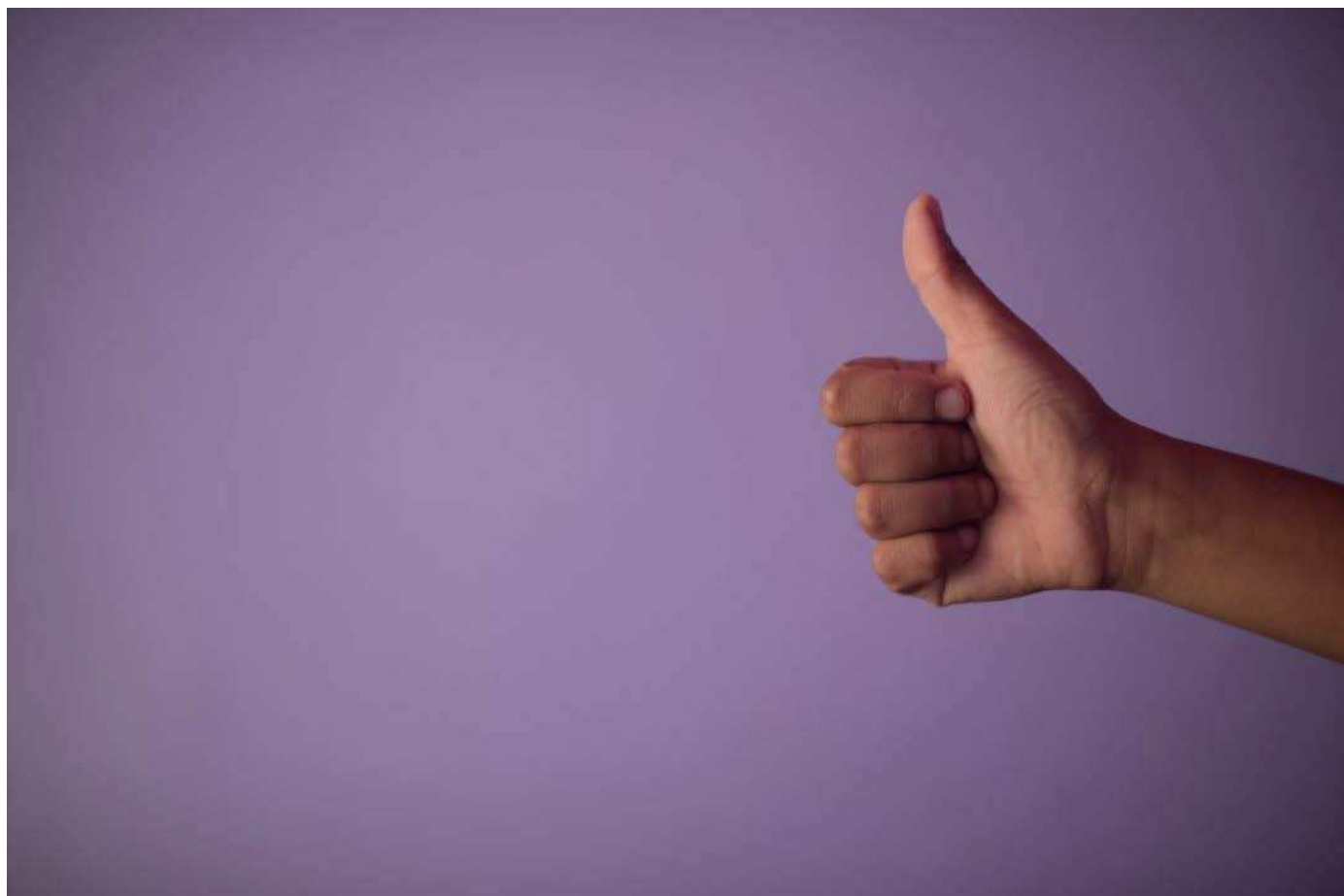
EXHIBIT 2



The Harris Poll Announces This Year's Brands of the Year in the 2018 EquiTrend® Study



The Harris Poll



NEW YORK, April 25, 2018 – The Harris Poll's 30th annual EquiTrend Study (EQ) reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household and nonprofit industries, based on consumer response.

Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and Purchase Consideration – that result in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend “Brand of the Year” award for their respective categories. This year, more than 77,000 U.S. consumers assessed more than 3,000 brands across more than 300 categories.

This year's EQ study reflected an emerging trend in consumer behavior – the push to simplify and align with brands they know and trust. The common thread in the 2018 EQ study is waning familiarity strength among consumers. While the overall EQ study score average is stable overall, one-quarter of brands measured in 2017 showed a significant decline in EQ scores. The decline reveals that consumers are becoming less connected to a large set of brands and more connected to a smaller, select set of brands, marked by decreasing brand awareness and quality perception in this year's study.

While many of these brands are mainstays with strong equity as a whole, it seems that in the social age of waning attention spans and the fast pace of new products, consumers are turning inward and focusing on select brands they know and trust. Only 10% of brands saw a significant increase in equity from 2017.

“The EQ study reveals that brand equity is no longer guaranteed by size or media impressions,” says The Harris Poll CEO, John Gerzema. “This is actually a time when being ‘big’ is code for being the establishment. As private label and the popularity of craft products rises, brands are now differentiated on their values, personal connection and their ability to build community.”

The Harris Poll 2018 EquiTrend Brands of the Year

This year, the 30th year that the Harris Poll has been measuring brand equity, 80 companies were awarded the coveted Brand of the Year designation, the list of category winners is provided below. We monitor over 3,000 brands, to see the top category performers, please contact us and we would be happy to send you the findings.

Award Category	2018 Brand of the Year
Animal Welfare Nonprofit	Best Friends Animal Society
Burger Restaurant	Five Guys Burgers & Fries

Car Audio	Bose In-Vehicle Audio
Casual Dining Restaurant	(TIE) The Cheesecake Factory and Texas Roadhouse
Chicken Restaurant	Chick-fil-A
Coffee Shop	Krispy Kreme
Coffee Maker	Keurig Coffee Makers
Computer Manufacturer	Microsoft Computers
Cruise Line	(TIE) Disney Cruise Line and Royal Caribbean International
Department Store	Kohl's Department Stores
Digital Camera	Canon Digital Cameras
Disability Nonprofit	Autism Society of America
Economy Hotel	Microtel Inn & Suites
Environmental Nonprofit	National Wildlife Federation
Extended Stay Hotel	Home2 Suites by Hilton
Factual Entertainment	History Channel
Footwear Store	DSW (Designer Shoe Warehouse)
Full Line Automotive	Honda Vehicles
Full Service Airline	Hawaiian Airlines
General Entertainment	AMC Television Network (American Movie Classics)
Greeting Card	Hallmark Greeting Cards
Hardware & Home Store	The Home Depot
Health Nonprofit	(TIE) St. Jude Children's Research Hospital and Shriners Hospitals for Children
Home Entertainment Electronics	Bose Home Entertainment Electronics
Ice Cream & FroYo Shop	Ben & Jerry's Ice Cream Shop
International Aid Nonprofit	Food For The Poor
Internet Radio Service	Pandora Internet Radio
Investment	The Vanguard Group
Kids TV	Disney Junior Television Network
Life Insurance	AXA Life Insurance

Luxury Automotive	Lexus Vehicles
Luxury Department Store	Nordstrom Department Stores
Luxury Hotel	Four Seasons Hotels and Resorts
Major Appliances	KitchenAid Appliances
Media Streaming Device	Amazon Fire TV/Fire Stick
Mexican Restaurant	Taco Bell
Mid-Market Hotel	Hampton Inn & Suites
Military & Veteran Serving Nonprofit	Paralyzed Veterans of America
Mobile Payment	PayPal
Multi-line Insurance	AAA Insurance
National Bank	Capital One
News Service	BBC News
Off-Price Retailer	TJ Maxx Stores
Online Auto Shopping	Kelley Blue Book (KBB.com)
Online Bank	Barclays Online Bank
Online Home Search	Zillow.com
Online Job Search	Indeed.com
Online Travel Service	TripAdvisor
Package Delivery	UPS (United Parcel Service)
Pay Cable TV Network	HBO Television Network
Payment Card	Visa
Pizza Chain	Blaze Pizza
Premium Hotel	Marriott Hotels
Printer	HP Printers
Property and Casualty Insurance	GEICO Auto & Home Insurance
Real Estate Agency	Berkshire Hathaway HomeServices
Rental Car	Enterprise Rent-A-Car
Sandwich Shop	(TIE) Panera and Subway
Smartphone	Apple iPhone Smartphones
Smartwatch	ASUS ZenWatch Smartwatch
Social Networking Site	YouTube

Social Services Nonprofit	Ronald McDonald House Charities
Sporting Goods Store	DICK'S Sporting Goods
Sports TV	ESPN Television Network
Super Regional Bank	BB&T Bank
Tablet Computer	Apple iPad Tablets
Tires	Michelin Tires
TV Network	PBS Television Network (Public Broadcasting Service)
TV News	The Weather Channel
Upscale Hotel	Courtyard Marriott
Value Airline	Southwest Airlines
Video Streaming Subscription	Netflix
Virtual Personal Assistant	(TIE) Amazon Alexa and Apple Siri
Wireless Carrier	Verizon Wireless
Youth Nonprofit	Reading Is Fundamental (RIF)

Methodology

The 2018 Harris Poll EquiTrend Study is based on a sample of 77,031 U.S. consumers ages 15 and over surveyed online, in English, between January 3 and February 15, 2018. The survey took an average of 30 minutes to complete. The total number of brands rated was 3,015. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

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

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

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

About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas; building a twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

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



Let's Chat



EXHIBIT 3

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Best Global Brands 2018 Rankings

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01  +16% 214,480 \$m	02  +10% 155,506 \$m	03  +56% 100,764 \$m	04  +16% 92,715 \$m	05  -5% 66,341 \$m	06  +6% 59,890 \$m	07  +6% 53,404 \$m	08  +2% 48,601 \$m
09  -6% 45,168 \$m	10  +5% 43,417 \$m	11  +10% 43,293 \$m	12  -8% 42,972 \$m	13  -1% 41,006 \$m	14  -2% 39,874 \$m	15  +8% 34,575 \$m	16  -26% 32,757 \$m
17  +11% 30,120 \$m	18  +23% 28,152 \$m	19  -5% 26,133 \$m	20  +4% 23,682 \$m	21  +1% 22,885 \$m	22  +2% 20,798 \$m	23  NEW 20,005 \$m	24  +8% 19,139 \$m
25  -5% 17,712 \$m	26  +12% 17,567 \$m	27  -5% 17,458 \$m	28  -7% 16,864 \$m	29  +3% 16,849 \$m	30  -18% 16,826 \$m	31  +1% 16,617 \$m	32  +15% 16,372 \$m
33  +2% 15,627 \$m	34  +14% 14,214 \$m	35  +3% 13,995 \$m	36  +3% 13,535 \$m	37  +3% 13,053 \$m	38  -2% 13,017 \$m	39  +30% 12,942 \$m	40  +6% 12,213 \$m
41  +6% 12,201 \$m	42  +1% 12,187 \$m	43  +5% 12,104 \$m	44  +8% 11,769 \$m	45  +9% 11,577 \$m	46  +6% 11,208 \$m	47  0% 11,118 \$m	48  +4% 11,102 \$m
49  +8% 10,821 \$m	50  +17% 10,772 \$m	51  +19% 10,748 \$m	52  +6% 10,707 \$m	53  -3% 10,634 \$m	54  +9% 10,433 \$m	55  +6% 10,380 \$m	56  +1% 10,132 \$m
57  +10% 9,615 \$m	58  +2% 9,533 \$m	59  +10% 9,316 \$m	60  +2% 9,104 \$m	61  +15% 9,021 \$m	62  +2% 8,938 \$m	63  +7% 8,802 \$m	64  +4% 8,659 \$m
65  -9% 8,157 \$m	66  +45% 8,111 \$m	67  +1% 7,646 \$m	68  +14% 7,578 \$m	69  +13% 7,547 \$m	70  +19% 7,545 \$m	71  +4% 6,925 \$m	72  +10% 6,890 \$m
73  +22% 6,621 \$m	74  -7% 6,533 \$m	75  +23% 6,432 \$m	76  +5% 6,293 \$m	77  +3% 6,231 \$m	78  +2% 6,221 \$m	79  +3% 5,881 \$m	80  +18% 5,760 \$m
81  +6% 5,755 \$m	82  +18% 5,730 \$m	83  +5% 5,642 \$m	84  +6% 5,641 \$m	85  +16% 5,517 \$m	86  +3% 5,481 \$m	87  +4% 5,393 \$m	88  +12% 5,375 \$m

+11% 30,120 \$m	+23% 28,152 \$m	-5% 26,133 \$m	+4% 23,662 \$m	+1% 22,865 \$m	+2% 20,798 \$m	NEW 20,005 \$m	+8% 19,139 \$m
25 ZARA -5% 17,712 \$m	26 J.P.Morgan +12% 17,567 \$m	27 IKEA -5% 17,458 \$m	28 Gillette -7% 16,864 \$m	29 ups +3% 16,849 \$m	30 H&M -18% 16,826 \$m	31 Pampers +1% 16,617 \$m	32 HERMÈS PARIS +15% 16,372 \$m
33 Budweiser +2% 15,627 \$m	34 accenture +14% 14,214 \$m	35 Ford +3% 13,995 \$m	36 HYUNDAI +3% 13,535 \$m	37 NESCAFÉ +3% 13,053 \$m	38 ebay -2% 13,017 \$m	39 GUCCI +30% 12,942 \$m	40 NISSAN +6% 12,213 \$m
41 VW +6% 12,201 \$m	42 Audi +1% 12,187 \$m	43 PHILIPS +5% 12,104 \$m	44 Goldman Sachs +8% 11,769 \$m	45 citi +9% 11,577 \$m	46 HSBC +6% 11,208 \$m	47 AXA 0% 11,118 \$m	48 L'ORÉAL +4% 11,102 \$m
49 Allianz +8% 10,621 \$m	50 adidas +17% 10,772 \$m	51 Adobe +19% 10,748 \$m	52 PORSCHE +6% 10,707 \$m	53 Kellogg's -3% 10,634 \$m	54 hp +9% 10,433 \$m	55 Canon +6% 10,360 \$m	56 SIEMENS +1% 10,132 \$m
57 Starbucks +10% 9,615 \$m	58 DANONE +2% 9,533 \$m	59 SONY +10% 9,316 \$m	60 3M +2% 9,104 \$m	61 VISA +15% 9,021 \$m	62 Nestlé +2% 8,938 \$m	63 Morgan Stanley +7% 8,802 \$m	64 Colgate +4% 8,659 \$m
65 Hewlett Packard Enterprise -9% 8,157 \$m	66 NETFLIX +45% 8,111 \$m	67 Cartier +1% 7,646 \$m	68 HUAWEI +14% 7,578 \$m	69 Santander +13% 7,547 \$m	70 mastercard +19% 7,545 \$m	71 KIA +4% 6,925 \$m	72 FedEx +10% 6,890 \$m
73 PayPal +22% 6,621 \$m	74 LEGO -7% 6,533 \$m	75 salesforce +23% 6,432 \$m	76 Panasonic +5% 6,293 \$m	77 Johannes-Johannes +3% 6,231 \$m	78 LAND-ROVER +2% 6,221 \$m	79 DHL +3% 5,861 \$m	80 Ferrari +18% 5,760 \$m
81 Dell +6% 5,755 \$m	82 CATERPILLAR +18% 5,730 \$m	83 TIFFANY & CO. +5% 5,642 \$m	84 JACK DANIEL'S +6% 5,641 \$m	85 Corona Extra +16% 5,517 \$m	86 KFC +3% 5,481 \$m	87 Heineken +4% 5,393 \$m	88 JOHN DEERE +12% 5,375 \$m
89 Shell +9% 5,276 \$m	90 MINI +3% 5,254 \$m	91 Dior +14% 5,223 \$m	92 Spotify NEW 5,176 \$m	93 HARLEY-DAVIDSON -9% 5,161 \$m	94 BURBERRY LONDON ENGLAND -3% 4,989 \$m	95 PRADA +2% 4,812 \$m	96 Sprite -2% 4,733 \$m
97 JOHNNIE WALKER +7% 4,731 \$m	98 Hennessy NEW 4,722 \$m	99 Nintendo NEW 4,696 \$m	100 SUBARU NEW 4,214 \$m				

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Global  



















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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

	Work	Views	Best Brands	Services	About	Contact		Global	
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

Rank	Logo	Brand	Change	Value (\$m)
33	 <small>Work with us</small> <small>Best Brands</small> <small>Services</small> <small>About</small> <small>Contact</small>	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	Q
51							Luxury	+6%	9,969 \$m
52							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							Electronics	+2%	8,474 \$m
62							FMCG	-1%	8,325 \$m
63			Morgan Stanley				Financial Services	+14%	8,205 \$m
64							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 📍 🔍
70	 HUAWEI	Automotive	+6%	6,626 \$m
71	 mastercard	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

	Work Views Best Brands Services About Contact			Global 9 Q
88		Automotive	NEW	4,876 \$m
87		Automotive	+3%	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		Luxury	-14%	4,716 \$m
95		Luxury	-7%	4,587 \$m
96		Alcohol	+2%	4,405 \$m
97		Alcohol	+1%	4,288 \$m
98		Automotive	0%	4,009 \$m
99		Alcohol	-3%	4,006 \$m
100		Technology	-1%	4,004 \$m



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








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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	SONY	+8%	8,315 \$m












Interbrand

59		+13%	8,199 \$m
60		+16%	7,885 \$m
61		+13%	7,747 \$m
62	<i>Cartier</i>	-2%	7,738 \$m
63		+21%	7,586 \$m
64		+20%	7,490 \$m
65	Morgan Stanley	+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%
44		10,328 \$m	+5%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50	GUCCI	8,882 \$m	-14%
51		8,632 \$m	+5%
52		8,588 \$m	+7%
53	SIEMENS	8,553 \$m	-1%
54	Allianz 	8,498 \$m	+10%
55		8,464 \$m	+3%
56		8,055 \$m	+12%
57	Cartier	7,924 \$m	+6%
58	SONY	7,702 \$m	-5%

Interbrand				
60		Morgan Stanley	7,083 \$m	+12%
59		3M	7,243 \$m	+17%
61		VISA	6,870 \$m	+15%
62		adidas	6,811 \$m	-8%
63		THOMSON REUTERS	6,583 \$m	-12%
64		Mazda	6,509 \$m	+6%
65		Panasonic	6,436 \$m	+2%
66		TIFFANY & CO.	6,306 \$m	+6%
67		Starbucks	6,266 \$m	+16%
68		Adobe	6,257 \$m	+17%
69		PRADA	6,222 \$m	+4%
70		Santander	6,097 \$m	+13%
71		xerox	6,033 \$m	-9%
72		CATERPILLAR	5,976 \$m	-12%
73		BURBERRY	5,873 \$m	+5%
74		KIA	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 Media	7,449 \$m 7,472 \$m	+8% -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%

Interbrand

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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





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











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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	JPMorgan	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





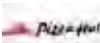






Interbrand

59		+5%	7,097 \$m
60		+26%	7,097 \$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	Morgan Stanley	-21%	5,724 \$m
72	PRADA	+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	LOUIS VUITTON	+2%	23,577 \$m
18	ORACLE	+28%	22,126 \$m
19	NOKIA	-16%	21,009 \$m
20	amazon	+46%	18,625 \$m
21	HONDA	-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

59		+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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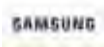
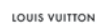










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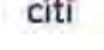

Interbrand**Best Global Brands 2011
Rankings**

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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

















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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

59		+12%	6,154 \$m
61		+19%	6,005 \$m
62		+1%	5,902 \$m
63		-3%	5,604 \$m
64	CATERPILLAR	+19%	5,598 \$m
65	AVON	+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	<i>Cartier</i>	+18%	4,781 \$m
71		+3%	4,672 \$m
72		+4%	4,580 \$m
73	TIFFANY & CO.	+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**

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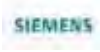








2010 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	70,452 \$m
02		+7%	64,727 \$m
03		+7%	60,895 \$m
04		+36%	43,557 \$m
05		-10%	42,808 \$m
06		+4%	33,578 \$m
07		+4%	32,015 \$m
08		-15%	29,495 \$m
09		+1%	28,731 \$m
10		+12%	26,867 \$m
11		-16%	26,192 \$m
12		+6%	25,179 \$m
13		+2%	23,298 \$m

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		+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








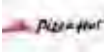


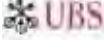



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






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

59		+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	Parasonic	+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 4

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ MIL.	2018 Brand Value US\$ MIL.	Brand Value % Change 2019 vs. 2018	Brand Contribution
1		Technology	316,071	278,910	+13%	4
2		Technology	313,271	266,259	+18%	4
3		Retail	279,331	165,256	+69%	4
4		Technology	215,900	198,404	+9%	4
5		Payments	163,891	121,882	+35%	5
6		Technology	161,145	151,201	+7%	4
7		Fast Food	124,939	110,268	+13%	4
8		Telecom Providers	106,426	114,915	-7%	3
9		Technology	95,330	102,129	-7%	4
10		Payments	91,910	55,416	+66%	4
11		Telecom Providers	91,808	86,948	+6%	4
12		Soft Drinks	75,915	76,388	-1%	5
13		Tobacco	75,730	81,507	-7%	3
14		Logistics	57,026	56,814	+1%	5
15		Entertainment	53,902	56,303	-4%	5
16		Retail	52,223	41,866	+25%	3
17		Banks	49,503	55,268	-10%	3
18		Apparel	47,069	34,295	+37%	4
19		Payments	43,594	23,190	+88%	5
20		Fast Food	42,231	46,071	-9%	4
21		Telecom Providers	40,118	44,738	-10%	3
22		Telecom Providers	38,806	41,238	-6%	2
23		Technology	36,851	28,410	+30%	3
24		Payments	34,098	22,692	+50%	4
25		Conglomerate	32,218	46,435	-31%	2

Source: Brand Finance. All brand values are in US dollars. All figures are in US\$ million. All figures are in US\$ million. All figures are in US\$ million.

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ MIL.	2018 Brand Value US\$ MIL.	Brand Value % Change 2019 vs. 2018	Brand Contribution
26		Technology	31,825	22,790	+40%	3
27		Retail	30,741	27,595	+11%	2
28		Entertainment	30,224	15,679	+93%	3
29		Technology	29,904	25,370	+18%	2
30		Beer	25,426	28,029	-9%	4
31		Technology	24,976	20,380	+23%	4
32		Logistics	24,624	19,993	+23%	5
33		Technology	23,726	14,265	+66%	3
34		Technology	23,084	17,701	30%	2
35		Transport	21,118	NEW		3
36		Banks	20,839	20,316	+3%	2
37		Technology	20,816	14,744	+41%	5
38		Technology	20,490	14,222	+44%	3
39		Banks	20,414	16,687	+22%	2
40		Retail	19,945	16,795	+19%	2
41		Banks	19,281	15,871	+21%	3
42		Baby Care	18,691	22,000	-15%	5
43		Personal Care	18,586	16,275	+14%	5
44		Banks	18,543	13,657	+36%	2
45		Technology	18,272	NEW		3
46		Fast Food	18,270	18,528	-1%	4
47		Telecom Providers	17,925	16,925	+6%	3
48		Oil & Gas	17,749	18,212	-3%	1
49		Banks	15,816	17,185	-8%	3
50		Fast Food	15,757	12,955	+22%	4

The Brand Value of Coca-Cola includes Fanta, Sprite and Dasani. The Brand Value of Johnson & Johnson includes Band-Aid.

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ MIL.	2018 Brand Value US\$ MIL.	Brand Value % Change 2019 vs. 2018	Brand Contribution
51	XBOX	Entertainment	15,329	NEW		2
52	hp	Technology	15,286	12,434	+23%	3
53	Instagram	Technology	14,608	8,732	+67%	5
54	Gillette	Personal Care	14,275	15,921	-10%	5
55	Lowe's	Retail	13,924	17,115	-18%	2
56	eBay	Retail	12,899	12,567	+3%	3
57	Ford	Cars	12,569	12,813	-2%	3
58	ESPN	Entertainment	11,958	NEW		4
59	pepsi	Soft Drinks	11,908	12,766	-7%	4
60	Morgan Stanley	Banks	11,670	9,779	+19%	2
61	Sprint	Telecom Providers	11,509	13,316	-14%	3
62	State Farm	Insurance	11,104	10,014	+11%	3
63	Hilton	Hotels	10,790	9,824	+10%	3
64	DELTA	Airlines	10,768	10,557	+2%	3
65	Herald Exponent	Technology	10,609	12,794	-17%	3
66	dish	Telecom Providers	9,842	12,117	-19%	3
67	CenturyLink	Telecom Providers	9,686	6,693	+43%	2
68	Bank of America	Banks	9,255	8,700	+6%	3
69	American Airlines	Airlines	9,216	9,506	-3%	2
70	PNC	Banks	8,980	8,109	+11%	2
71	Chevron	Oil & Gas	8,858	8,782	+1%	1
72	7-ELEVEN	Retail	8,565	9,036	-5%	4
73	Target	Retail	8,492	7,917	+7%	3
74	Walgreens	Retail	8,365	10,200	-18%	3
75	TESLA	Cars	8,362	8,318	+1%	4

Source: BrandZ™ 2019. Most Valuable Brands™. Information from Bloomberg. Special thanks to our sponsors for their support of this year's BrandZ™ Most Valuable Brands™. © 2019 Interbrand.

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ MIL.	2018 Brand Value US\$ MIL.	Brand Value % Change 2019 vs. 2018	Brand Contribution
76	Marriott	Hotels	8,344	7,308	+14%	2
77	Domino's	Fast Food	8,281	7,120	+16%	3
78	Ipsos	Food & Dairy	8,220	8,229	+0%	3
79	CBS	Entertainment	8,215	NEW		3
80	Whole Foods	Retail	8,078	5,185	+56%	4
81	NBC	Entertainment	7,911	NEW		3
82	CVS pharmacy	Retail	7,876	9,109	-14%	3
83	Southwest	Airlines	7,824	8,140	-4%	3
84	Pall Mall	Tobacco	7,666	7,062	+9%	2
85	McDonald's	Fast Food	7,480	7,364	+2%	3
86	GEICO	Insurance	7,405	6,491	+14%	2
87	Newport	Tobacco	7,391	NEW		3
88	FOX	Entertainment	7,376	NEW		3
89	Kodak	Home Care	7,356	7,945	-7%	5
90	Dodge	Technology	7,344	10,845	-32%	4
91	L&M	Tobacco	7,179	9,022	-20%	2
92	UNITED	Airlines	7,164	6,958	+3%	2
93	HBO	Entertainment	6,754	NEW		5
94	Burger King	Fast Food	6,642	5,533	+20%	3
95	PROGRESSIVE	Insurance	6,427	4,758	+35%	2
96	CLINIQUE	Personal Care	6,278	5,009	+25%	5
97	ESTÉE LAUDER	Personal Care	6,146	4,474	+37%	5
98	Pinterest	Technology	6,094	NEW		5
99	Twitter	Technology	6,041	NEW		4
100	CHIPOTLE	Fast Food	5,898	5,584	+6%	4

The BrandZ™ Most Valuable Brands™. © 2019 Interbrand.

BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2018

	Brand	Category	Brand Value 2018 \$M	BC Index
1	Google	Technology	286,258	4
2	Apple	Technology	278,919	4
3	amazon	Retail	165,256	4
4	Microsoft	Technology	155,404	4
5	facebook	Technology	151,201	4
6	VISA	Payments	121,692	4
7	AT&T	Telecom Providers	114,915	3
8	McDonald's	Fast Food	110,266	4
9	IBM	Technology	102,129	4
10	Marlboro	Tobacco	91,507	3
11	verizon	Telecom Providers	86,948	3
12	Coca-Cola	Soft Drinks	76,388	5
13	ups	Logistics	56,614	5
14	Disney	Entertainment	56,303	5
15	mastercard	Payments	55,416	4
16	WELLS FARGO	Banks	55,268	3
17	GE	Conglomerate	46,435	2
18	Starbucks	Fast Food	46,071	4
19	xfinity	Telecom Providers	44,758	3
20	THE HOME DEPOT	Retail	41,866	3
21	Spectrum	Telecom Providers	41,239	2
22	Nike	Apparel	34,295	4
23	accenture	Technology	28,410	3
24	Budweiser	Beer	28,029	4
25	AMERICAN EXPRESS	Payments	27,697	4

	Brand	Category	Brand Value 2018 \$M	BC Index
26	Walmart	Retail	27,585	2
27	ORACLE	Technology	25,370	2
28	PayPal	Payments	23,190	5
29	intel	Technology	22,790	2
30	Pampers	Baby Care	22,000	5
31	YouTube	Technology	20,380	4
32	citi	Banks	20,316	2
33	FedEx	Logistics	19,993	5
34	SUBWAY	Fast Food	19,529	4
35	Colgate	Personal Care	18,273	4
36	ExxonMobil	Oil & Gas	18,212	1
37	CISCO	Technology	17,701	2
38	usbank	Banks	17,185	3
39	T-Mobile	Telecom Providers	16,926	3
40	COSTCO WHOLESALE	Retail	16,785	2
41	CHASE	Banks	16,687	3
42	Gillette	Personal Care	15,921	5
43	J.P.Morgan	Banks	15,871	3
44	NETFLIX	Technology	15,676	3
45	LinkedIn	Technology	14,744	5
46	Adobe	Technology	14,265	2
47	salesforce	Technology	14,222	3
48	Bank of America	Banks	13,657	2
49	Sprint	Telecom Providers	13,316	3
50	ebay	Retail	12,962	3

	Brand	Category	Brand Value 2018 \$M	BC Index
51	KFC	Fast Food	12,895	3
52	Ford	Cars	12,813	3
53	Hewlett Packard Enterprise	Technology	12,794	3
54	pepsi	Soft Drinks	12,746	4
55	hp	Technology	12,434	3
56	dish	Telecom Providers	12,117	3
57	LOWE'S	Retail	12,115	2
58	CAROL'S	Tobacco	10,952	3
59	SNAPCHAT	Technology	10,845	4
60	DELTA	Airlines	10,557	2
61	Walgreens	Retail	10,200	3
62	State Farm	Insurance	10,014	3
63	Hilton	Hotels	9,824	3
64	Morgan Stanley	Banks	9,775	2
65	American Airlines	Airlines	9,586	2
66	CVS pharmacy	Retail	9,109	3
67	7-ELEVEN	Retail	9,036	4
68	LM	Tobacco	9,022	2
69	Instagram	Technology	8,732	4
70	goldman Sachs	Banks	8,700	3
71	Chevron	Oil & Gas	8,482	1
72	Ford	Cars	8,319	4
73	Lays	Food & Dairy	8,239	3
74	Southwest	Airlines	8,140	3
75	PNC	Banks	8,108	2

	Brand	Category	Brand Value 2018 \$M	BC Index
76	Tide	Home Care	7,945	5
77	TARGET	Retail	7,517	3
78	Pizza Hut	Fast Food	7,364	3
79	MARRIOTT	Hotels	7,309	2
80	Doritos	Fast Food	7,120	3
81	Pall Mall	Tobacco	7,062	2
82	UNITED	Airlines	6,958	2
83	UNIVERSAL	Entertainment	6,708	3
84	CenturyLink	Telecom Providers	6,693	2
85	Huggies	Baby Care	6,614	5
86	GEICO	Insurance	6,491	2
87	CLINIQUE	Personal Care	6,008	5
88	Kroger	Retail	5,898	3
89	DELL	Technology	5,788	3
90	Tropicana	Soft Drinks	5,748	4
91	CRACKERS	Fast Food	5,684	4
92	BUCKLE UP KING	Fast Food	5,533	2
93	Sprite	Soft Drinks	5,358	3
94	WHOLE FOODS	Retail	5,185	5
95	TJ-maxx	Retail	4,765	2
96	PROGRESSIVE	Insurance	4,758	2
97	GATORADE	Soft Drinks	4,694	4
98	TACO BELL	Fast Food	4,661	3
99	ESTÉE LAUDER	Personal Care	4,474	5
100	Capital One	Banks	4,472	3

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

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light
The Brand Value of Pepsi includes Diets

EXHIBIT 5

BrandZ™ Top 100 Most Valuable

Brand	Category	Brand Value 2019 \$MIL.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
1 amazon	Retail	315,505	4	+52%	2	US
2 Apple	Technology	309,527	4	+3%	0	US
3 Google	Technology	309,000	4	+2%	-2	US
4 Microsoft	Technology	251,244	4	+25%	0	US
5 VISA	Payments	177,918	5	+22%	2	US
6 facebook	Technology	158,968	4	-2%	0	US
7 ALDI Group	Retail	131,246	3	+16%	2	DE
8 Tencent	Technology	130,862	4	-27%	-3	CN
9 McDonald's	Fast Food	130,368	4	+3%	-1	US
10 AT&T	Telecom Providers	108,375	3	+2%	0	US
11 verizon	Telecom Providers	94,598	4	+11%	1	US
12 Mastercard	Payments	91,929	4	+30%	3	US
13 IBM	Technology	86,005	4	-11%	-2	US
14 Coca-Cola	Beverages	80,825	5	+1%	0	US
15 Marlboro	Tobacco	71,958	3	-12%	-2	US
16 SAP	Technology	57,528	3	+4%	1	DE
17 Disney	Entertainment	57,007	4	+6%	2	US
18 UPS	Logistics	54,899	5	-9%	-2	US
19 Walmart	Retail	53,507	3	+13%	1	US
20 xfinity	Telecom Providers	48,889	3	+14%	4	US
21 Nike	Apparel	47,360	4	+23%	8	US
22 LV	Luxury	47,214	5	+15%	4	FR
23 Wells Fargo	Regional Banks	46,468	3	-15%	-5	US
24 Starbucks	Fast Food	45,884	4	+3%	-1	US
25 T-Mobile	Telecom Providers	44,219	3	+7%	0	DE

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

Global Brands 2019

Brand	Category	Brand Value 2019 \$MIL.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
26 PayPal	Payments	44,166	5	+25%	4	US
27 中国移动	Telecom Providers	39,322	4	-15%	-6	CN
28 accenture	Technology	39,184	3	-16%	4	US
29 ICBC	Regional Banks	38,432	2	-16%	-7	CN
30 Spectrum	Telecom providers	38,423	2	-2%	-3	US
31 CHANEL	Luxury	37,006	5	NEW		FR
32 Walmart	Retail	36,801	2	+8%	-1	US
33 Alipay	Payments	35,071	4	+17%	2	US
34 NETFLIX	Entertainment	34,290	3	+65%	27	US
35 Heinz	Alcohol	33,924	4	+6%	-1	CN
36 Intel	Technology	31,880	2	+13%	2	US
37 HERMÈS	Luxury	30,966	5	+10%	2	FR
38 SAMSUNG	Technology	30,369	4	-6%	-5	KR
39 YouTube	Entertainment	29,613	4	+29%	12	US
40 中国平安	Insurance	29,470	3	+13%	3	CN
41 TOYOTA	Cars	29,151	4	-3%	-5	JP
42 cisco	Technology	28,861	2	+35%	15	US
43 L'ORÉAL PARIS	Personal Care	28,376	4	+9%	1	FR
44 Instagram	Technology	28,205	4	+95%	47	US
45 Adobe	Technology	27,930	2	+57%	30	US
46 salesforce	Technology	26,917	3	+58%	32	US
47 HUAWEI	Technology	26,908	3	+8%	1	CN
48 Bluebird	Conglomerate	26,700	2	-32%	-20	US
49 vodafone	Telecom Providers	26,499	3	-8%	-12	GB
50 ORACLE	Technology	26,488	2	+3%	-5	US

The Brand Value of Coca-Cola Includes Diet Coke, Coca-Cola Light and Coca-Cola Zero

BrandZ™ Top 100 Most

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1	Google	Technology	302,063	4	+23%	0	
2	Apple	Technology	300,595	4	+28%	0	
3	amazon	Retail	207,594	4	+49%	1	
4	Microsoft	Technology	200,987	4	+40%	-1	
5	Tencent 腾讯	Technology	178,990	5	+65%	3	
6	facebook	Technology	162,106	4	+25%	-1	
7	VISA	Payments	145,611	5	+31%	0	
8	McDonald's	Fast Food	126,044	4	+29%	2	
9	Alibaba Group 阿里巴巴集团	Retail	113,401	3	+92%	5	
10	AT&T	Telecom Providers	106,698	3	-7%	-4	
11	IBM	Technology	96,269	4	-6%	-2	
12	verizon	Telecom Providers	84,897	3	-5%	-1	
13	Marlboro	Tobacco	81,914	3	-6%	-1	
14	Coca-Cola	Soft Drinks	79,964	5	+2%	-1	
15	mastercard	Payments	70,872	4	+42%	5	
16	ups	Logistics	60,412	5	+4%	0	
17	SAP	Technology	55,366	3	+23%	4	
18	WELLS FARGO	Regional Banks	54,952	3	-6%	-3	
19	Disney	Entertainment	53,833	5	+3%	-1	
20	WALMART	Retail	47,229	3	+17%	4	
21	中国移动 China Mobile	Telecom Providers	46,349	4	-18%	-4	
22	ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	
23	Starbucks	Fast Food	44,503	4	+1%	-1	
24	xfinity	Telecom Providers	43,056	3	+3%	-1	
25	T...	Telecom Providers	41,499	3	+8%	0	

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

Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
26	LV	Luxury	41,138	5	+41%	3	
27	Spectrum	Telecom Providers	39,372	2	NEW		
28	GE	Conglomerate	39,041	2	-22%	-9	
29	Nike	Apparel	38,479	4	+13%	-3	
30	PayPal	Payments	35,440	5	+85%	22	
31	Walmart	Retail	34,002	2	+22%	0	
32	accenture	Technology	33,723	3	+24%	0	
33	SAMSUNG	Technology	32,191	4	+34%	4	
34	WOLFSBURG	Alcohol	32,113	4	+89%	30	
35	AMERICAN EXPRESS	Payments	30,046	4	+24%	1	
36	TOYOTA	Cars	29,987	4	+5%	-6	
37	vodafone	Telecom Providers	28,860	3	-9%	-10	
38	intel	Technology	28,316	2	+29%	6	
39	HERMÈS PARIS	Luxury	28,063	5	+20%	2	
40	Budweiser	Beer	27,031	4	0%	-7	
41	Bai 百度	Technology	26,861	5	+14%	-2	
42	ZARA	Apparel	26,860	3	+7%	-8	
43	中国平安 PING AN	Insurance	26,141	3	+51%	18	
44	L'ORÉAL PARIS	Personal Care	26,107	4	+9%	-6	
45	ORACLE	Technology	25,802	2	+21%	1	
46	Mercedes-Benz	Cars	25,684	5	+9%	-6	
47	BMW	Cars	25,624	4	+4%	-12	
48	HUAWEI	Technology	24,922	3	+22%	1	
49	中国建设银行 China Construction Bank	Regional Banks	23,747	2	+27%	5	
50	HSBC	Global Banks	23,633	3	+15%	-2	

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light

BrandZ™ Top 100 Most

Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
51 YouTube	Technology	22,958	4	+37%	14	
52 RBC	Regional Banks	22,924	4	+8%	-5	
53 movistar	Telecom Providers	22,824	3	+4%	-10	
54 GUCCI	Luxury	22,442	5	+66%	26	
55 NTT	Telecom Providers	22,377	3	+11%	-5	
56 FedEx	Logistics	22,218	5	+14%	-5	
57 cisco	Technology	21,331	2	+28%	9	
58 citi	Global Banks	21,258	2	+21%	1	
59 JD.COM	Retail	20,933	3	+94%	NEW	
60 HDFC BANK	Regional Banks	20,874	4	+22%	3	
61 NETFLIX	Entertainment	20,819	3	+73%	31	
62 DHL	Logistics	20,568	4	+30%	8	
63 Shell	Oil & Gas	20,264	1	+10%	-6	
64 Pampers	Baby Care	20,183	5	-10%	-22	
65 orange	Telecom Providers	19,647	3	+14%	-3	
66 TD	Regional Banks	19,628	3	+6%	-10	
67 CHASE	Regional Banks	19,324	3	+35%	6	
68 Commonwealth Bank	Regional Banks	19,286	3	+11%	-8	
69 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	19,141	2	+28%	3	
70 SUBWAY	Fast Food	18,766	4	-14%	-25	
71 Colgate	Personal Care	18,516	5	+4%	-13	
72 COSTCO WHOLESALE	Retail	18,265	3	+12%	-4	
73 J.P.Morgan	Global Banks	18,251	3	+29%	1	
74 ExxonMobil	Oil & Gas	18,222	1	-3%	-19	
75 Adobe	Technology	17,831	3	+53%	23	

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

Valuable Global Brands 2018

Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
76 IKEA	Retail	17,481	3	-8%	-23	
77 Bank of America	Regional Banks	17,439	2	+42%	10	
78 salesforce	Technology	17,026	3	+39%	12	
79 中国人寿 CHINA LIFE	Insurance	16,429	3	+18%	-1	
80 usbank	Regional Banks	16,278	3	+7%	-9	
81 UBER	Transport	16,045	3	NEW		
82 SIEMENS	Conglomerate	15,965	2	+14%	-5	
83 LinkedIn	Technology	15,657	5	+15%	-4	
84 中國銀行 BANK OF CHINA	Regional Banks	15,607	2	+30%	10	
85 Gillette	Personal Care	15,358	5	-6%	-18	
86 THE REAL LIFE HOWARD	Insurance	15,131	3	+29%	11	
87 KFC	Fast Food	15,131	4	+12%	-6	
88 ebay	Retail	14,829	3	+20%	-2	
89 hp	Technology	14,797	3	NEW		
90 SF SF Express	Logistics	14,537	4	NEW		
91 Instagram	Technology	14,496	5	NEW		
92 ANZ	Regional Banks	14,465	3	+3%	-17	
93 ALDI	Retail	13,785	3	+12%	-4	
94 BT	Telecom Providers	13,604	3	-15%	-25	
95 Lowe's	Retail	13,111	3	-2%	-13	
96 Ford	Cars	12,742	3	-2%	-13	
97 HONDA	Cars	12,695	4	+4%	-6	
98 pepsi	Soft Drinks	12,685	4	0%	-14	
99 BCA	Regional Banks	12,674	4	NEW		
100 adidas	Apparel	12,456	4	+50%	NEW	

The Brand Value of Pepsi includes Diets

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 Google	Technology	245,581	4	7%	0
2 Apple	Technology	234,671	4	3%	0
3 Microsoft	Technology	143,222	4	18%	0
4 amazon	Retail	139,286	4	41%	3
5 facebook	Technology	129,800	4	27%	0
6 AT&T	Telecom Providers	115,112	3	7%	-2
7 VISA	Payments	110,999	4	10%	-1
8 Tencent 腾讯	Technology	108,292	5	27%	3
9 IBM	Technology	102,088	4	18%	1
10 McDonald's	Fast Food	97,723	4	10%	-1
11 verizon	Telecom Providers	89,279	3	-4%	-3
12 Marlboro	Tobacco	87,519	3	4%	0
13 Coca-Cola	Soft Drinks	78,142	5	-3%	0
14 Alibaba Group 阿里巴巴集团	Retail	59,127	2	20%	4
15 Wells Fargo	Regional Banks	58,424	3	0%	-1
16 ups	Logistics	58,275	4	17%	1
17 中国移动 China Mobile	Telecom Providers	56,535	4	1%	-2
18 Disney	Entertainment	52,040	4	6%	1
19 GE	Conglomerate	50,208	2	-7%	-3
20 MasterCard	Payments	49,928	4	8%	0
21 SAP	Technology	45,194	3	16%	1
22 Starbucks	Fast Food	44,230	4	2%	-1
23 xfinity	Telecom Providers	41,808	3	NEW ENTRY	
24 The Home Depot	Retail	40,327	3	11%	2
25 T-Mobile	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, 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 Nike	Apparel	34,185	4	-9%	-2
27 Vodafone	Telecom Providers	31,602	3	-14%	-2
28 ICBC 中国工商银行	Regional Banks	31,570	2	-6%	-1
29 LV	Luxury	29,242	4	3%	1
30 TOYOTA	Cars	28,660	4	-3%	-2
31 Walmart	Retail	27,934	2	2%	1
32 accenture	Technology	27,243	3	19%	6
33 Budweiser	Beer	27,037	4	-3%	-2
34 ZARA	Apparel	25,135	3	0%	1
35 BMW	Cars	24,559	4	-8%	-2
36 American Express	Payments	24,150	4	-9%	-2
37 SAMSUNG	Technology	24,007	4	23%	11
38 L'ORÉAL PARIS	Personal Care	23,899	4	2%	-2
39 Baidu 百度	Technology	23,559	5	-19%	-10
40 Mercedes-Benz	Cars	23,513	4	4%	-1
41 HERMES PARIS	Luxury	23,416	5	18%	3
42 Pampers	Baby Care	22,312	5	-3%	-5
43 movistar	Telecom Providers	22,002	3	0%	-3
44 intel	Technology	21,919	2	18%	7
45 SUBWAY	Fast Food	21,713	4	1%	-4
46 ORACLE	Technology	21,359	2	10%	3
47 RBC	Regional Banks	21,145	4	8%	-2
48 HSBC	Global Banks	20,536	3	1%	-5
49 HUAWEI	Technology	20,388	3	9%	1
50 NTT	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 王老吉	Alcohol	16,983	4	48%	29
65 You Tube	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 Silcoats	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 ALIBI	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	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	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  PNC Financial Services	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	Luxury	19,821	5	5%	11
45  RBC	Regional Banks	19,635	4	-18%	-9
46  中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47  NTT	Telecom Providers	19,552	2	N/A	N/A
48  SAMSUNG	Technology	19,490	4	-10%	-3
49  ORACLE	Technology	19,489	1	-10%	-5
50  HUAWEI	Technology	18,652	3	22%	20

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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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












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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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

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

























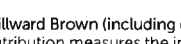
BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,992	4	67%	1
2	 Google	Technology	173,652	4	9%	-1
3	 Microsoft	Technology	115,500	4	28%	1
4	 IBM	Technology	93,987	4	-13%	-1
5	 VISA	Payments	91,962	4	16%	2
6	 at&t	Telecom Providers	89,492	3	15%	2
7	 verizon	Telecom Providers	86,009	3	36%	4
8	 Coca-Cola	Soft Drinks	83,841	5	4%	-2
9	 McDonald's	Fast Food	81,162	4	-5%	-4
10	 Marlboro	Tobacco	80,352	3	19%	-1
11	 Tencent 腾讯	Technology	76,572	5	43%	3
12	 facebook	Technology	71,121	4	99%	9
13	 Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	 amazon.com	Retail	62,292	4	-3%	-4
15	 中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	 WELLS FARGO	Regional Banks	59,310	3	9%	-3
17	 中国电信	Conglomerate	59,272	2	5%	-5
18	 UPS	Logistics	51,798	5	9%	-2
19	 Disney	Entertainment	42,962	5	24%	4
20	 MasterCard	Payments	40,188	4	2%	-2
21	 Baidu 百度	Technology	40,041	5	35%	4
22	 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	38,808	2	-8%	-5
23	 vodafone	Telecom Providers	38,461	3	6%	-3
24	 SAP	Technology	38,225	3	5%	-5
25	 AMERICAN EXPRESS	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-Mobile	Telecom Providers	33,834	3	18%	0
28	 Nike	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	 Budweiser	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	 ExxonMobil	Oil & Gas	20,412	1	3%	-1
50	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	20,189	1	11%	4

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	 Shell	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	 中國平安 PING AN	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71	 PetroChina	Oil & Gas	15,022	1	21%	5
72	 usbank.	Regional Banks	14,786	3	-1%	-7
73	 ebay	Retail	14,171	3	-9%	-12
74	 HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	 H.M	Apparel	13,827	2	-11%	-12

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 GUCCI	Luxury	13,800	5	-14%	-16
77	J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83		Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86		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		Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92		Technology	11,447	4	-17%	-21
93		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	80,683	4	3%	-1
7 VISA	Credit Card	79,197	4	41%	2
8 AT&T	Telecoms	77,883	3	3%	-2
9 Marlboro	Tobacco	67,341	3	-3%	-1
10 amazon.com	Retail	64,255	3	41%	4
11 Verizon	Telecoms	63,460	3	20%	1
12 Unilever	Conglomerate	56,885	2	2%	-1
13 Industrial Bank of Japan	Regional Banks	54,262	3	14%	0
14 Tencent 腾讯	Technology	53,615	4	97%	7
15 China Mobile	Telecoms	49,899	3	-10%	-5
16 DHL	Logistics	47,738	4	12%	-1
17 ICBC 中国工商银行	Regional Banks	42,101	2	2%	-1
18 American Express	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 Intel	Technology	29,768	4	46%	6

Source: Valuations include data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, and is capped at a maximum of 5%.
























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 Lenovo	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 Ford	Cars	25,730	4	7%	-8
33 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34 Nike	Apparel	24,579	4	51%	22
35 Heineken	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 Citigroup	Regional Banks	22,620	4	13%	0
39 Pampers	Baby Care	22,598	5	10%	-7
40 Target	Retail	22,165	2	20%	1
41 Rolex	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	20,915	2	4%	-9
46 Movistar	Telecoms	20,809	2	56%	20
47 TD Bank	Regional Banks	19,950	3	12%	-1
48 ExxonMobil	Oil & Gas	19,745	1	3%	-9
49 HP	Technology	19,469	2	19%	5
50 IKEA	Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Light, Zero and Zero Sugar. 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  HSBC	Regional Banks	19,072	3	15%	1
52  Gillette	Personal Care	19,025	4	7%	-7
53  中国农业银行 AGRICULTURAL BANK OF CHINA	Oil & Gas	19,005	1	8%	-4
54  中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,235	2	-9%	-17
55  accenture	Technology	18,105	3	10%	-2
56  Colgate	Personal Care	17,668	4	2%	-6
57  citi	Global Banks	17,341	2	30%	7
58  FedEx	Logistics	17,002	4	24%	4
59  SIEMENS	Technology	16,800	2	54%	13
60  GUCCI	Luxury	16,131	5	27%	8
61  ebay	Retail	15,587	2	-12%	-14
62  中国移动	Telecoms	15,580	3	13%	-2
63  H&M	Apparel	15,557	2	22%	6
64  BT	Telecoms	15,367	2	61%	30
65  usbank	Regional Banks	14,926	3	9%	-2
66  TESCO	Retail	14,842	4	-9%	-11
67  中国石化	Oil & Gas	14,269	1	9%	0
68  中国银行 BANK OF CHINA	Regional Banks	14,177	2	0%	-10
69  YAHOO!	Technology	14,174	3	44%	23
70  FORD	Cars	14,085	3	14%	1
71  TWITTER	Technology	13,837	4	New	New
72  CISCO	Technology	13,710	2	16%	5
73  DHL	Logistics	13,687	4	53%	25
74  SHELL	Oil & Gas	12,871	1	12%	4
75  SBERBANK	Regional Banks	12,637	3	0%	-5

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

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76  PetroChina	Oil & Gas	12,413	1	-7%	-11
77  中国平安 PING AN	Insurance	12,409	2	18%	7
78  LinkedIn	Technology	12,407	4	New	New
79  J.P. Morgan	Global Banks	12,356	2	28%	14
80  中国电信	Telecoms	12,175	3	14%	2
81  中国人寿 CHINA LIFE	Insurance	12,026	2	-21%	-24
82  Woolworths	Retail	11,953	3	8%	-2
83  MCDONALD'S	Fast Food	11,910	3	20%	8
84  FORD	Cars	11,812	3	56%	New
85  Westpac	Regional Banks	11,743	3	17%	3
86  intel	Technology	11,667	2	-15%	-25
87  CHASE	Regional Banks	11,663	3	8%	-6
88  pepsi	Soft Drinks	11,476	3	-5%	-13
89  SBERBANK	Regional Banks	11,351	2	9%	-4
90  FORD	Cars	11,104	3	9%	-4
91  Bank of America	Global Banks	11,060	3	20%	5
92  Red Bull	Soft Drinks	10,873	4	3%	-9
93  中国移动	Telecoms	10,221	3	-11%	-14
94  Bank of America	Regional Banks	10,149	2	New	New
95  docomo	Telecoms	10,041	2	0%	-5
96  PRADA	Luxury	9,895	4	6%	-1
97  PayPal	Payments	9,833	4	New	New
98  ING	Global Banks	9,771	3	28%	New
99  UBS	Global Banks	9,683	2	30%	New
100  MILWARD	Retail	9,584	2	8%	-1

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

← Milward

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology		185,071	4	1%	0
2 Technology		113,534	3	5%	1
3 Technology		112,536	3	-3%	-1
4 Fast Food		90,255	4	-5%	0
5 Soft Drinks		78,415	5	6%	1
6 Telecoms		75,507	3	10%	2
7 Technology		69,814	3	-9%	-2
8 Tobacco		59,393	3	-8%	-1
9 Credit Card		56,080	4	46%	6
10 Telecoms		65,368	3	18%	0
11 Consumer Goods		65,357	2	21%	0
12 Telecoms		53,004	3	8%	3
13 Regional Banks		47,748	3	20%	1
14 Retail		45,727	3	34%	4
15 Logistics		42,747	5	15%	1
16 Regional Banks		41,115	2	-1%	-3
17 Telecoms		39,712	3	-8%	-5
18 Retail		36,220	2	5%	13
19 Technology		34,365	2	34%	3
20 Credit Card		27,821	4	34%	9
21 Technology		27,273	4	52%	16
22 Regional Banks		26,859	2	10%	2
23 Cars		24,497	4	12%	5
24 Cars		24,015	4	-2%	-1
25 Global Banks		23,970	3	24%	6

Values are in US dollars from BRANDZ™, Kantar Worldpanel. Kantar Worldpanel members. Brand Contribution measures the impact of brand value on earnings. See brandz.com for more details.

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
26 Entertainment		23,913	3	40%	17
27 Telecoms		23,893	2	-11%	-7
28 Credit Card		23,514	4	16%	2
29 Luxury		22,710	4	-12%	-8
30 Technology		21,404	3	51%	25
31 Technology		21,281	4	-38%	-12
32 Baby Care		20,594	5	13%	3
33 Technology		20,443	5	-16%	-8
34 Retail		20,297	4	26%	14
35 Apparel		20,167	3	60%	31
36 Technology		20,039	2	-11%	-9
37 Regional Banks		19,975	2	12%	1
38 Regional Banks		19,968	4	16%	2
39 Oil & Gas		19,229	1	5%	-3
40 Luxury		19,129	4	0%	-8
41 Retail		18,485	2	43%	21
42 Personal Care		17,971	4	30%	15
43 Cars		17,952	4	11%	3
44 Fast Food		17,892	4	5%	-2
45 Personal Care		17,823	4	-6%	-12
46 Regional Banks		17,781	4	22%	5
47 Retail		17,749	2	40%	17
48 Regional Banks		17,745	3	35%	12
49 Oil & Gas		17,578	1	-1%	-10
50 Personal Care		17,250	4	15%	1

The brand value of each brand is based on the brand's sales, profits and other factors. See brandz.com for more details.



BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,691	4	12%	1	76 Retail		11,879	3	13%	0
52 Regional Banks		16,565	3	New	New	77 Technology		11,816	2	-11%	-18
53 Technology	accenture	16,503	3	2%	-8	78 Oil & Gas		11,620	1	11%	-1
54 Technology	hp	16,362	2	-28%	-28	79 Telecoms		11,448	3	23%	9
55 Retail	TESCO	16,303	4	-9%	-19	80 Retail	woolworths	11,099	3	New	New
56 Apparel		15,817	4	-3%	-12	81 Global Banks	CHASE	10,838	3	26%	11
57 Insurance		15,278	3	5%	-4	82 Telecoms		10,633	3	11%	3
58 Regional Banks		14,238	2	10%	3	83 Soft Drinks	Red Bull	10,688	3	8%	-3
59 Regional Banks	ICICI Bank	14,196	1	12%	4	84 Insurance	中国平安 PING AN	10,609	0	4%	-6
60 Telecoms		13,829	2	-10%	-10	85 Regional Banks		10,306	2	8%	-2
61 Technology	Intel	13,767	2	-12%	-12	86 Cars		10,186	3	3%	-5
62 Logistics	FedEx	13,732	4	17%	8	87 Global Banks	Standard Chartered	10,160	2	1%	-8
63 Regional Banks	usbank	13,718	3	18%	9	88 Regional Banks	Westpac Australia's First Bank	10,070	3	New	New
64 Global Banks	citi	13,386	2	37%	18	89 Telecoms		10,054	3	-18%	-18
65 Oil & Gas	PetroChina	13,380	1	11%	3	90 Telecoms	docomo	10,028	3	-37%	-43
66 Telecoms	movistar	13,336	2	-22%	-25	91 Fast Food		9,953	3	12%	0
67 Oil & Gas		13,127	1	-8%	-11	92 Technology	YAHOO!	9,826	3	New	New
68 Luxury		12,735	5	-8%	New	93 Global Banks	J.P.Morgan	9,698	2	New	New
69 Apparel	H&M	12,732	2	-6%	-11	94 Telecoms	BT	9,531	2	New	New
70 Regional Banks	SBERBANK	12,655	3	19%	4	95 Luxury	PRADA	9,451	4	63%	New
71 Cars		12,401	3	-2%	-6	96 Global Banks		9,232	3	8%	-1
72 Technology	SIEMENS	12,331	4	16%	1	97 Oil & Gas		9,036	1	6%	-4
73 Alcohol		12,188	3	3%	-4	98 Logistics	DHL	8,940	3	18%	2
74 Retail	LEADER	12,040	3	31%	15	99 Retail		8,885	2	-6%	-12
75 Soft Drinks	pepsi	12,029	4	-9%	-8	100 Cars		8,790	3	3%	-4

Brand value is based on the brand's contribution to the parent company's earnings. The influence of brand alone on earnings is on a scale of 1 to 6, highest.

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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	11	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	-10%	-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	10%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	11	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	11%	7
35	Baby Care		18,299	5	7	-5%	-1
36	Retail		18,007	4	9	-18%	-5
37	Technology		17,992	4	11	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	50%	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	11	4%	2
53	Insurance	中国平安 PING AN	14,587	3	9	-25%	-20
54	Financial	TD	14,561	4	3	-14%	-12
55	Technology	ALIBABA	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	中国银行 BANK OF CHINA	13,083	3	7	N/A	New
61	Financial	中国银行 BANK OF CHINA	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	11	19%	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	usbank	11,422	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	-11%	-11
77	Oil & Gas	BP	10,424	1	3	-17%	-13
78	Insurance	中国平安 PING AN	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	4%	13
81	Cars	Volkswagen	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 ITALIA	9,572	3	8	-18%	-9
85	Telecoms	中国移动 CHINA MOBILE	9,553	3	5	-12%	-5
86	Technology	SONY*****	9,444	4	4	-10%	-1
87	Retail	Walmart	9,310	2	6	1%	7
88	Telecoms	中国移动 CHINA MOBILE	9,273	3	8	N/A	New
89	Retail	IKEA	9,206	3	9	26%	New
90	Telecoms	中国电信 CHINA TELECOM	9,191	3	9	-4%	1
91	Fast Food	McDonald's	8,852	3	8	8%	New
92	Financial	CHASE	8,644	3	3	-24%	-24
93	Oil & Gas	Exxon	8,599	1	8	6%	New
94	Telecoms	O ₂	8,562	2	3	-27%	-20
95	Financial	HSBC	8,546	3	2	-25%	-18
96	Cars	Ford	8,519	3	6	15%	New
97	Telecoms	France Telecom	8,449	3	6	-27%	-21
98	Retail	Carrefour	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	Google	153,285	84%	26	LV	24,312	23%
2	Google	111,498	-2%	27	TOYOTA	24,198	11%
3	IBM	100,849	17%	28	HSBC	22,587	-4%
4	McDonald's	81,016	23%	29	Baidu	22,555	141%
5	Microsoft	78,243	2%	30	TESCO	22,425	3%
6	Coca-Cola	73,752	8%	31	Gillette	21,834	-15%
7	at&t	69,916	N/A	32	中国人保	19,782	-4%
8	Marlboro	67,522	18%	33	中国平安	19,542	N/A
9	SEAGRAM	57,326	9%	34	Facebook	19,350	11%
10	ICBC	50,318	12%	35	Facebook	19,102	216%
11	ICBC	44,440	1%	36	Facebook	17,597	N/A
12	vcodafone	43,647	-2%	37	中國銀行	17,530	-20%
13	verizon	42,828	N/A	38	Disney	17,290	15%
14	amazon.com	37,628	37%	39	Disney	17,182	3%
15	Walmart	37,277	-5%	40	Facebook	17,115	23%
16	Facebook	36,876	97%	41	ExxonMobil	16,973	10%
17	hp	35,737	35%	42	TD	16,931	19%
18	hp	35,404	-11%	43	中國農業銀行	16,909	N/A
19	AT&T	29,774	N/A	44	cisco	16,314	-2%
20	VISA	28,553	15%	45	Red Bull	15,952	0%
21	Microsoft	27,249	N/A	46	L'OREAL	15,719	11%
22	ORACLE	26,948	9%	47	citi	15,674	17%
23	SAP	26,078	7%	48	docomo	15,449	19%
24	德意志銀行	25,524	22%	49	accenture	15,427	5%
25	BlackBerry	24,623	-20%	50	Mercedes-Benz	15,344	12%

*The Brand Value of Coca-Cola includes Lipton, 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 Evolvement includes Bud Light.
 ****The Brand Value of Pepsi includes Lipton, Diet 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	China Mobile	15,168	0%	76	telcel	11,558	7%
52	Tencent	15,131	N/A	77	Red Bull	11,363	-37%
53	ICICI Bank	14,900	3%	78	Red Bull	11,291	-19%
54	SUBWAY	14,306	19%	79	Nintendo	11,147	-37%
55	China Mobile	14,258	0%	80	NITE	10,883	12%
56	Intel	14,182	-1%	81	NOKIA	10,735	-28%
57	Nike	13,917	10%	82	eY	10,731	15%
58	Intel	13,904	-2%	83	中国平安 PINGAN	10,540	N/A
59	China Mobile	13,754	-8%	84	usbank	10,525	28%
60	China Mobile	13,543	16%	85	SONY	10,443	19%
61	PETROBRAS	13,421	39%	86	ZARA	10,335	15%
62	H&M	13,008	7%	87	Scotiabank	10,076	N/A
63	pepsi	12,931	1%	88	NISSAN	10,072	17%
64	Target	12,542	-27%	89	China Mobile	9,877	10%
65	Target	12,471	3%	90	China Mobile	9,600	29%
66	China Mobile	12,413	3%	91	中國電信	9,587	N/A
67	SAMSUNG	12,160	7%	92	Bank of America	9,358	-43%
68	CHASE	12,083	-3%	93	Red Bull	9,263	4%
69	Standard Chartered	12,033	45%	94	Red Bull	9,251	6%
70	SIEMENS	11,088	29%	95	TIM	8,838	21%
71	NORDEA	11,917	41%	96	BARCLAYS	8,760	4%
72	NORDEA	11,901	40%	97	中國工商銀行	8,668	5%
73	FedEx	11,759	25%	98	Bradesco	8,600	15%
74	O2	11,694	N/A	99	СБЕРБАНК	8,535	N/A
75	TELECOM	11,609	N/A	100	China Mobile	8,439	-9%

*The Brand Value of Nintendo includes Wii and Nintendo DS.
 **The Brand Value of Sony includes PlayStation 2 and 3, listed 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	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
1	Google	114,260	14%	26	TOYOTA	21,769	-27%
2	IBM	86,383	30%	27	中国移动通信	20,929	-1%
3		83,153	32%	28	Gillette	20,663	-10%
4	Microsoft	76,344	0%	29	Louis Vuitton	19,781	2%
5	Coca-Cola	67,983	1%	30		18,746	16%
6	McDonald's	66,005	-1%	31		18,012	12%
7	Marlboro	57,047	15%	32	Nintendo	17,834	-2%
8	SUNMI	52,616	-14%	33	海信	17,434	-8%
9		45,054	-25%	34		17,283	N/A
10		44,404	-17%	35	CISCO	16,719	-7%
11	ICBC	43,927	15%	36		16,608	12%
12	HP	39,717	-27%	37	Bank of America	16,393	0%
13	Walmart	39,421	-4%	38	BlackBerry	15,991	20%
14	BlackBerry	30,708	12%	39	ExxonMobil	15,476	N/A
15	amazon.com	27,459	29%	40		15,112	N/A
16		26,492	-5%	41	Disney	15,000	-35%
17	TESCO	25,741	12%	42		14,980	0%
18	VISA	24,883	52%	43	NOKIA	14,856	-58%
19	ORACLE	24,817	16%	44	accenture	14,734	-2%
20	Virgin	24,675	39%	45	ICICI Bank	14,454	N/A
21	SAP	24,291	3%	46		14,303	-2%
22	at&t	23,714	18%	47	Colgate	14,224	15%
23	HSBC	23,408	23%	48	Intel	14,210	-38%
24	中国工商银行	21,960	4%	49	L'OREAL	14,129	-6%
25		21,816	-9%	50		14,018	6%

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



#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51		13,935	N/A	76	eBay	9,328	-26%
52		13,912	-7%	77	SIEMENS	9,293	-31%
53		13,736	-11%	78		9,283	25%
54	Citi	13,403	-11%	79	WRIGLEY'S	9,201	-15%
55	中国移动	13,010	20%	80	ZARA	8,986	4%
56	BBVA	12,977	3%	81		8,971	-3%
57	docomo	12,969	-19%	82	Red Bull	8,917	9%
58	pepsi	12,752	-15%	83		8,747	1%
59	Nike	12,597	5%	84	NISSAN	8,607	-16%
60		12,434	14%	85		8,490	17%
61	CHASE	12,426	17%	86	HERO	8,457	8%
62		12,148	-1%	87	BARCLAYS	8,363	20%
63	H&M	12,131	1%	88	usbank	8,377	N/A
64	SUBWAY	12,032	9%	89	Standard Chartered	8,327	1%
65		12,021	-31%	90	中国建设银行	8,236	2%
66		11,938	-23%	91		8,214	19%
67	Walmart	11,659	57%	92	Bunabir	8,160	-8%
68	AMT	11,351	-10%	93	J.P.Morgan	8,159	4%
69		10,850	NA	94	SONY	8,147	30%
70	O2	10,593	23%	95		8,003	18%
71	TD	10,274	-7%	96	Auchan	7,848	NA
72	MYS	9,723	6%	97	GUCCI	7,588	2%
73	ALROSA	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	Bank of China	9,356	62%	100	TIM	7,280	14%

THE TOP 100

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1	Google	100,039	16%	26	amazon.com	21,294	85%
2	Microsoft	76,249	8%	27	中国银行	21,192	9%
3	Coca-Cola	67,826	16%	28	at&t	20,059	67%
4	IBM	66,622	20%	29	LV	19,395	5%
5	McDonald's	66,575	34%	30	HSBC	19,079	3%
6	中国建设银行	63,113	14%	31	hugoboss	18,945	N/A
7	中国建设银行	61,283	7%	32	Nintendo	18,233	N/A
8	IBM	59,793	-16%	33	cisco	17,985	-25%
9	vodafone	53,727	45%	34	Walmart	17,713	-8%
10	Marlboro	49,460	33%	35	Bank of America	17,467	-20%
11	Walmart	41,083	19%	36	VISA	16,353	N/A
12	ICBC 工商银行	38,056	36%	37	中国工商银行	16,228	-34%
13	NOKIA	35,163	-20%	38	中国工商银行	16,035	10%
14	TOYOTA	29,907	-15%	39	docomo	15,776	5%
15	IBM	27,842	4%	40	Mercedes-Benz	15,499	-14%
16	BlackBerry	27,478	100%	41	Bank of America	15,480	-53%
17	hp	26,745	9%	42	IBM	15,422	1%
18	IBM	23,948	-15%	43	accenture	15,076	7%
19	SAP	23,815	9%	44	pepsi	14,996	-3%
20	Disney	23,110	-3%	45	L'OREAL	14,991	-9%
21	TESCO	22,938	-1%	46	IBM	14,963	-40%
22	Gillette	22,919	6%	47	Genzyme	14,961	-1%
23	intel	22,851	4%	48	IBM	14,904	-22%
24	中国建设银行	22,811	16%	49	citi	14,608	-52%
25	ORACLE	21,438	-8%	50	HONDA	14,571	-12%

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



#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	SIEMENS	13,562	-8%	76	ZARA	8,009	-1%
52	Red Bull	13,292	23%	77	O2	8,801	36%
53	IBM	13,242	-1%	78	Standard Chartered	8,219	20%
54	ebay	12,970	16%	79	Red Bull	8,154	N/A
55	BBVA	12,549	33%	80	中国工商银行	8,052	112%
56	Coca-Cola	12,396	17%	81	YAHOO!	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	IBM	7,777	4%
60	SUBWAY	10,997	6%	85	IBM	7,512	-15%
61	ID	10,991	N/A	86	GUCCI	7,468	15%
62	M	10,911	34%	87	IBM	7,427	7%
63	中国移动·Mobile	10,864	22%	88	IBM	7,415	-38%
64	WRIGLEY'S	10,841	N/A	89	IBM	7,260	-40%
65	Auchan	10,586	46%	90	BARCLAYS	6,992	-5%
66	CHASE	10,582	-17%	91	IBM	6,922	-27%
67	NISSAN	10,206	-13%	92	Morgan Stanley	6,765	-40%
68	IBM	9,719	18%	93	ING	6,743	-55%
69	FedEx Corporation	9,401	-17%	94	IBM	6,721	10%
70	IBM	9,280	-40%	95	IBM	6,713	-21%
71	IBM	8,180	14%	96	NIVEA	6,572	24%
72	Unilever	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	Bradesco	6,565	N/A
74	IBM	8,638	44%	99	TIM	6,409	-19%
75	AVON	8,631	20%	100	LIBERTY	6,394	N/A

Top 100 Brands

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

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/)
 SHARE PROFILE VIEW (/worlds-most-admired-companies/apple/) FILTER

(/worlds-most-admired-companies/netflix/)
 8 Netflix (/)
 (/worlds-most-admired-companies/netflix/)
 SHARE PROFILE VIEW (/worlds-most-admired-companies/apple/) FILTER

9 JPMorgan Chase (/worlds-most-admired-companies/jpmorgan-chase/) Megabanks

10 FedEx (/worlds-most-admired-companies/fedex/) Delivery

11 Southwest Airlines (/worlds-most-admired-companies/southwest-airlines/) Airlines

12 Costco Wholesale (/worlds-most-admired-companies/costco-wholesale/) General Merchandisers

13 Nike (/worlds-most-admired-companies/nike/) Apparel

14 Salesforce (/worlds-most-admired-companies/salesforce/) Computer Software

15 Coca-Cola (/worlds-most-admired-companies/coca-cola/) Beverages

16 American Express (/worlds-most-admired-companies/american-express/) Consumer Credit Card and Related Services

17 Johnson & Johnson (/worlds-most-admired-companies/johnson-johnson/) Pharmaceuticals

18 Singapore Airlines (/worlds-most-admired-companies/singapore-airlines/) Airlines

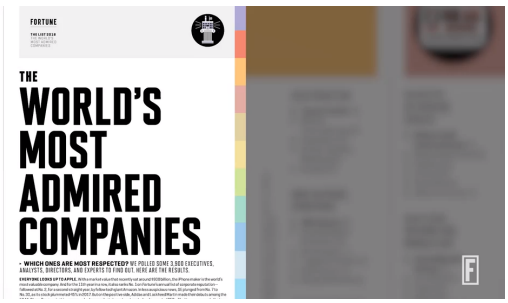
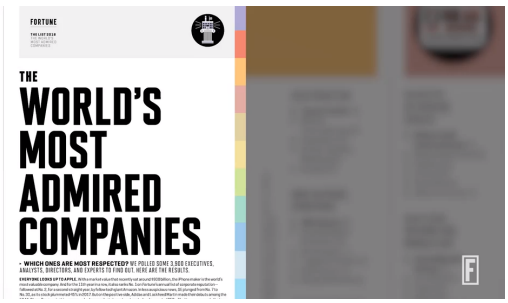
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20 Nordstrom (/worlds-most-admired-companies/nordstrom/)

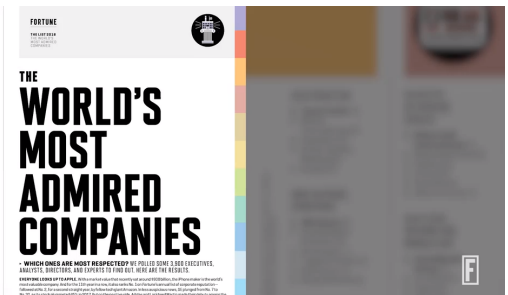
WANT PREMIUM ACCESS? VISIT THE FORTUNE

FULL LIST

RANK	COMPANY	INDUSTRY
1	Apple (/worlds-most-admired-companies/apple/)	Computers
2	Amazon (/worlds-most-admired-companies/amazon/)	Internet Services and Retailing
3	Berkshire Hathaway (/worlds-most-admired-companies/berkshire-hathaway/)	Insurance: Property and Casualty
4	Walt Disney (/worlds-most-admired-companies/walt-disney/)	Entertainment
5	Starbucks (/worlds-most-admired-companies/starbucks/)	
6	Microsoft (/worlds-most-admired-companies/microsoft/)	
7	Alphabet (/worlds-most-admired-companies/alphabet/)	



21	Home Depot	(/worlds-most-admired-companies/home-depot/)	Specialty Retailers
22	BlackRock	(/worlds-most-admired-companies/blackrock/)	Securities and Asset Management
23	Marriott International	(/worlds-most-admired-companies/marriott-international/)	Hotels, Casinos, and Resorts
24	USAA	(/worlds-most-admired-companies/usaa/)	Insurance: Property and Casualty
25	Walmart	(/worlds-most-admired-companies/walmart/)	General Merchandisers
26	Goldman Sachs Group	(/worlds-most-admired-companies/goldman-sachs-group/)	Megabanks
27	3M	(/worlds-most-admired-companies/3m/)	Chemicals
28	Delta Air Lines	(/worlds-most-admired-companies/delta-air-lines/)	Airlines
29	BMW	(/worlds-most-admired-companies/bmw/)	Motor Vehicles
30	Toyota Motor	(/worlds-most-admired-companies/toyota-motor/)	Motor Vehicles
31	Procter & Gamble	(/worlds-most-admired-companies/procter-gamble/)	Soaps and Cosmetics
32	Target	(/worlds-most-admired-companies/target/)	
33	UPS	(/worlds-most-admired-companies/ups/)	
34	Alibaba Group Holdings	(/worlds-most-admired-companies/alibaba-group-holdings/)	



35	CVS Health	(/worlds-most-admired-companies/cvs-health/)	Health Care: Pharmacy and Other Services
36	Accenture	(/worlds-most-admired-companies/accenture/)	Information Technology Services
37	McDonald's	(/worlds-most-admired-companies/mcdonalds/)	Food Services
38	Adidas	(/worlds-most-admired-companies/adidas/)	Apparel
39	Unilever	(/worlds-most-admired-companies/unilever/)	Soaps and Cosmetics
40	IBM	(/worlds-most-admired-companies/ibm/)	Information Technology Services
41	PepsiCo	(/worlds-most-admired-companies/pepsico/)	Consumer Food Products
42	Visa	(/worlds-most-admired-companies/visa/)	Consumer Credit Card and Related Services
43	Caterpillar	(/worlds-most-admired-companies/caterpillar/)	Construction and Farm Machinery
44	Facebook	(/worlds-most-admired-companies/facebook/)	Internet Services and Retailing
45	Publix Super Markets	(/worlds-most-admired-companies/publix-super-markets/)	Food and Drug Stores
46	UnitedHealth Group	(/worlds-most-admired-companies/unitedhealth-group/)	
47	Nestlé	(/worlds-most-admired-companies/nestle/)	
48	Mastercard	(/worlds-most-admired-companies/mastercard/)	



49 Charles Schwab (/worlds-most-admired-companies/) Securities and Asset Management

admired-companies/charles-schwab/ SHARE PROFILE VIEW (/worlds-most-admired-companies/apple/) FILTER

50 Exxon Mobil (/worlds-most-admired-companies/exxon-mobil/) Petroleum Refining

50 Samsung Electronics (/worlds-most-admired-companies/samsung-electronics/) Electronics

- ABB (/worlds-most-admired-companies/abb/) Industrial Machinery

- Abbott Laboratories (/worlds-most-admired-companies/abbott-laboratories/) Medical Products and Equipment

- AbbVie (/worlds-most-admired-companies/abbvie/) Pharmaceuticals

- Activision Blizzard (/worlds-most-admired-companies/activision-blizzard/) Entertainment

- Adecco Group (/worlds-most-admired-companies/adecco-group/) Diversified Outsourcing Services

- Adobe (/worlds-most-admired-companies/adobe/) Computer Software

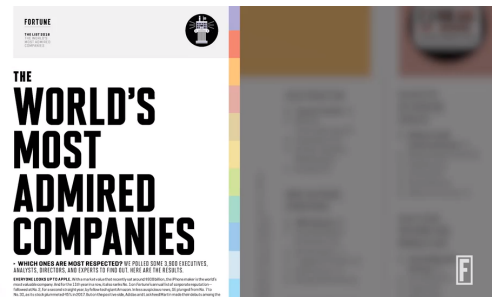
- AECOM (/worlds-most-admired-companies/aecom/) Engineering, Construction

- Aflac (/worlds-most-admired-companies/aflac/) Insurance: Life and Health

- Air France-KLM Group (/worlds-most-admired-companies/air-france-klm-group/)

- Airbus Group (/worlds-most-admired-companies/airbus-group/)

- Aisin Seiki (/worlds-most-admired-companies/aisin-seiki/)



- Alcoa (/worlds-most-admired-companies/) Metals

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- Allstate (/worlds-most-admired-companies/allstate/) Insurance: Property and Casualty

- American Electric Power (/worlds-most-admired-companies/american-electric-power/) Electric and Gas Utilities

- AmerisourceBergen (/worlds-most-admired-companies/amerisourcebergen/) Wholesalers: Health Care

- Amgen (/worlds-most-admired-companies/amgen/) Pharmaceuticals

- Anheuser-Busch InBev (/worlds-most-admired-companies/anheuser-busch-inbev/) Beverages

- Anthem (/worlds-most-admired-companies/anthem/) Health Care: Insurance and Managed Care

- Apache (/worlds-most-admired-companies/apache/) Mining, Crude-Oil Production

- Applied Materials (/worlds-most-admired-companies/applied-materials/) Semiconductors

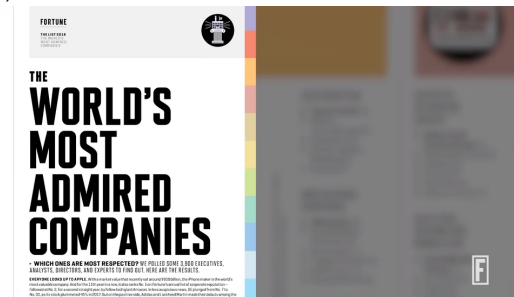
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- Archer Daniels Midland (/worlds-most-admired-companies/archer-daniels-midland/) Food Production

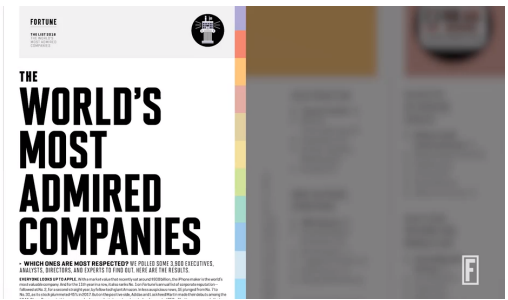
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- Asustek Computer (/worlds-most-admired-companies/asustek-computer/)

- AT&T (/worlds-most-admired-companies/att/)



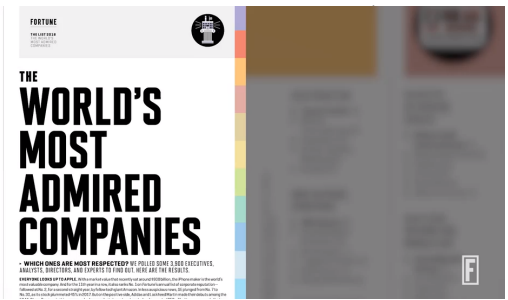
- [Autodesk \(/worlds-most-admired-companies/autodesk/\)](#) Computer Software
- [Automatic Data Processing \(/worlds-most-admired-companies/automatic-data-processing/\)](#) Financial Data Services
- [AutoNation \(/worlds-most-admired-companies/autonation/\)](#) Specialty Retailers
- [Avery Dennison \(/worlds-most-admired-companies/avery-dennison/\)](#) Packaging, Containers
- [Avnet \(/worlds-most-admired-companies/avnet/\)](#) Wholesalers: Electronics and Office Equipment
- [BAE Systems \(/worlds-most-admired-companies/bae-systems/\)](#) Aerospace and Defense
- [Bank of America \(/worlds-most-admired-companies/bank-of-america/\)](#) Megabanks
- [Bank of New York Mellon \(/worlds-most-admired-companies/bank-of-new-york-mellon/\)](#) Superregional Banks
- [BASF \(/worlds-most-admired-companies/basf/\)](#) Chemicals
- [BB&T Corp. \(/worlds-most-admired-companies/bbt-corp/\)](#) Superregional Banks
- [Becton Dickinson \(/worlds-most-admired-companies/becton-dickinson/\)](#) Medical Products and Equipment
- [Best Buy \(/worlds-most-admired-companies/best-buy/\)](#)
- [BHP Billiton \(/worlds-most-admired-companies/bhp-billiton/\)](#)
- [Boise Cascade \(/worlds-most-admired-companies/boise-cascade/\)](#)



- [Booking Holdings \(/worlds-most-admired-companies/booking-holdings/\)](#) Internet Services and Retailing
- [Booz Allen Hamilton Holding \(/worlds-most-admired-companies/booz-allen-hamilton-holding/\)](#) Information Technology Services
- [Bosch Group \(/worlds-most-admired-companies/bosch-group/\)](#) Motor Vehicle Parts
- [Boston Scientific \(/worlds-most-admired-companies/boston-scientific/\)](#) Medical Products and Equipment
- [Bristol-Myers Squibb \(/worlds-most-admired-companies/bristol-myers-squibb/\)](#) Pharmaceuticals
- [Broadridge Financial Solutions \(/worlds-most-admired-companies/broadridge-financial-solutions/\)](#) Financial Data Services
- [C.H. Robinson Worldwide \(/worlds-most-admired-companies/c-h-robinson-worldwide/\)](#) Trucking, Transportation, Logistics
- [CACI International \(/worlds-most-admired-companies/caci-international/\)](#) Information Technology Services
- [Canon \(/worlds-most-admired-companies/canon/\)](#) Computers
- [Capital One Financial \(/worlds-most-admired-companies/capital-one-financial/\)](#) Consumer Credit Card and Related Services

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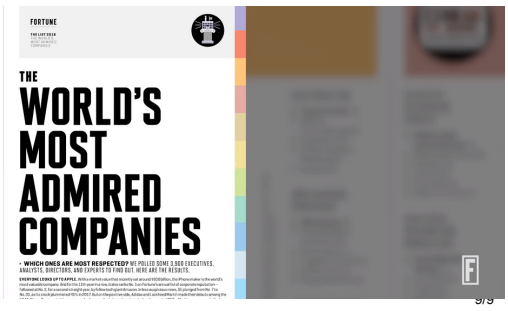
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PROFILE VIEW

(/worlds-most-admired-companies/apple)

FILTER



1

Apple

Computers

Looking for leads, investment insights, or

competitive intelligence?

GET PREMIUM ACCESS

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	http://www.apple.com
Overall Score	8.53

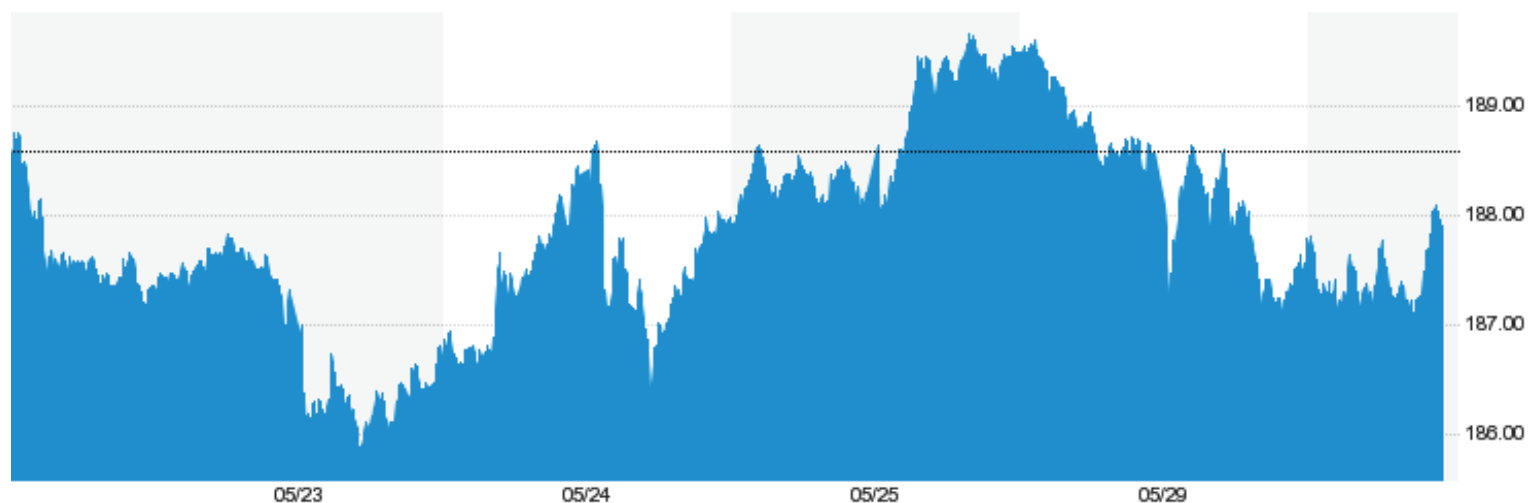
Key Attributes of Reputation

	Industry Rank	
Innovation	1	1%
People Management	1	1%
Use of Corporate Assets	1	1%
Social Responsibility	1	1%
Quality of Management	1	1%
Financial Soundness	1	1%
Long-Term Investment Value	1	1%

Quality of Products/Services	1	1%
Global Competitiveness	1	1%

STOCK QUOTE

0
0.00 0.00 (0)



Previous Close:		52 Week Low:	
Market Cap:	NaNB	52 Week Change %:	0.00
Next Earnings Date:		P/E Ratio:	n/a
High:		EPS:	
Low:		Dividend Yield:	n/a
52 Week High:			

News about Apple

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2

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[\(/\)](#)

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

FILTER



1 Apple
 AAPL \$145.83
 Computer

Tayfun Coskun—Anadolu Agency/Getty Images

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



#9

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

1.		Apple <small>AAPL</small> , -3.20 % Cupertino, Calif. Computers
2.		Alphabet <small>GOOGL</small> , -2.33 % Mountain View, Calif. Internet Services and Retailing
3.		Amazon.com <small>AMZN</small> , -2.21 % Seattle, Wash. Internet Services and Retailing
4.		Berkshire Hathaway Omaha, Neb. Insurance: Property and Casualty
5.		Walt Disney <small>DIS</small> , -1.55 % Burbank, Calif. Entertainment
6.		Starbucks <small>SBUX</small> , -0.42 % Seattle, Wash. Food Services
7.		Southwest Airlines <small>LUV</small> , -2.11 % Dallas, Texas Airlines
8.		FedEx <small>FDX</small> , -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

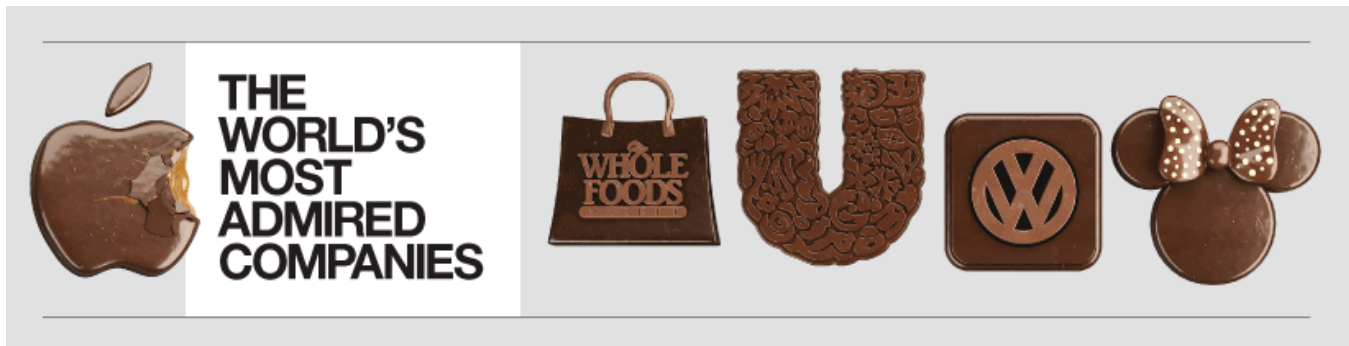


Apple Rumor Roundup: Read All the Speculation Here



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

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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



	MOST ADMIRIED 2014	<small>Mario Tama / Getty Images</small> 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. *â€”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 1,000â€”the 1,000 largest U.S. companies ranked by revenueâ€”and non-U.S. companies in Fortune's global 500 database with revenue of \$10 billion or more... [More](#)

WORLD'S MOST ADMIRABLE COMPANIES 2012 ▼

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 $\frac{1}{2}$ 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
- People management
- Use of corporate assets
- Social responsibility
- Global competitiveness
- Quality of management
- Financial soundness
- Long-term investment
- Product/services quality

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*

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

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](#)

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](#)

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/JEFF/GETTY IMAGES
 Guests play with the iPad at the product's official unveiling in San Francisco in January.

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](#)

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](#)

Top 3

INNOVATION		PEOPLE MANAGEMENT		FINANCIAL SOUNDNESS	
Company	Industry rank	Company	Industry rank	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](#)

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

WORLD'S MOST ADMIRABLE 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 ADMIRABLE

Top 50 rank: 1

Rank in Computers: 2 (Previous rank: 2*)

Overall score: 7.07

Why it's admired

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

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



COURTESY: APPLE

Get Quote: [AAPL](#)

Financials: [Latest Results](#)

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](#)

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

...Top 50 Headquarters



Show: Top 50 | All Most Admired: [The Americas](#) | [Europe](#) | [Asia/Australia](#)

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

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. Cl.: 26

Reg. No. 1,078,312

United States Patent and Trademark Office

Registered Nov. 29, 1977

10 Year Renewal

Renewal Term Begins Nov. 29, 1997

**TRADEMARK
PRINCIPAL REGISTER**

APPLE

APPLE COMPUTER, INC. (CALIFORNIA
CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 950142081

FOR: COMPUTERS AND COMPUTER
PROGRAMS RECORDED ON PAPER
AND TAPE, IN CLASS 9 (U.S. CL. 26).
FIRST USE 4-0-1976; IN COMMERCE
4-0-1976.

SER. NO. 73-120,444, FILED 3-25-1977.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Oct. 28, 1997.*

COMMISSIONER OF PATENTS AND TRADEMARKS

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APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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1 INFINITE LOOP
CUPERTINO, CA 95014

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

ANGELA DUONG, EXAMINING ATTORNEY

Int. Cl.: 9

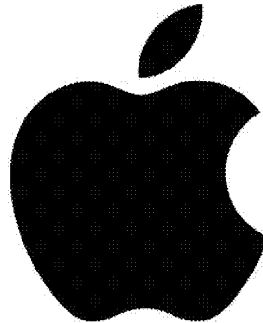
Prior U.S. Cls.: 21, 23, 26, 36 and 38

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

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,808,567

United States Patent and Trademark Office

Registered Jan. 27, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE

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

FOR: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SER-

VICES TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1980; IN COMMERCE 9-0-1980.

OWNER OF U.S. REG. NOS. 1,078,312, 2,132,209 AND OTHERS.

SER. NO. 78-170,383, FILED 10-2-2002.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 2,753,069

United States Patent and Trademark Office

Registered Aug. 19, 2003

**SERVICE MARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: APPLICATION SERVICE PROVIDER (ASP), NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; COMPUTER SERVICES, NAMELY, DISPLAYING THE WEB SITES AND IMAGES OF OTHERS ON A COMPUTER SERVER; COMPUTER DIAGNOSTIC SERVICES; INSTALLATION OF COMPUTER SOFTWARE; UPDATING OF COMPUTER SOFTWARE; MAINTENANCE OF COMPUTER SOFTWARE; COMPUTER HARDWARE DEVELOPMENT; INTEGRATION OF COMPUTER SYSTEMS AND NETWORKS; MONITORING THE COMPUTER SYSTEMS OF OTHERS FOR TECHNICAL PURPOSES AND PROVIDING BACK-UP COMPUTER PROGRAMS AND FACILITIES; COMPUTER CONSULTATION, DESIGN, AND TESTING SERVICES; CONSULTING SERVICES IN THE FIELD OF DESIGN, SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND SOFTWARE SYSTEMS FOR OTHERS; COMPUTER DATA RECOVERY; COMPUTER PROGRAMMING FOR OTHERS; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; WEBSITE DESIGN, CREATION AND HOSTING SERVICES; COMPUTER SERVICES, NAMELY, DESIGNING AND IMPLEMENTING WEB SITES FOR OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON A GLOBAL COMPUTER NETWORK; PROVIDING USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR COMMUNICATIONS VIA LOCAL OR

GLOBAL COMMUNICATIONS NETWORKS, INCLUDING THE INTERNET, INTRANETS, AND EXTRANETS; COMPUTER CONSULTATION, NAMELY, ANALYZING DATA TO DETECT, ERADICATE, AND PREVENT THE OCCURRENCE OF COMPUTER VIRUSES; COMPUTER CONSULTATION, NAMELY, SERVICES RELATING TO THE PROTECTION OF COMPUTER HARDWARE, COMPUTER SOFTWARE, COMPUTER NETWORKS AND COMPUTER SYSTEMS AGAINST COMPUTER VIRUSES, ATTACKS, OR FAILURES; COMPUTER CONSULTATION, NAMELY, SERVICES FOR OPTIMIZING THE PERFORMANCE AND FUNCTIONALITY OF COMPUTER SOFTWARE AND COMMUNICATIONS NETWORKS; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF COMPUTERS, COMPUTER SOFTWARE, TELECOMMUNICATIONS, AND THE INTERNET SYSTEMS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE; LEASING COMPUTER FACILITIES; PROVIDING INFORMATION IN A WIDE VARIETY OF FIELDS OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, WEB SITES AND OTHER INFORMATION SOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING INFORMATION CONCERNING A WIDE RANGE OF TEXT, ELECTRONIC DOCUMENTS, DATABASES, GRAPHICS AND AUDIOVISUAL INFORMATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1980; IN COMMERCE 9-0-1980.

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

SER. NO. 78-146,716, FILED 7-23-2002.

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

JAMES A. RAUEN, EXAMINING ATTORNEY

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

Int. Cls.: 35 and 39

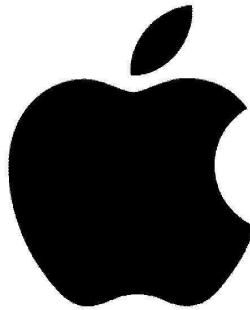
Prior U.S. Cls.: 100, 101, 102, and 105

Reg. No. 2,926,853

United States Patent and Trademark Office

Registered Feb. 15, 2005

**SERVICE MARK
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

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

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

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

NORA BUCHANAN WILL, EXAMINING ATTORNEY

United States 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. Kyros

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

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