

ESTTA Tracking number: **ESTTA1044908**

Filing date: **03/25/2020**

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	03/25/2020
Address	One Apple Park Way Cupertino, CA 95014 UNITED STATES
Attorney information	William M. Bryner Kilpatrick Townsend & Stockton LLP 1001 West Fourth Street Winston-Salem, NC 27101 UNITED STATES BBRYNER@kilpatricktownsend.com, jpetersen@kilpatricktownsend.com, HY-ang@kilpatricktownsend.com, Agarcia@kilpatricktownsend.com, tmad-min@Kilpatricktownsend.com 336-607-7300

Applicant Information

Application No	87315348	Publication date	11/26/2019
Opposition Filing Date	03/25/2020	Opposition Period Ends	03/25/2020
Applicant	Super Healthy Kids, Inc. 383 West Lakeview Drive Lehi, UT 84043 UNITED STATES		


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: Providing temporary use of on-line non-downloadable software, namely, an application for organizing and planning meals, for evaluating the nutritional content of meals, for creating a searchable database of recipes, and for managing the purchase of recipe ingredients
Class 045. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: On-line social networking in the field of cooking, food and nutrition


Grounds for Opposition

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


Marks Cited by Opposer as Basis for Opposition


U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01</p> <p>Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word pro-</p>		

	<p>cessing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above</p>
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U.S. Registration No.	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: 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;</p>		

	computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest
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U.S. Registration No.	3084491	Application Date	04/26/2004
Registration Date	04/25/2006	Foreign Priority Date	11/04/2003
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles [, railway cars][and engines,] [ships and planes]; sound effect generators and instruments comprised of computer hardware and software</p> <p>Class 012. First use: First Use: 0 First Use In Commerce: 0 [automobiles]</p> <p>Class 015. First use: First Use: 0 First Use In Commerce: 0 Electric and electronic musical instruments; musical instruments adapted to programmed system sequences; electronic pianos, electronic keyboard instruments; electric or electronic percussion or drum systems comprised of computer hardware and software; music and sound synthesizers; electronic tone generat-</p>		

	ors; musical instruments controlled by 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 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</p>		

	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
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U.S. Registration No.	4206562	Application Date	08/31/2010
Registration Date	09/11/2012	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 045. First use: First Use: 2010/09/01 First Use In Commerce: 2010/09/01 Personal and social services rendered by others to meet the needs of individuals, namely, online social networking and introduction services; online social networking services, namely, facilitating social interaction among individuals, social introductions, and for finding persons with particular hobbies, interests and backgrounds; providing a social networking website for entertainment purposes; security services for the protection of property, namely, monitoring of computerized data for security purposes		

U.S. Registration No.	4913886	Application Date	08/31/2010
Registration Date	03/08/2016	Foreign Priority Date	NONE
Word Mark	APPLE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 045. First use: First Use: 2011/10/13 First Use In Commerce: 2011/10/13 Personal and social services rendered by others to meet the needs of individuals, namely, online social networking and introduction services; online social networking services, namely, facilitating social interaction among individuals, social introductions, and for finding persons with particular hobbies, interests and backgrounds; providing a social networking website for entertainment purposes; security services for the protection of property, namely, monitoring of computerized data for security purposes

U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS; [AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE] ((* 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	<p>Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01</p> <p>Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and 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</p>


	<p>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 widearea 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</p>
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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	<p>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</p>		

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


Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics</p> <p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events</p>		
U.S. Registration No.	3064984	Application Date	08/22/2002
Registration Date	03/07/2006	Foreign Priority Date	02/26/2002
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 010. First use: First Use: 0 First Use In Commerce: 0 Medical instruments for cardiovascular diagnostics; [X-ray apparatus for medical use; radiation therapy machines; electromagnetic medical diagnostic imaging apparatus and medical x-ray scanners; laser pointers and lasers for medical use; ultrasonic medical diagnostic apparatus,X-ray photographs for medical purposes;parts and fittings for all the aforesaid goods]		
U.S. Registration No.	2180949	Application Date	08/08/1995
Registration Date	08/11/1998	Foreign Priority Date	NONE
Word Mark	NONE		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 043. First use: First Use: 1998/05/04 First Use In Commerce: 1998/05/04 restaurant services

U.S. Registration No.	5161497	Application Date	09/10/2014
Registration Date	03/14/2017	Foreign Priority Date	07/24/2014
Word Mark	WATCH		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "WATCH".		
Goods/Services	Class 010. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned		


U.S. Registration No.	5628056	Application Date	09/10/2014
Registration Date	12/11/2018	Foreign Priority Date	07/24/2014

Word Mark	WATCH
Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "WATCH".
Goods/Services	<p>Class 009. First use: 2014/09/09 First Use In Commerce: 2015/04/10</p> <p>Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity</p>

	level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files
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U.S. Registration No.	5638181	Application Date	01/23/2015
Registration Date	12/25/2018	Foreign Priority Date	07/24/2014
Word Mark	WATCH EDITION		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".		
Goods/Services	<p>Class 009. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10</p> <p>Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and soundreproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; elec-</p>		

	tronic apparatuswith multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate,global positioning, direction, distance, altitude, speed, steps taken, caloriesburned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a humanto gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting,manipulating, and reviewing text, data,audio, image and video files
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U.S. Registration No.	5161494	Application Date	09/09/2014
Registration Date	03/14/2017	Foreign Priority Date	03/11/2014
Word Mark	APPLE WATCH		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 010. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned		

U.S. Registration No.	5628055	Application Date	09/09/2014
Registration Date	12/11/2018	Foreign Priority Date	03/11/2014
Word Mark	APPLE WATCH		

Design Mark	<h1>APPLE WATCH</h1>
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10</p> <p>Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring,</p>

	and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files
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Signature	/William M. Bryner/
Name	William M. Bryner
Date	03/25/2020

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

Application Serial No. 87/315,348

For the Mark: 
Filed: JANUARY 26, 2017
Published: NOVEMBER 26, 2019

APPLE INC.,

Opposer,

v.

SUPER HEALTHY KIDS, INC.,

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. **87/315,348** (“Applicant’s Mark”) in Classes 42 and 45 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

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 2019, for the eighth 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 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-the-year/>.

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 (2013-2019). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2019 through 2010, in reverse chronological order. Interbrand has awarded the APPLE brand the following rankings and brand valuations over the past nine years:

- (a) 2019: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$ 234.24 billion;
- (b) 2018: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$214.48 billion;
- (c) 2017: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$184.15 billion;
- (d) 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$178.12 billion;
- (e) 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$170.28 billion;
- (f) 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$118.86 billion;
- (g) 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$98.32 billion;
- (h) 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated worth of U.S. \$76.57 billion;
- (i) 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

- (j) 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, 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.

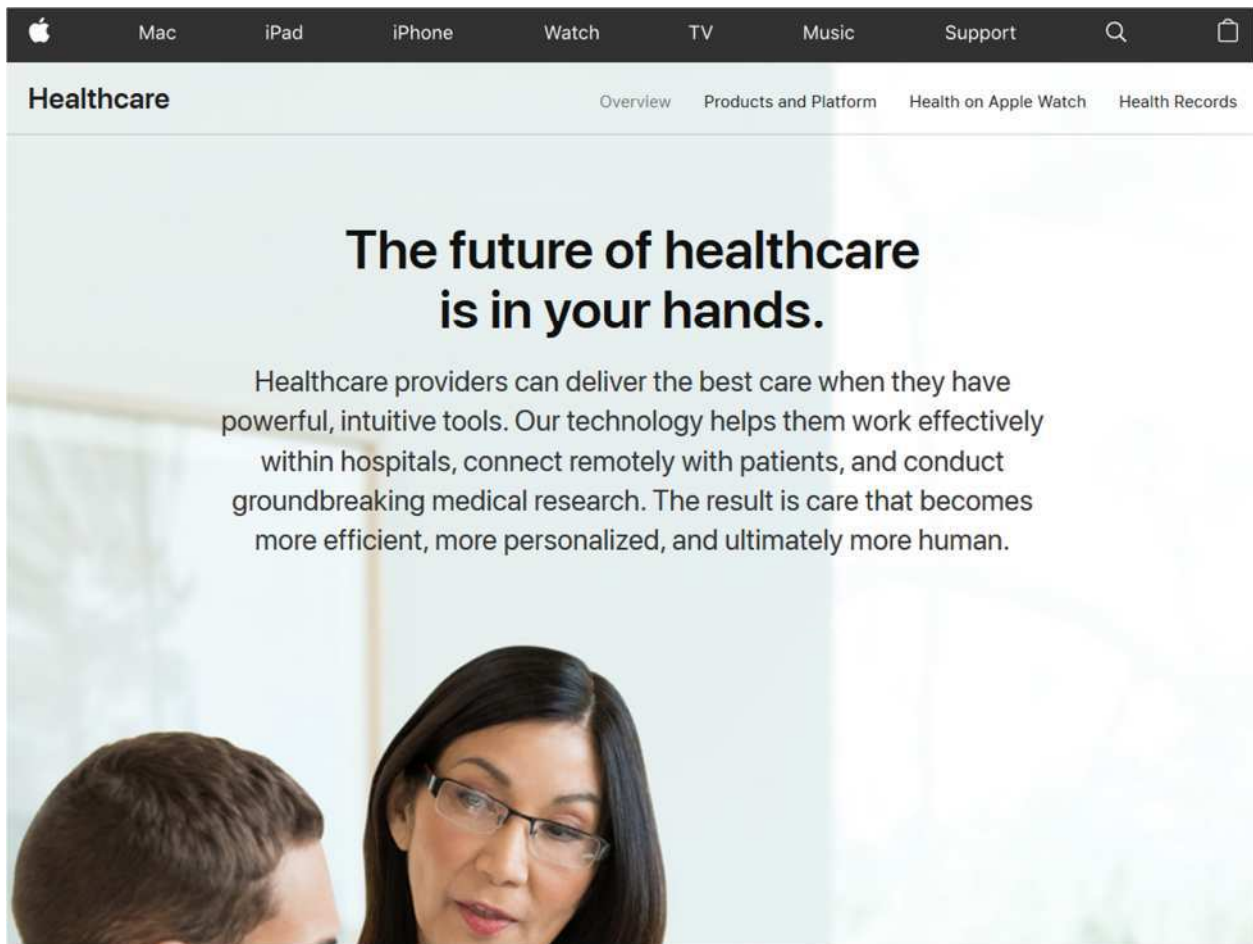
10. In addition, market research company OnePoll named Apple's Apple Logo as the most instantly recognizable brand logo in the United States in 2019. Attached as **Exhibit 6** is a copy of OnePoll's ranking of top 30 most recognizable brand logos.

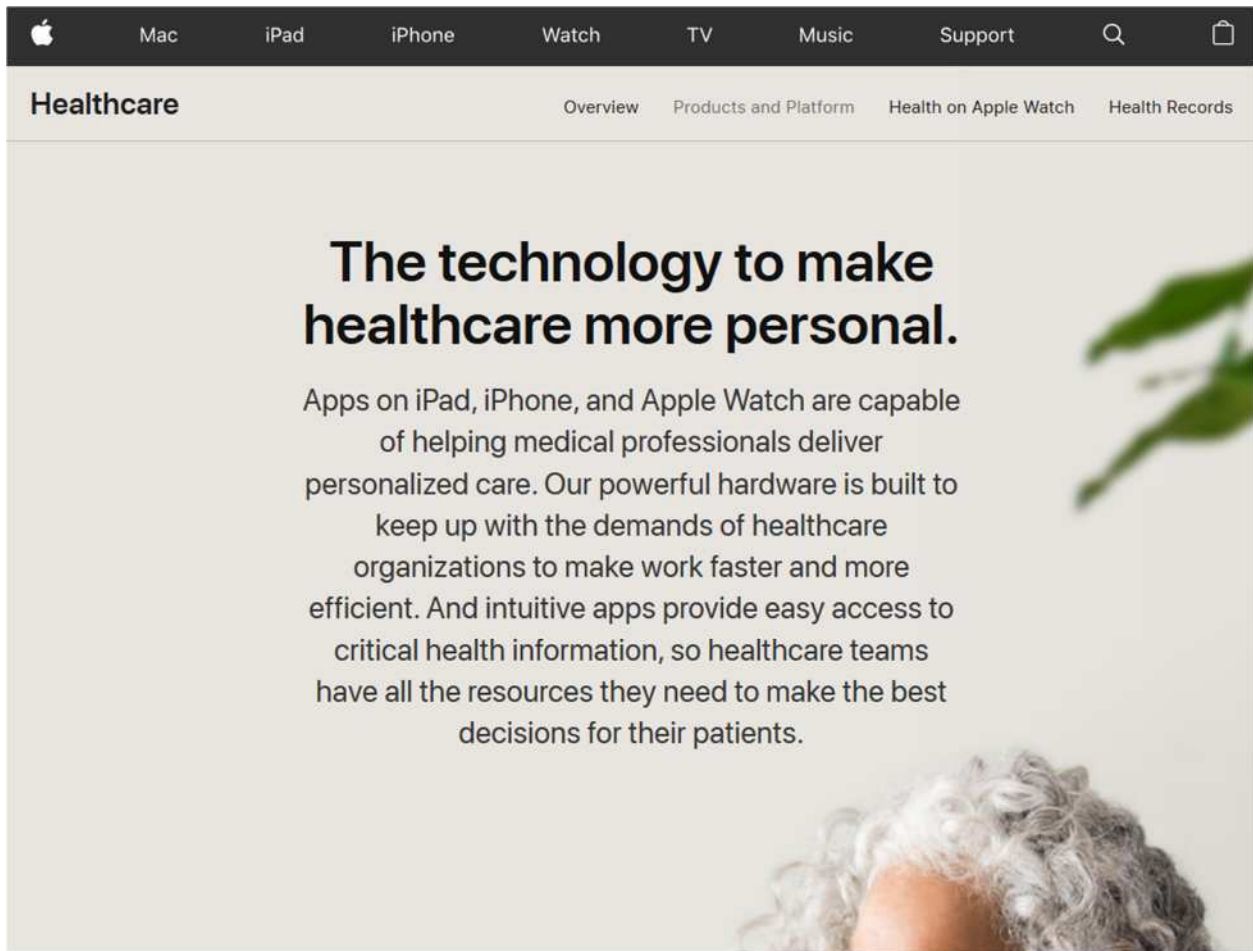
11. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Apple has featured prominently in these rankings each year, and for 10 years in a row from 2009 to 2019, Apple 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 7** are copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Companies" rankings in reverse chronological order from 2019 through 2008.

12. For years Apple has also used the Apple Marks in connection with goods and services in the fields of medicine, healthcare, and general wellness. As a result, Apple has developed extensive common law rights in such goods and services, including in software, software-related services, computers, and digital electronic devices. While Apple has provided goods and services within medicine and healthcare for years, the launch of the IPAD digital electronic device in 2010 and subsequent development of healthcare-related software applications have led to Apple becoming widely known for its unique offerings within the healthcare industry.

13. Apple's revolutionary devices have transformed – and continue to transform – the way doctors and nurses provide medical care. For example, software applications on Apple's IPHONE, IPAD, and APPLE WATCH devices allow clinicians to access health records and data, nurses to ensure better patient safety while administering medication, and patients to stay informed and engaged in their own care by communicating with their medical teams during medical stays.

Indeed, Apple now provides medical professionals with a vast array of technology products and services to improve patient care, as detailed on its websites at <https://www.apple.com/healthcare/> and <https://www.apple.com/healthcare/products-platform/>, selective screenshots of which are depicted below and printouts of which are attached as **Exhibit 8** and **Exhibit 9**, respectively.





14. As an additional example of use of the Apple Marks in connection with goods and services in the fields of medicine, healthcare, and general wellness, Apple's APPLE WATCH devices contain a heart rate sensor that monitors a user's heart rate and notifies the user if it detects anything of concern. Apple's APPLE WATCH devices also include fall detection, which detects when a user has fallen and automatically calls 911, notifies the user's emergency contacts, sends the user's current location, and displays the user's Medical ID. *See, e.g.,* <https://www.apple.com/apple-watch-series-5/health/>, a selective screenshot of which is depicted below and a printout of which is attached as **Exhibit 10**.

All around, Apple Watch inspires a healthier life. It monitors your heart rate and lets you know if something is wrong. Helps you keep track of your menstrual cycle and taps you if noise levels rise to a point that could impact your hearing. You can also add complications like Breathe, Heart Rate, and Noise to your watch face and keep them top of mind throughout your day. It's the first watch that really watches out for you.

15. Apple's devices have proven extremely useful in the delivery of health-care products and services to consumers, including through Apple's Health app and developers' use of Apple's HEALTHKIT development software. For example, Apple's devices provide doctors with secure mobile access to hospital electronic medical records, medical reference applications, and breaking health alerts. Using Apple's devices, doctors can access patients' vital signs, medications, lab results, radiographic images, allergies, nurses' notes, therapy results, and even information about patients' diets. Doctors also use Apple's devices to access and use apps that help explain diseases, interpret lab results, and provide drug information at a patient's bedside.

16. In addition, Apple's Health app allows users to automatically record and transmit health and activity data, such as the number of calories the user has consumed, to and from the consumer's devices and compatible accessories. Providing a central repository for health and fitness data, Apple's Health app consolidates data from Apple's IPHONE and APPLE WATCH devices in addition to third-party apps.

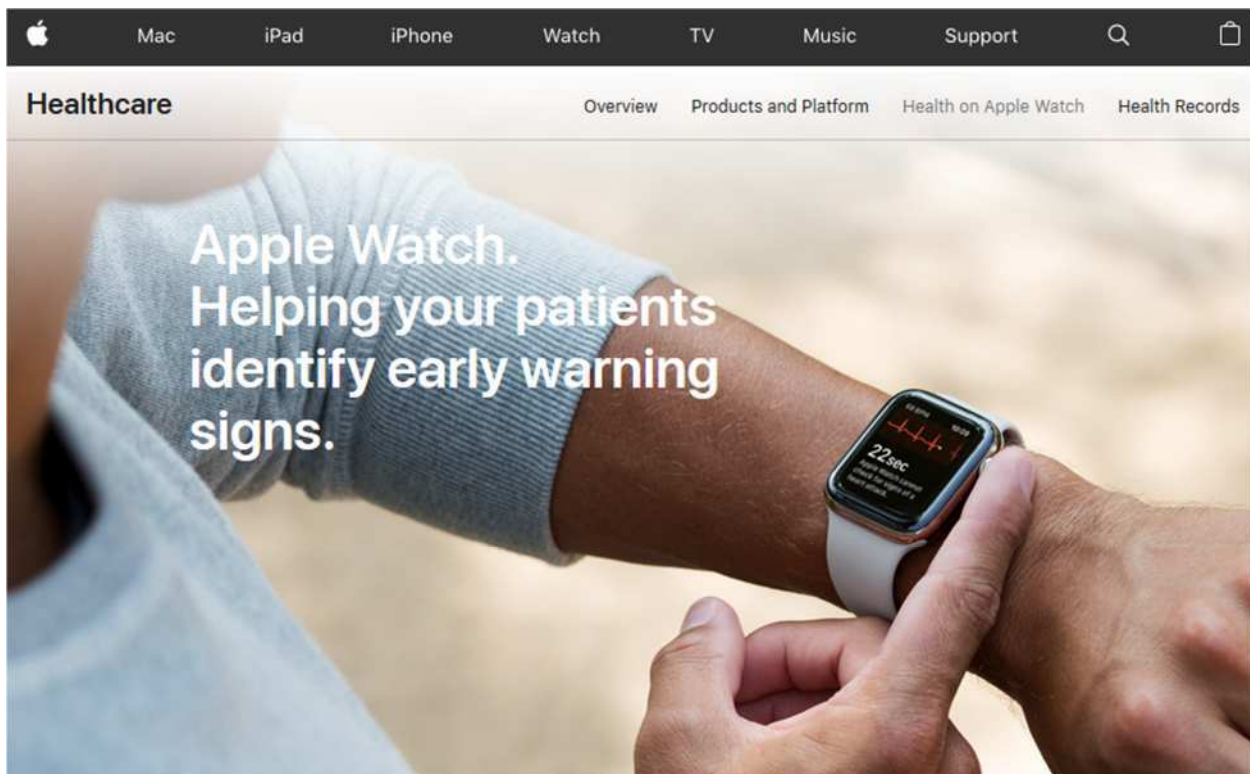
17. One of the categories highlighted on Apple's Health app is Nutrition. The Nutrition feature not only makes it easier for users to manage their nutrition goals and watch exactly what they eat, but it also provides valuable information about the nutritional content of certain foods.

Information from third-party nutrition-related apps are fed into Apple's Health app, so that users can go to one place to determine whether they are getting the nourishment they need. *See, e.g.,* <https://www.apple.com/ios/health/>.

18. In addition to the HEALTHKIT framework, Apple has the RESEARCHKIT open-source software framework, which works with the HEALTHKIT framework to enable the creation of apps for health professionals that provide, among other things, richer data for their studies, such as daily step counts, calorie use, and heart rate. Using Apple's devices, researchers can now leverage the power of mobile applications to run inexpensive, high-quality clinical studies with unprecedented reach. Similarly, Apple's CAREKIT software framework enables the creation of apps that help users better understand and manage their health by creating care plans, monitoring their symptoms and medications, and allowing instant sharing of information with doctors, nurses, and family members.


19. As a result of Apple's longstanding use of the Apple Marks in connection with health-related goods and services, consumers readily associate the Apple Marks with medicine, health, and general wellness.


20. Apple's APPLE WATCH devices also include Apple's revolutionary electrocardiogram ("ECG") functionality, the first direct-to-consumer watch that enables customers to take an ECG right from their wrist. Apple worked with the Food and Drug Administration for a number of years for approval of its groundbreaking ECG technology and irregular heart rhythm notification, making these features available over the counter, and has received widespread support from the American Heart Association, among others. *See, e.g.,* <https://www.apple.com/healthcare/apple-watch/>, a selective screenshot of which is depicted below and a printout of which is attached as **Exhibit 11**.






Apple Watch has powerful sensors that make it the ultimate device for a healthy life. Now with new notifications and the ECG app, it can provide you and your patients with important information concerning their heart health.

21. 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)
	2,715,578	July 1, 2002/ May 13, 2003	Class 9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and





TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; computer graphics software; web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above (first use: Jan. 1, 1977)</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 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</p>


TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			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)
	3,084,491	April 26, 2004/ April 25, 2006	Class 9: electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles; sound effect generators and instruments comprised of computer hardware and software (priority date: April 26, 2004)
	2,753,069	July 23, 2002/ Aug. 19, 2003	Class 42: computer services, namely, displaying the 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; computer services, namely, designing 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


TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			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. 30, 1980)
	4,206,562	Aug. 31, 2010/ Sep. 11, 2012	Class 45: Personal and social services rendered by others to meet the needs of individuals, namely, online social networking and introduction services; online social networking services , namely, facilitating social interaction among individuals, social introductions, and for finding persons with particular hobbies, interests and backgrounds; providing a social networking website for entertainment purposes; security services for the protection of property, namely, monitoring of computerized data for security purposes. (first use: Sep. 1, 2010)
APPLE	4,913,886	Aug. 31, 2010/ Mar. 8, 2016	Class 45: Personal and social services rendered by others to meet the needs of individuals, namely, online social networking and introduction services; online social networking services , namely, facilitating social interaction among individuals, social introductions, and for finding persons with particular hobbies, interests and backgrounds; providing a social networking website for entertainment purposes; security services for the protection of property, namely, monitoring of computerized data for security purposes (first use: Oct. 13, 2011)
APPLE	1,078,312	Mar. 25, 1977/ Nov. 29, 1977	Class 9: computers; 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

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

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first use: Apr. 1, 1976)
APPLE	2,808,567	Oct. 2, 2002/ Jan. 27, 2004	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, providing search engines for obtaining data on computer networks and global communication networks; leasing of computers, computer peripherals and computer software. (First use: Sept. 30, 1980)

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	3,298,028	Aug. 2, 2006/ Sept. 25, 2007	<p>Class 35: arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics. (First use: March 1, 1981)</p> <p>Class 41: education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events. (First use: March 1, 1981)</p>
	3,064,984	Aug. 22, 2005/ March 7, 2006	Class 10: medical instruments for cardiovascular diagnostics. (Priority date: Feb. 26, 2002)
	2,180,949	Aug. 8, 1995/ Aug. 11, 1998	Class 43: restaurant services. (first use: May 4, 1998).
 WATCH	5,161,497	Sept. 10, 2014/ March 14, 2017	Class 10: general wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			data, heart rate, body movement, and calories burned. (Priority date: July 24, 2014)
	5,628,056	Sept. 10, 2014/ Dec. 11, 2018	Class 9: computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files. (Priority date: July 24, 2014)
 WATCH EDITION	5,638,181	Jan. 23, 2015/ Dec. 25, 2018	Class 9: computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files. (Priority date: July 24, 2014)
APPLE WATCH	5,161,494	Sept. 9, 2014/ March 14, 2017	Class 10: general wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned. (First use: April 10, 2015)
APPLE WATCH	5,628,055	Sept. 9, 2014/ Dec. 11, 2018	Class 9: computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic

TRADEMARK	APP. NO/ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files. (Priority date: March 11, 2014)

True and correct copies of the registration certificates and printouts from the United States Patent and Trademark Office online database for the above-identified registrations are attached as **Exhibit 12**.

22. 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, 2,180,949, 2,715,578, 2,753,069, 2,808,567, 3,084,491, 3,298,028, 3,679,056, 3,928,818, and 4,206,562.

23. On January 26, 2017, notwithstanding Apple’s prior rights, and well after Apple’s Apple Marks became distinctive and/or famous, Super Healthy Kids, Inc. (“Applicant”) filed Application Serial No. 87/315,348 to register the following mark:



24. Applicant seeks to register Applicant’s Mark in International Classes 42 and 45 for the following services (collectively, “Applicant’s Services”):

Class 42: Providing temporary use of on-line non-downloadable software, namely, an application for organizing and planning meals, for evaluating the nutritional content of

meals, for creating a searchable database of recipes, and for managing the purchase of recipe ingredients

Class 45: On-line social networking in the field of cooking, food and nutrition.

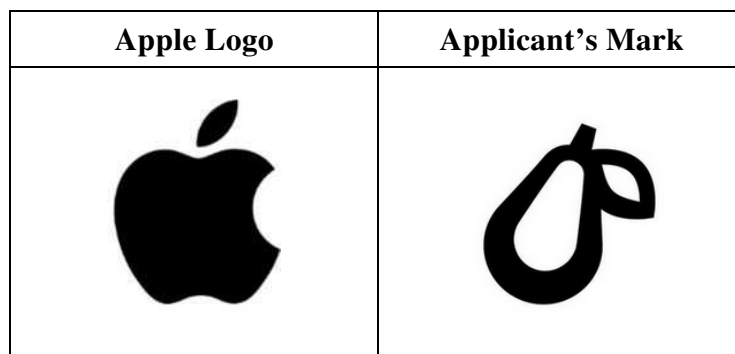
25. Apple is timely filing this Notice of Opposition and hereby opposes the registration of Applicant's Mark on the grounds that: (a) Applicant's Mark is likely to cause confusion, mistake, or deception under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d); and (b) Applicant's Mark is likely to cause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

26. Apple hereby incorporates paragraphs 1-25 as if fully set forth herein.

27. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, and owns prior registrations for and prior common law rights in the Apple Marks, decades prior to the January 26, 2017 filing date of Applicant's application.

28. Consumers encountering Applicant's Mark are likely to associate the mark with Apple. Applicant's Mark consists of a minimalistic fruit design with a right-angled leaf, which readily calls to mind Apple's famous Apple Logo and creates a similar commercial impression, as shown in the following side-by-side comparison:



29. The Apple Marks are so famous and instantly recognizable that the similarities in Applicant's Mark will overshadow any differences and cause the ordinary consumer to believe that Applicant is related to, affiliated with or endorsed by Apple.

30. Since long before Applicant's filing date, Apple has offered identical and/or highly related goods and services under its Apple Marks. Specifically, (1) Apple has long offered under and/or owns multiple registrations for, and/or owns common law rights with respect to, its Apple Marks covering goods and services related to computer software, as well as healthcare, nutrition, general wellness, and social networking (*see, e.g.*, Apple's registrations identified in Paragraph 20 above and associated goods and services highlighted in bold in that paragraph); and/or (2) Applicant's Services (*e.g.*, food and meal planning-related services) are within Apple's natural zone of expansion for Apple's Apple Marks. It is therefore likely that consumers seeing Applicant's Mark for such services, particularly in light of the fame of the Apple Marks, will conclude that Applicant's Services are authorized or otherwise associated with Apple when that is not the case.

31. 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.

32. 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

33. Apple hereby incorporates paragraphs 1-32 as if fully set forth herein.

34. For years prior to Applicant's claimed first use dates, Apple has offered and become famous for the provision of software, computer hardware, mobile communication and media devices, and other goods and services under its Apple Marks. *See, e.g., Apple Inc. v. Homer Martin Peavy*, No. 91229208, 2019 WL 5595078 (T.T.A.B. Sept. 30, 2019) (" . . . Opposer's very well-known APPLE mark . . ."); *Apple Inc. v. Relix LLC Apple Corps Ltd. v. Relix LLC*, No. 78822935, 2012 WL 4460466 (T.T.A.B. Sept. 12, 2012) ("Based upon the evidence of record . . . we find that opposers have made an overwhelming showing that opposer Apple Inc.'s APPLE mark is famous . . ."); *Apple Inc. v. Echospin, LLC*, No. 91171592, 2010 WL 2783894 (T.T.A.B. June 29, 2010) ("The evidence clearly establishes that both the APPLE word mark and the APPLE design logo are famous marks.").

35. 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).

36. 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 first use dates of Applicant's application;

(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 claimed first use dates.

37. 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.

38. 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. 87/315,348 be denied.

The opposition fee in the amount of \$800.00 for an opposition in two classes, 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: March 25, 2020

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: /s/ William Bryner

William Bryner
Kilpatrick Townsend & Stockton LLP
1001 West Fourth Street
Winston-Salem, NC 27101
Telephone: (336) 607-7482

Facsimile: (336) 734-2656

Attorneys for Opposer Apple Inc.

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

Application Serial No. 87/315,348

For the Mark: 

Filed: JANUARY 26, 2017

Published: NOVEMBER 26, 2019

APPLE INC.,

Opposer,

v.

SUPER HEALTHY KIDS, INC.,

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, March 25, 2020.

/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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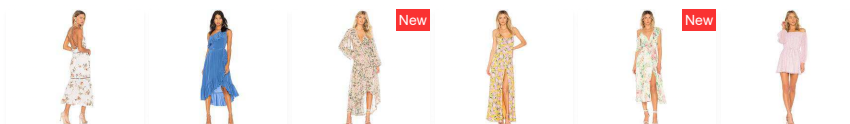
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Forbes Slovakia
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Forbes Africa
Forbes Italy
Forbes Afrique



Billionaire Secrets

The World's Most Valuable Brands








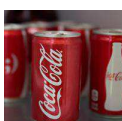

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	#1	Apple	\$182.8 B	8%	\$228.6 B	-	Technology
	#2	Google	\$132.1 B	30%	\$97.2 B	\$5.1 B	Technology
	#3	Microsoft	\$104.9 B	21%	\$98.4 B	\$1.5 B	Technology
	#4	Facebook	\$94.8 B	29%	\$35.7 B	\$324 M	Technology
	#5	Amazon	\$70.9 B	31%	\$169.3 B	\$6.3 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

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2018 RANKING



#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



#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

Forbes

2018 RANKING



#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

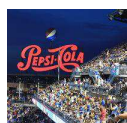
\$23.1 B

-6%

\$35.6 B

\$3.2 B

Financial Services



#29 Pepsi

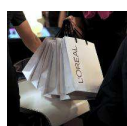
\$18.4 B

1%

\$9.7 B

\$2.4 B

Beverages



#30 L'Oréal

\$17.2 B

10%

\$10.1 B

\$8 B

Consumer Packaged Goods

Forbes

2018 RANKING



#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

accenture

#38

Accenture

\$14.8 B

5%

\$39.1 B

\$80 M

Business Services

ESPN

#39

ESPN

\$14.6 B

-8%

\$11.4 B

\$2.6 B

Media



#40

IKEA

\$14.5 B

7%

\$39.3 B

-

Retail



R



#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

Forbes

2018 RANKING



#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

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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



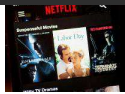
#53 Nestle \$11.7 B 5% \$8.6 B - Consumer Packaged Goods



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

Forbes

2018 RANKING



#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

FUN & INVITING
shop now

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



#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

Forbes

2018 RANKING



#67 Danone

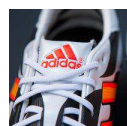
\$10 B

-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

CB2

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#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

Forbes

2018 RANKING



#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

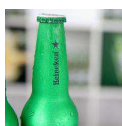
\$8.3 B

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

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2018 RANKING

	#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

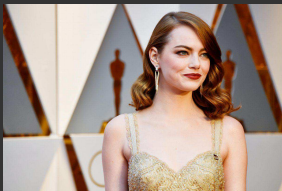
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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$170 B	10%	\$214.2 B	\$1.8 B	Technology
	#2	Google	\$101.8 B	23%	\$80.5 B	\$3.9 B	Technology
	#3	Microsoft	\$87 B	16%	\$85.3 B	\$1.6 B	Technology
	#4	Facebook	\$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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Kurt BadenhausenForbes Staff

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FORBES 5/11/2016 @ 9:45AM | 173,421 views

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

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



(AP Photo/Matthias Schrader, File)

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

"Brands get their value from how customers perceive them," says David Reibstein, a professor of marketing and branding expert at the [University of Pennsylvania's Wharton School](#).

"What makes it valuable from a company perspective is that customers are willing to pay a higher price or are more likely to buy."

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

[The World's Most Valuable Brands 2016](#)



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

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

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

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

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

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

Brands

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

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

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

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

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

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

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

Special Report: The World's Most Valuable Brands



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

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

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

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

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

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

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



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

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

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

Rounding out the top five are Google (\$65.6 billion), Coca-Cola (\$56 billion) and IBM (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm Vodafone. The top 100

includes product brands like Procter & Gamble-owned Gillette as well as brands marketed under their corporate name like IBM.

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

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

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

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

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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***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.

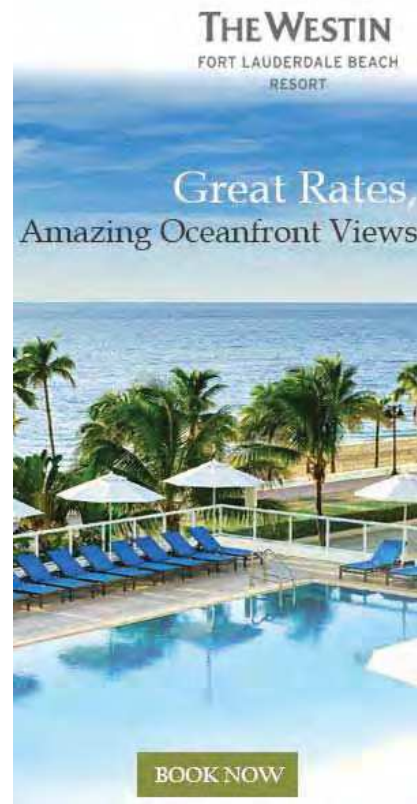
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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.

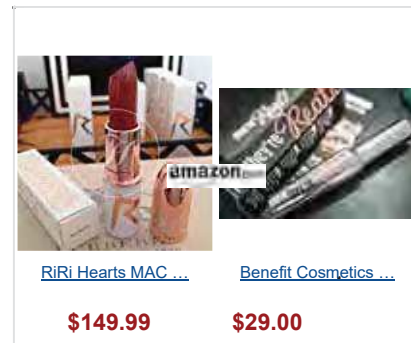
In Pictures: The World's Most Powerful Brands

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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Forbes<http://onforb.es/nGEQ5d>**Marc E. Babej**Contributor*I cover marketing strategy and product innovation.*

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

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

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

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

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


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

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

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EXHIBIT 2

The Harris Poll Announces This Year's Brands of the Year

 theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year/



The Harris Poll's 31st annual EquiTrend Study reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household and nonprofit industries, based on consumer response.

NEW YORK, April 15, 2019 –

Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and Purchase Consideration – that results 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 45,000 US consumers assessed nearly 2,000 brands across 196 categories.

“This year we added nearly 100 new brands across 11 new categories from voice-assistants to wearable tech. Yet the common thread that runs across all the brands awarded here is their consumer devotion and respect for —and expectation of —performance.” says The

Harris Poll CEO, John Gerzema. "These are brands Americans especially love and expect great things from in the future."

The Harris Poll 2019 EquiTrend Brands of the Year

This year, the 31st year that the Harris Poll has been measuring brand equity, 91 companies were awarded the coveted Brand of the Year designation across 87 categories.

Industry	Award Name	2019 Award Companies
Automotive	Luxury Automotive	Lexus Vehicles
Automotive	Non-Luxury Automotive	Toyota Vehicles
Automotive	Online Auto Shopping	Kelley Blue Book (KBB.com)
Consumer Packaged Goods	Coffee	Dunkin' Donuts Coffee
Consumer Packaged Goods	Deodorant	Degree Deodorant
Consumer Packaged Goods	Hot Sauce	Sweet Baby Ray's Wing Sauces
Consumer Packaged Goods	Household Cleaner	Windex Household Cleaner
Consumer Packaged Goods	Ice Cream	Breyers Ice Cream
Consumer Packaged Goods	Laundry Detergent	Tide Laundry Detergent
Consumer Packaged Goods	Popcorn	Orville Redenbacher's Popcorn
Consumer Packaged Goods	Potato Chip	Lay's Chips
Consumer Packaged Goods	Sports Drink	Gatorade Sports Drink

Industry	Award Name	2019 Award Companies
Consumer Packaged Goods	Tea	Lipton Tea
Consumer Packaged Goods	Toothpaste	(TIE) Colgate/Crest
Consumer Packaged Goods	Yogurt	Yoplait Yogurt
Financial Services/Insurance	Digital Investing	Vanguard Personal Advisor Services
Financial Services/Insurance	Digital Wallet	PayPal
Financial Services/Insurance	Health Insurance	Blue Cross Blue Shield
Financial Services/Insurance	Investment	The Vanguard Group
Financial Services/Insurance	Life Insurance	Northwestern Mutual Life Insurance
Financial Services/Insurance	National Bank	CHASE Bank
Financial Services/Insurance	Online Bank	Capital One 360 Bank
Financial Services/Insurance	Online Lending	SoFi
Financial Services/Insurance	Payment Card	Visa
Financial Services/Insurance	Property and Casualty Insurance	USAA Insurance
Health and Home	Exercise Equipment	Precor Exercise Equipment

Industry	Award Name	2019 Award Companies
Health and Home	Health & Fitness Club	Orangetheory
Health and Home	Online Home Search	Zillow.com
Health and Home	Online Job Search	Indeed.com
Health and Home	Real Estate Agency	Sotheby's International Realty
Media & Entertainment	Audio Streaming Services	Apple Music
Media & Entertainment	Factual Entertainment	(TIE) National Geographic Channel/Discovery Channel
Media & Entertainment	General Entertainment	USA Television Network
Media & Entertainment	Kids TV	Disney Channel
Media & Entertainment	News Service	National Public Radio (NPR)
Media & Entertainment	Pay Cable TV Network	HBO Television Network
Media & Entertainment	Social Networking Site	YouTube
Media & Entertainment	Sport League	NFL (National Football League)
Media & Entertainment	TV Network	ABC Television Network
Media & Entertainment	TV News	The Weather Channel
Non-Profit	Animal Welfare Nonprofit	Best Friends Animal Society
Non-Profit	Disability Nonprofit	National Down Syndrome Congress

Industry	Award Name	2019 Award Companies
Non-Profit	Health Nonprofit	St. Jude Children's Research Hospital
Non-Profit	International Aid Nonprofit	Food For The Poor
Non-Profit	Military & Veteran Serving Nonprofit	Wounded Warrior Project
Non-Profit	Social Services Nonprofit	Children's Defense Fund (CDF)
Non-Profit	Youth Nonprofit	Girl Scouts of the USA
Restaurants	Burger Restaurant	In-N-Out Burger
Restaurants	Casual Dining Restaurant	Texas Roadhouse
Restaurants	Chicken Restaurant	Chick-fil-A
Restaurants	Coffee Shop	(TIE) Krispy Kreme/Dunkin' Donuts
Restaurants	Delivery Apps	UberEats
Restaurants	Mexican Restaurant	Taco Bell
Restaurants	Pizza Chain	Marco's Pizza
Restaurants	Sandwich Shop	Panera Bread
Retail	Convenience Store	Wawa Convenience Store
Retail	Department Store	Macy's Department Stores
Retail	Footwear Store	DSW (Designer Shoe Warehouse)
Retail	Hardware & Home Store	The Home Depot
Retail	Health & Beauty Retail	Bath and Body Works

Industry	Award Name	2019 Award Companies
Retail	Home Goods Store	Bed Bath & Beyond
Retail	Home Meal Kit Service	HelloFresh
Retail	Luxury Department Store	Neiman Marcus
Retail	Mass Retailer	Amazon
Retail	Pet Supply Store	Pet Supplies Plus
Retail	Pharmacy	Walgreens
Retail	Sporting Goods Store	(TIE) Finish Line Sporting Goods/REI
Retail	Value Store	Dollar Tree
Tech / Telecom	Computer Manufacturer	Microsoft Computers
Tech / Telecom	Gaming Console	Nintendo Gaming Consoles
Tech / Telecom	Media Streaming Device	Amazon Fire TV/Fire Stick
Tech / Telecom	Smart Speaker	Amazon Echo
Tech / Telecom	Smartphone	Apple iPhone Smartphones
Tech / Telecom	Tablet Computer	Apple iPad Tablets
Tech / Telecom	TV & Internet Provider	Google Fiber
Tech / Telecom	Virtual Personal Assistant	Apple Siri
Tech / Telecom	Wearable Tech	Apple Watch
Tech / Telecom	Wireless Carrier	Verizon Wireless
Travel	Economy Hotel	Americas Best Value Inn
Travel	Extended Stay Hotel	Homewood Suites by Hilton
Travel	Full Service Airline	American Airlines

Industry	Award Name	2019 Award Companies
Travel	Luxury Hotel	JW Marriott
Travel	Midscale Hotel	Holiday Inn Express Hotels & Resorts
Travel	Online Travel Service	TripAdvisor
Travel	Premium Hotel	Marriott Hotels
Travel	Upscale Hotel	Courtyard Marriott
Travel	Value Airline	Southwest Airlines

Methodology

The 2019 Harris Poll EquiTrend Study is based on a sample of 45,541 US consumers ages 15 and over surveyed online, in English, in the month of January. The survey took an average of 30 minutes to complete. The total number of brands rated was 1,985. 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. The Harris Poll works with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Learn more at www.theharrispoll.com @HarrisPoll

























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EXHIBIT 3

01		02		03		04		05	
	+9% 234,241 \$m		+8% 187,713 \$m		+24% 125,263 \$m		+17% 108,947 \$m		-4% 62,365 \$m
06		07		08		09		10	
	+2% 61,096 \$m		+5% 56,246 \$m		+5% 50,632 \$m		+4% 45,362 \$m		+11% 44,352 \$m
11		12		13		14		15	
	+1% 41,440 \$m		-6% 40,381 \$m		-7% 40,197 \$m		-12% 39,867 \$m		+3% 36,539 \$m
16		17		18		19		20	
	+7% 32,376 \$m		+14% 32,223 \$m		+1% 26,288 \$m		-22% 25,569 \$m		+10% 25,092 \$m
21		22		23		24		25	
	+3% 24,422 \$m		+11% 22,124 \$m		+13% 21,629 \$m		-1% 20,486 \$m		+8% 19,044 \$m

26		27		28		29		30	
	+5% 18,407 \$m		+7% 16,072 \$m		+9% 17,002 \$m		-3% 17,175 \$m		-3% 16,346 \$m
31		32		33		34		35	
	+14% 16,209 \$m		+3% 16,016 \$m		+23% 15,349 \$m		-5% 15,173 \$m		+2% 14,326 \$m
36		37		38		39		40	
	+5% 14,166 \$m		-16% 13,725 \$m		+4% 13,685 \$m		+20% 12,857 \$m		+6% 12,827 \$m
41		42		43		44		45	
	+10% 12,697 \$m		+4% 12,669 \$m		+12% 12,019 \$m		-6% 12,010 \$m		+11% 11,962 \$m
46		47		48		49		50	
	+6% 11,630 \$m		+6% 11,616 \$m		+23% 11,736 \$m		-4% 11,661 \$m		+9% 11,652 \$m

51		52		53		54		55	
	+4% 11,589 \$m		-6% 11,502 \$m		-4% 11,352 \$m		+4% 10,861 \$m		+19% 10,756 \$m
56		57		58		59		60	
	+13% 10,514 \$m		-2% 10,419 \$m		+1% 10,259 \$m		+4% 9,915 \$m		+7% 9,524 \$m
61		62		63		64		65	
	-9% 9,460 \$m		+25% 9,403 \$m		New 9,266 \$m		-1% 8,935 \$m		+10% 8,883 \$m
66		67		68		69		70	
	+2% 8,824 \$m		+13% 8,561 \$m		+7% 8,192 \$m		-7% 8,166 \$m		+24% 8,004 \$m
71		72		73		74		75	
	-3% 7,969 \$m		+15% 7,664 \$m		+2% 6,966 \$m		-9% 6,867 \$m		+6% 6,864 \$m

76		77		78		79		80	
	+19% 6,791 \$m		+12% 6,456 \$m		-7% 6,426 \$m		+15% 6,369 \$m		+13% 6,347 \$m
81		82		83		84		85	
	-2% 6,189 \$m		+16% 6,045 \$m		+2% 5,967 \$m		+9% 5,863 \$m		-6% 5,853 \$m
86		87		88		89		90	
	-6% 5,759 \$m		New 5,714 \$m		+4% 5,656 \$m		+18% 5,556 \$m		+5% 5,502 \$m
91		92		93		94		95	
	-4% 5,526 \$m		+7% 5,516 \$m		+1% 5,509 \$m		-5% 5,356 \$m		+12% 5,297 \$m
96		97		98		99		100	
	+4% 5,025 \$m		-3% 5,105 \$m		New 4,936 \$m		-7% 4,792 \$m		-1% 4,761 \$m

[Return to 2018 report home](#)

Best Global Brands 2018 Rankings

Filter +



01  +16% 214,480 \$m	02  +10% 155,506 \$m	03 TOP GROWING  +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 TOP GROWING LOUIS VUITTON +23% 28,152 \$m	19  -5% 26,133 \$m	20  +4% 23,682 \$m	21  +1% 22,885 \$m	22  +2% 20,796 \$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 TOP GROWING GUCCI +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 TOP GROWING  +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 TOP GROWING NETFLIX +45% 8,111 \$m	67  +1% 7,646 \$m	68  +14% 7,578 \$m	69  +13% 7,547 \$m	70 TOP GROWING  +19% 7,545 \$m	71  +4% 6,925 \$m	72  +10% 6,890 \$m
73 TOP GROWING  +22% 6,621 \$m	74  -7% 6,533 \$m	75 TOP GROWING  +23% 6,432 \$m	76  +5% 6,293 \$m	77  +3% 6,231 \$m	78  +2% 6,221 \$m	79  +3% 5,861 \$m	80 TOP GROWING  +18% 5,760 \$m
81  +6% 5,755 \$m	82 TOP GROWING CATERPILLAR +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% 23,682 \$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% 16,627 \$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 Johann-Johann +3% 6,231 \$m	78 LAND-ROVER +2% 6,221 \$m	79 DHL +3% 5,861 \$m	80 Ferrari +18% 5,760 \$m
81 Dow +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 want your world +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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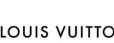







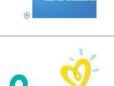




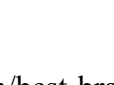
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Best Global Brands 2017













Rankings


















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

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

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

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

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

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

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








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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%	36,952 \$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		-2%	7,738 \$m
63		+21%	7,586 \$m
64		+20%	7,490 \$m
65		+2%	7,200 \$m
66		+4%	6,830 \$m
67		+25%	6,691 \$m
68		-1%	6,365 \$m
69		+12%	6,326 \$m
70		+2%	6,223 \$m
71		-9%	5,944 \$m
72		+18%	5,835 \$m
73		+5%	5,790 \$m

Interbrand

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

Interbrand

89		+14% NEW	4,839 \$m
90			4,909 \$m
91		-8%	4,815 \$m
92		-17%	4,599 \$m
93		+1%	4,509 \$m
94		-9%	4,320 \$m
95		-5%	4,317 \$m
96		-4%	4,252 \$m
97		0%	4,118 \$m
98		-12%	4,092 \$m
99		-2%	4,045 \$m
100		NEW	4,011 \$m

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








Interbrand

Rankings
















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















Interbrand

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

















Interbrand

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
















Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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




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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	10,404 \$m	+5%	▶
▼	44		Business Services	9,882 \$m	+4%	▶
▼	45		Automotive	9,831 \$m	+27%	▶
▼	46		Luxury	8,977 \$m	+18%	▶
▼	47		Financial Services	8,758 \$m	+3%	▶
▼	48		Financial Services	8,737 \$m	+10%	▶
▼	49		Diversified	8,672 \$m	+2%	▶
▼	50		FMCG	8,215 \$m	+5%	▶
▼	51		FMCG	8,205 \$m	+3%	▶
▼	52		Electronics	8,133 \$m	-3%	▶
▼	53		Financial Services	8,120 \$m	+14%	▶
▼	54		FMCG	8,000 \$m	+6%	▶
▼	55		Financial Services	7,702 \$m	+15%	▶
▼	56		Automotive	7,623 \$m	+23%	▶

Interbrand

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



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








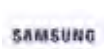






















			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants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

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Interbrand**Best Global Brands 2013
Rankings**

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

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















Interbrand

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

















Interbrand

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












Interbrand

60		+5%	7,090 \$m
61		-10%	6,845 \$m
62		+1%	6,779 \$m
63		+8%	6,710 \$m
64		+26%	6,471 \$m
65		+25%	6,203 \$m
66		+3%	6,192 \$m
67		-14%	6,086 \$m
68		+1%	5,821 \$m
69		+2%	5,811 \$m
70		NEW	5,756 \$m
71		-21%	5,724 \$m
72		+30%	5,570 \$m
73		+16%	5,535 \$m

Interbrand

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

Interbrand

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

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Interbrand**Best Global Brands 2012
Rankings**
















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















Interbrand

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












Interbrand

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
















Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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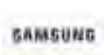








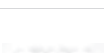

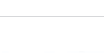
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Interbrand**Best Global Brands 2011
Rankings**







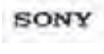








Filter +

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













Interbrand

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















Interbrand

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

















Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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Interbrand**Best Global Brands 2010
Rankings**
















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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






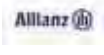





Interbrand

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





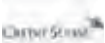


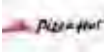






Interbrand












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

Interbrand

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

Interbrand

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

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

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EXHIBIT 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	278,919	+13%	4
2		Technology	313,271	286,258	+9%	4
3		Retail	279,331	165,256	+69%	4
4		Technology	215,500	155,404	+39%	4
5		Payments	163,891	121,692	+35%	5
6		Technology	161,145	151,201	+7%	4
7		Fast Food	124,939	110,266	+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	91,507	-17%	3
14		Logistics	57,026	56,614	+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	-8%	4
21		Telecom Providers	40,118	44,758	-10%	3
22		Telecom Providers	38,806	41,239	-6%	2
23		Technology	36,851	28,410	+30%	3
24		Payments	34,098	27,697	+23%	4
25		Conglomerate	32,218	46,435	-31%	2






















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 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	27,585	+11%	2
28		Entertainment	30,224	15,676	+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%	3
40		Retail	19,945	16,785	+19%	2
41		Banks	19,281	15,871	+21%	3
42		Baby Care	18,691	22,000	-15%	5
43		Personal Care	18,586	18,273	+2%	5
44		Banks	18,543	13,657	+36%	2
45		Technology	18,272	NEW		3
46		Fast Food	18,270	19,529	-6%	4
47		Telecom Providers	17,925	16,926	+6%	3
48		Oil & Gas	17,749	18,212	-3%	1
49		Banks	15,816	17,185	-8%	3
50		Fast Food	15,757	12,895	+22%	4

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

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	12,115	+15%	2
56	 ebay	Retail	12,899	12,962	+0%	3
57	 Ford	Cars	12,569	12,813	-2%	3
58	 ESPN	Entertainment	11,958	NEW		4
59	 pepsi	Soft Drinks	11,908	12,746	-7%	4
60	Morgan Stanley	Banks	11,670	9,775	+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	 Hewlett Packard Enterprise	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	+45%	2
68	 Goldman Sachs	Banks	9,255	8,700	+6%	3
69	 American Airlines	Airlines	9,216	9,586	-4%	2
70	 PNC	Banks	8,980	8,108	+11%	2
71	 Chevron	Oil & Gas	8,858	8,482	+4%	1
72	 7-ELEVEN®	Retail	8,565	9,036	-5%	4
73	 Target	Retail	8,492	7,517	+13%	3
74	 Walgreens Trusted since 1901™	Retail	8,365	10,200	-18%	3
75	 TESLA	Cars	8,362	8,319	+1%	4

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 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	7,309	+14%	2
77	 Domino's®	Fast Food	8,281	7,120	+16%	3
78	 Lays	Food & Dairy	8,220	8,239	+0%	3
79	 CBS	Entertainment	8,215	NEW		3
80	 WHOLE FOODS MARKET	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	 Pizza Hut	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	 Tide	Home Care	7,356	7,945	-7%	5
90	 Snapchat	Technology	7,344	10,845	-32%	4
91	 LM	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	6,008	+5%	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 MEXICAN GRILL	Fast Food	5,898	5,684	+4%	4

The Brand Value of Pepsi includes Diets

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

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

	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	Camel	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

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

	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	Dominos	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	CRISP	Fast Food	5,684	4
92	PRINCE 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











































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	
2	 Apple	Technology	309,527	4	+3%	0	
3	 Google	Technology	309,000	4	+2%	-2	
4	 Microsoft	Technology	251,244	4	+25%	0	
5	 VISA	Payments	177,918	5	+22%	2	
6	 facebook	Technology	158,968	4	-2%	0	
7	 Alibaba Group 阿里巴巴集团	Retail	131,246	3	+16%	2	
8	 Tencent 腾讯	Technology	130,862	4	-27%	-3	
9	 McDonald's	Fast Food	130,368	4	+3%	-1	
10	 AT&T	Telecom Providers	108,375	3	+2%	0	
11	 verizon	Telecom Providers	94,598	4	+11%	1	
12	 Mastercard	Payments	91,929	4	+30%	3	
13	 IBM	Technology	86,005	4	-11%	-2	
14	 Coca-Cola	Beverages	80,825	5	+1%	0	
15	 Marlboro	Tobacco	71,958	3	-12%	-2	
16	 SAP	Technology	57,528	3	+4%	1	
17	 Disney	Entertainment	57,007	4	+6%	2	
18	 ups	Logistics	54,899	5	-9%	-2	
19	 THE HOME DEPOT	Retail	53,507	3	+13%	1	
20	 xfinity	Telecom Providers	48,889	3	+14%	4	
21	 Nike	Apparel	47,360	4	+23%	8	
22	 LV	Luxury	47,214	5	+15%	4	
23	 WELLS FARGO	Regional Banks	46,468	3	-15%	-5	
24	 Starbucks	Fast Food	45,884	4	+3%	-1	
25	 T..	Telecom Providers	44,219	3	+7%	0	













































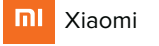



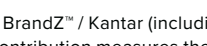

Source: BrandZ™ / Kantar (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

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	
27	 中国移动 China Mobile	Telecom Providers	39,322	4	-15%	-6	
28	 accenture	Technology	39,184	3	+16%	4	
29	 ICBC 中国工商银行	Regional Banks	38,432	2	-16%	-7	
30	 Spectrum	Telecom providers	38,423	2	-2%	-3	
31	 CHANEL	Luxury	37,006	5	NEW		
32	 Walmart	Retail	36,801	2	+8%	-1	
33	 AMERICAN EXPRESS	Payments	35,071	4	+17%	2	
34	 NETFLIX	Entertainment	34,290	3	+65%	27	
35	 王吉同	Alcohol	33,924	4	+6%	-1	
36	 intel	Technology	31,880	2	+13%	2	
37	 HERMÈS PARIS	Luxury	30,966	5	+10%	2	
38	 SAMSUNG	Technology	30,369	4	-6%	-5	
39	 YouTube	Entertainment	29,613	4	+29%	12	
40	 中国平安 PING AN	Insurance	29,470	3	+13%	3	
41	 TOYOTA	Cars	29,151	4	-3%	-5	
42	 CISCO	Technology	28,861	2	+35%	15	
43	 L'ORÉAL PARIS	Personal Care	28,376	4	+9%	1	
44	 Instagram	Technology	28,205	4	+95%	47	
45	 Adobe	Technology	27,930	2	+57%	30	
46	 salesforce	Technology	26,917	3	+58%	32	
47	 HUAWEI	Technology	26,908	3	+8%	1	
48	 GE	Conglomerate	26,700	2	-32%	-20	
49	 vodafone	Telecom Providers	26,499	3	-8%	-12	
50	 ORACLE	Technology	26,488	2	+3%	-5	

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

BrandZ™ Top 100 Most Valuable

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
51	 Budweiser	Beer	26,317	5	-3%	-11	
52	 GUCCI	Luxury	25,274	5	+13%	2	
53	 Uber	Transport	24,206	3	+51%	28	
54	 Mercedes-Benz	Cars	23,355	4	-9%	-8	
55	 BMW	Cars	23,326	4	-9%	-8	
56	 HSBC	Global Banks	23,169	3	-2%	-6	
57	 RBC	Regional Banks	22,845	4	0%	-5	
58	 LinkedIn	Technology	22,816	4	+46%	25	
59	 中国建设银行 China Construction Bank	Regional Banks	22,709	2	-4%	-10	
60	 HDFC BANK	Regional Banks	22,705	4	+9%	0	
61	 ZARA	Apparel	22,581	3	-16%	-19	
62	 COSTCO WHOLESALE	Retail	21,282	3	+17%	10	
63	 Bai 百度	Technology	20,879	5	-22%	-22	
64	 orange	Telecom Providers	20,728	3	+6%	1	
65	 Shell	Energy	20,669	1	+2%	-2	
66	 京东 JD	Retail	20,609	3	-2%	-7	
67	 CHASE	Regional Banks	20,514	3	+6%	0	
68	 LIC	Insurance	20,314	3	NEW		
69	 FedEx	Logistics	20,176	5	-9%	-13	
70	 NTT	Telecom Providers	20,070	3	-10%	-15	
71	 DiDi	Transport	20,041	4	NEW		
72	 TD	Regional Banks	19,958	3	+2%	-6	
73	 J.P.Morgan	Global Banks	19,827	3	+9%	0	
74	 mi Xiaomi	Technology	19,805	3	NEW		
75	 movistar	Telecom Providers	19,361	3	-15%	-22	

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
76	 IKEA	Retail	18,949	3	+8%	0	
77	 citi	Global Banks	18,878	3	-11%	-19	
78	 美团 Meituan	Lifestyle Platform	18,760	5	NEW		
79	 Pampers	Baby Care	18,664	5	-8%	-15	
80	 ExxonMobil	Energy	18,604	1	+2%	-6	
81	 DELL Technologies	Technology	18,486	3	NEW		
82	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,199	2	-5%	-13	
83	 Bank of America	Regional Banks	17,983	2	+3%	-6	
84	 Colgate	Personal Care	17,567	4	-5%	-13	
85	 KFC	Fast Food	17,205	4	+14%	2	
86	 SUBWAY	Fast Food	17,124	4	-9%	-16	
87	 XBOX	Technology	16,690	2	NEW		
88	 DHL	Logistics	16,644	4	-19%	-26	
89	 Haier	IoT Ecosystem	16,272	5	NEW		
90	 AIA	Insurance	16,145	3	+7%	-4	
91	 Commonwealth Bank	Regional Banks	15,795	3	-18%	-23	
92	 SIEMENS	Conglomerate	15,308	2	-4%	-10	
93	 hp	Technology	15,202	3	+3%	-4	
94	 Lowe's	Retail	14,964	2	14%	1	
95	 usbank	Regional Banks	14,851	3	-9%	-15	
96	 ALDI	Retail	14,692	3	+7%	-3	
97	 TATA CONSULTANCY SERVICES	Technology	14,282	2	NEW		
98	 Gillette	Personal Care	14,150	5	-8%	-13	
99	 BCA	Regional Banks	13,437	4	+6%	0	
100	 adidas	Apparel	13,355	4	+7%	0	

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
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	THE HOME DEPOT	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-Mobile	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	Louis Vuitton	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	MOËT	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	Baidu 百度	Technology	26,861	5	+14%	-2	
42	ZARA	Apparel	26,860	3	+7%	-8	
43	中国平安 PINGAN	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	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	 中国银行 BANK OF CHINA	Regional Banks	15,607	2	+30%	10	
85	 Gillette	Personal Care	15,358	5	-6%	-18	
86	 THE REAL LIFE COMPANY	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 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	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, 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	Louis Vuitton	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	HERMÈS 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		Logistics	19,441	4	20%	12
52		Payments	19,156	4	20%	13
53		Retail	18,944	3	5%	2
54		Regional Banks	18,770	2	-4%	-8
55		Oil & Gas	18,727	1	11%	3
56		Regional Banks	18,551	3	12%	4
57		Oil & Gas	18,346	1	23%	9
58		Personal Care	17,740	4	-3%	-4
59		Global Banks	17,580	2	3%	-3
60		Regional Banks	17,437	3	7%	4
61		Insurance	17,260	3	2%	-4
62		Telecom Providers	17,180	3	-7%	-9
63		Regional Banks	17,137	4	19%	6
64		Alcohol	16,983	4	48%	29
65		Technology	16,785	4	NEW ENTRY	
66		Technology	16,725	2	15%	1
67		Personal Care	16,278	5	-1%	-6
68		Retail	16,257	2	12%	0
69		Telecom Providers	16,026	3	-14%	-17
70		Logistics	15,844	4	20%	3
71		Regional Banks	15,202	3	8%	-1
72		Regional Banks	14,981	2	-8%	-10
73		Regional Banks	14,289	3	16%	11
74		Global Banks	14,129	3	18%	15
75		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		Technology	14,018	3	NEW ENTRY	
77		Conglomerate	13,947	2	12%	4
78		Insurance	13,910	3	-17%	-19
79		Technology	13,594	4	10%	6
80		Luxury	13,548	5	8%	0
81		Fast Food	13,521	3	9%	1
82		Retail	13,375	2	3%	-6
83		Cars	13,065	3	0%	-8
84		Soft Drinks	12,730	4	4%	2
85		Oil & Gas	12,639	1	-4%	-13
86		Retail	12,365	3	7%	5
87		Regional Banks	12,286	2	9%	8
88		Telecom Providers	12,273	4	-4%	-10
89		Retail	12,273	2	2%	-2
90		Technology	12,234	2	NEW ENTRY	
91		Cars	12,163	4	-8%	-17
92		Technology	12,057	2	NEW ENTRY	
93		Technology	12,026	4	NEW ENTRY	
94		Regional Banks	12,013	2	-13%	-23
95		Telecom Providers	11,964	2	5%	-1
96		Telecom Providers	11,795	3	NEW ENTRY	
97		Insurance	11,691	3	11%	1
98		Technology	11,649	2	12%	2
99		Soft Drinks	11,567	4	-1%	-9
100		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	 Huggo	Retail	36,440	2	32%	5
27	 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 LV LOUIS VUITTON	Luxury	28,508	4	4%	2
31	 Budweiser	Beer	27,925	4	5%	2
32	 Walmart	Retail	27,275	2	-23%	-6
33	 BMW	Cars	26,837	4	2%	1
34	 AMERICAN EXPRESS	Payments	26,641	4	-30%	-9
35	 ZARA	Apparel	25,221	3	14%	7
36	 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37	 Pampers	Baby Care	22,911	5	-4%	0
38	 accenture	Technology	22,813	3	13%	13
39	 Mercedes-Benz	Cars	22,708	4	4%	4
40	 movistar	Telecom Providers	21,945	3	3%	6
41	 SUBWAY	Fast Food	21,567	4	-4%	-1
42	 hp	Technology	21,387	2	-7%	-3
43	 HSBC	Global Banks	20,276	2	-16%	-8
44	 HERMÈS PARIS	Luxury	19,821	5	5%	11
45	 RBC	Regional Banks	19,635	4	-18%	-9
46	 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47	 NTT	Telecom Providers	19,552	2	N/A	N/A
48	 SAMSUNG	Technology	19,490	4	-10%	-3
49	 ORACLE®	Technology	19,489	1	-10%	-5
50	 HUAWEI	Technology	18,652	3	22%	20

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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51		Technology	18,632	2	1%	5
52		Telecom Providers	18,575	3	3%	6
53		Telecom Providers	18,465	3	6%	8
54		Personal Care	18,319	4	2%	3
55		Retail	18,082	3	6%	9
56		Global Banks	17,055	2	-2%	4
57		Insurance	16,910	2	6%	11
58		Oil & Gas	16,838	1	-18%	-9
59		Insurance	16,712	2	-4%	3
60		Regional Banks	16,543	3	-20%	-13
61		Personal Care	16,400	4	-17%	-9
62		Regional Banks	16,331	2	-19%	-12
63		Logistics	16,236	4	-17%	-10
64		Regional Banks	16,227	3	-21%	-16
65		Payments	15,910	4	35%	23
66		Oil & Gas	14,940	1	-21%	-12
67		Technology	14,508	2	-10%	0
68		Retail	14,461	2	29%	29
69		Regional Banks	14,440	3	3%	5
70		Regional Banks	14,098	2	-5%	2
71		Regional Banks	13,803	2	-16%	-6
72		Oil & Gas	13,206	1	-24%	-9
73		Logistics	13,199	4	-19%	-7
74		Cars	13,195	3	-1%	4
75		Cars	13,084	3	0%	5















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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76		Retail	13,001	2	21%	NEW
77		Regional Banks	12,883	3	-27%	-18
78		Telecom Providers	12,825	3	1%	4
79		Apparel	12,665	2	-8%	-4
80		Luxury	12,592	5	-9%	-4
81		Conglomerate	12,485	2	-19%	-12
82		Fast Food	12,386	3	-2%	1
83		Oil & Gas	12,341	1	-18%	-12
84		Regional Banks	12,330	3	6%	5
85		Technology	12,314	4	1%	0
86		Soft Drinks	12,188	4	-7%	-7
87		Retail	12,077	2	4%	3
88		Retail	12,074	3	17%	NEW
89		Global Banks	11,943	2	-12%	-12
90		Soft Drinks	11,667	3	3%	4
91		Retail	11,509	2	-19%	-18
92		Cars	11,479	2	1%	1
93		Alcohol	11,465	4		NEW
94		Telecom Providers	11,343	2	2%	4
95		Regional Banks	11,289	2	0%	0
96		Oil & Gas	10,552	1	-18%	-15
97		Beer	10,549	4	9%	NEW
98		Insurance	10,545	2	10%	NEW
99		Retail	10,496	2	37%	NEW
100		Technology	10,440	2	41%	NEW

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



















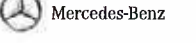






BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1		Technology	246,992	4	67%	1
2		Technology	173,652	4	9%	-1
3		Technology	115,500	4	28%	1
4		Technology	93,987	4	-13%	-1
5		Payments	91,962	4	16%	2
6		Telecom Providers	89,492	3	15%	2
7		Telecom Providers	86,009	3	36%	4
8		Soft Drinks	83,841	5	4%	-2
9		Fast Food	81,162	4	-5%	-4
10		Tobacco	80,352	3	19%	-1
11		Technology	76,572	5	43%	3
12		Technology	71,121	4	99%	9
13		Retail	66,375	2	NEW ENTRY	
14		Retail	62,292	4	-3%	-4
15		Telecom Providers	59,895	4	20%	0
16		Regional Banks	59,310	3	9%	-3
17		Conglomerate	59,272	2	5%	-5
18		Logistics	51,798	5	9%	-2
19		Entertainment	42,962	5	24%	4
20		Payments	40,188	4	2%	-2
21		Technology	40,041	5	35%	4
22		Regional Banks	38,808	2	-8%	-5
23		Telecom Providers	38,461	3	6%	-3
24		Technology	38,225	3	5%	-5
25		Payments	38,093	4	11%	-1

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

Coca-Cola includes Lights, Diets and Zero


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	35,245	2	0%	-4
27	 T ..	Telecom Providers	33,834	3	18%	0
28	 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		Luxury	27,445	5	6%	-2
33		Beer	26,657	4	9%	2
34		Cars	26,349	4	2%	-2
35		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		Technology	21,680	2	4%	1
45		Technology	21,602	4	-17%	-16
46		Telecom Providers	21,215	3	2%	0
47		Regional Banks	20,638	4	3%	0
48	 Commonwealth Bank	Regional Banks	20,599	3	-2%	-4
49		Oil & Gas	20,412	1	3%	-1
50	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	20,189	1	11%	4

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

























Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

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

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 GUCCI	Luxury	13,800	5	-14%	-16
77	J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83	 McDonald's	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	 Bank of China	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	 AISI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92	 Twitter	Technology	11,447	4	-17%	-21
93	 Porsche	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	 docomo	Telecom Providers	11,223	3	12%	-1
97	 Costco	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11

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

Pepsi includes Diets
Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	Google	Technology	158,843	3	40%	1
2	Apple	Technology	147,880	4	-20%	-1
3	IBM	Technology	107,541	4	-4%	0
4	Microsoft	Technology	90,185	4	29%	3
5	McDonald's	Fast Food	85,706	4	-5%	-1
6	Coca-Cola	Soft Drinks	80,583	4	3%	-1
7	VISA	Credit Card	79,197	4	41%	2
8	AT&T	Telecoms	77,883	3	3%	-2
9	Marlboro	Tobacco	67,341	3	-3%	-1
10	amazon.com	Retail	64,255	3	41%	4
11	Verizon	Telecoms	63,460	3	20%	1
12	Unilever	Conglomerate	56,685	2	2%	-1
13	ICBC 中国工商银行	Regional Banks	54,262	3	14%	0
14	Tencent 腾讯	Technology	53,615	4	97%	7
15	Alibaba Group	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	Bank of China	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	MasterCard	Credit Card	34,430	4	46%	4
25	Intel	Technology	29,768	4	46%	8

Source: Valuation is included data from BrandZ™, Kantar Retail and Bloomberg.
Brand contribution measures the influence of brand alone on earnings, and a higher score is highest.





















BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	Mercedes-Benz	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	Facebook	Technology	25,892	3	21%	1
30	L'Oréal Paris	Luxury	25,873	4	14%	-1
31	Starbucks	Fast Food	25,779	3	44%	13
32	BMW	Cars	25,730	4	7%	-8
33	China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	Nike	Apparel	24,579	4	53%	22
35	Beck's	Beer	24,414	4	20%	-1
36	L'ORÉAL	Personal Care	23,356	4	30%	6
37	ZARA	Apparel	23,140	3	15%	-2
38	Bank of China	Regional Banks	22,620	4	13%	0
39	Pampers	Baby Care	22,598	5	10%	-7
40	Walmart	Retail	22,165	2	20%	1
41	Prada	Luxury	21,844	5	14%	-1
42	Subaru	Cars	21,535	4	20%	1
43	Subway	Fast Food	21,020	4	26%	8
44	Commonwealth Bank	Regional Banks	21,001	3	18%	4
45	ORACLE	Technology	20,913	2	4%	-9
46	Movistar	Telecoms	20,809	2	56%	20
47	ID	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, Shells and Zero.
The Brand Value of Budweiser includes Bud Light.


























← Millward

BRANDZ™ Top 100 Most Valuable Global Brands 2014

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

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

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76 	Oil & Gas	12,413	1	-7%	-11
77 	Insurance	12,409	2	18%	7
78 	Technology	12,407	4	New	New
79 	Global Banks	12,356	2	28%	14
80 	Telecoms	12,175	3	14%	2
81 	Insurance	12,026	2	-21%	-24
82 	Retail	11,953	3	8%	-2
83 	Fast Food	11,910	3	20%	8
84 	Cars	11,812	3	56%	New
85 	Regional Banks	11,743	3	17%	3
86 	Technology	11,667	2	-15%	-25
87 	Regional Banks	11,663	3	8%	-6
88 	Soft Drinks	11,476	3	-5%	-13
89 	Regional Banks	11,351	2	9%	-4
90 	Cars	11,104	3	9%	-4
91 	Global Banks	11,060	3	20%	5
92 	Soft Drinks	10,873	4	3%	-9
93 	Telecoms	10,221	3	-11%	-14
94 	Regional Banks	10,149	2	New	New
95 	Telecoms	10,041	2	0%	-5
96 	Luxury	9,895	4	6%	-1
97 	Payments	9,833	4	New	New
98 	Global Banks	9,771	3	28%	New
99 	Global Banks	9,683	2	30%	New
100 	Retail	9,584	2	8%	-1

The Brand value of Pepsi includes Diet.
The Brand value of Red Bull includes sugar-free and 100%.

← 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	Apple	185,071	4	1%	0
2 Technology	Google	113,594	3	5%	1
3 Technology	IBM	112,536	3	-3%	-1
4 Fast Food	McDonald's	90,255	4	-5%	0
5 Soft Drinks	Coca-Cola	78,415	5	6%	1
6 Telecoms	AT&T	75,507	3	10%	2
7 Technology	Microsoft	69,814	3	-9%	-2
8 Tobacco	British American Tobacco	69,393	3	-6%	-1
9 Credit Card	VISA	58,080	4	46%	6
10 Telecoms	Telcel	65,368	3	18%	0
11 Consumer Goods	Unilever	55,357	2	21%	0
12 Telecoms	Verizon	53,004	3	8%	-3
13 Regional Banks	Bank of America	47,748	3	20%	1
14 Retail	Amazon.com	45,727	3	34%	4
15 Logistics	DHL	42,747	5	16%	1
16 Regional Banks	Wells Fargo	41,115	2	-1%	-3
17 Telecoms	China Mobile	39,712	3	-8%	-5
18 Retail	Walmart	36,220	2	5%	-8
19 Technology	SAP	34,365	2	34%	3
20 Credit Card	MasterCard	27,821	4	34%	9
21 Technology	Tencent 腾讯	27,273	4	52%	16
22 Regional Banks	China Construction Bank	26,859	2	10%	2
23 Cars	Toyota	24,497	4	12%	5
24 Cars	Volvo	24,015	4	-2%	-1
25 Global Banks	HSBC	23,970	3	24%	6

Excludes the value of the brand's financial assets and liabilities.
Brand Contribution measures the influence of brand value on company value relative to its peers.



Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
26 Entertainment	Disney	23,913	3	40%	17
27 Telecoms	T-Mobile	23,893	2	-11%	-7
28 Credit Card	Bank of America	23,514	4	16%	2
29 Luxury	Louis Vuitton	22,719	4	-12%	-8
30 Technology	Lenovo	21,404	3	51%	25
31 Technology	Facebook	21,281	4	-38%	-12
32 Baby Care	Pampers	20,594	5	13%	3
33 Technology	Baidu 百度	20,443	5	-18%	-5
34 Beer	Carlsberg	20,297	4	28%	14
35 Apparel	ZARA	20,167	3	60%	31
36 Technology	Oracle	20,039	2	-11%	-9
37 Regional Banks	中国农业银行	19,975	2	12%	1
38 Regional Banks	Bank of China	19,968	4	16%	2
39 Oil & Gas	ExxonMobil	19,229	1	8%	-5
40 Luxury	Chanel	19,129	4	0%	-8
41 Retail	Inditex	18,486	2	43%	21
42 Personal Care	L'ORÉAL	17,971	4	30%	15
43 Cars	Mercedes-Benz	17,952	4	11%	3
44 Fast Food	Starbucks	17,892	4	5%	-2
45 Personal Care	Gillette	17,823	4	-6%	-12
46 Regional Banks	TD Bank	17,781	4	22%	5
47 Retail	eBay	17,749	2	40%	17
48 Regional Banks	Commerzbank	17,745	3	35%	12
49 Oil & Gas	Shell	17,578	1	-1%	-10
50 Personal Care	Colgate	17,250	4	15%	1

The brands in the table have been ranked by their brand value and rank change.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,691	4	12%	1
52 Regional Banks		16,565	3	15%	2
53 Technology	accenture	16,503	3	2%	-8
54 Technology	hp	16,362	2	-28%	-28
55 Retail	TESCO	16,303	4	-9%	-19
56 Apparel		15,817	4	-3%	-12
57 Insurance		15,278	3	5%	-4
58 Regional Banks		14,238	2	10%	3
59 Regional Banks	ICICI Bank	14,186	1	12%	4
60 Telecoms		13,829	2	-10%	-10
61 Technology	intel	13,767	2	-12%	-12
62 Logistics	FedEx	13,732	4	17%	8
63 Regional Banks	usbank	13,718	3	-18%	9
64 Global Banks	citi	13,388	2	37%	18
65 Oil & Gas		13,380	1	11%	3
66 Telecoms	movistar	13,336	2	-22%	-25
67 Oil & Gas		13,127	1	-8%	-11
68 Luxury		12,735	5	-48%	New
69 Apparel	ARM	12,732	2	-6%	-11
70 Regional Banks	SBERBANK	12,655	3	19%	4
71 Cars		12,401	3	-2%	-8
72 Technology	SIEMENS	12,331	4	16%	1
73 Alcohol		12,183	3	3%	-4
74 Retail	ikea	12,040	3	31%	15
75 Soft Drinks	pepsi	12,029	4	-9%	-8


























Brand value is calculated based on a number of factors, including brand awareness, brand loyalty, brand reputation, and brand financial performance. The influence of brand alone on earnings is on a scale of 1 to 5, 5 being highest.

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Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
76 Retail		11,879	3	13%	0
77 Technology	cisco	11,816	2	-11%	-18
78 Oil & Gas		11,620	1	11%	-1
79 Telecoms	MTN	11,448	3	23%	9
80 Retail	woolworths	11,099	3	New	New
81 Global Banks	CHASE	10,838	3	26%	11
82 Telecoms		10,633	3	11%	3
83 Soft Drinks	Red Bull	10,688	3	8%	-3
84 Insurance	中国平安 PINGAN	10,609	8	4%	-6
85 Regional Banks		10,306	2	8%	-2
86 Cars		10,186	3	3%	-5
87 Global Banks	Standard Chartered	10,160	2	1%	-6
88 Regional Banks	Westpac Australia's First Bank	10,070	3	New	New
89 Telecoms		10,054	3	-18%	-18
90 Telecoms	docomo	10,028	3	-37%	-43
91 Fast Food		9,953	3	12%	0
92 Technology	YAHOO!	9,826	3	New	New
93 Global Banks	J.P.Morgan	9,698	2	New	New
94 Telecoms	BT	9,631	2	New	New
95 Luxury	PRADA	9,454	4	63%	New
96 Global Banks		9,232	3	8%	-1
97 Oil & Gas		9,036	1	5%	-4
98 Logistics	DHL	8,940	3	18%	2
99 Retail		8,885	2	-6%	-12
100 Cars		8,790	3	3%	-4

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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	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-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	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	-7%	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	10%	7
35	Baby Care		18,299	5	7	-5%	-1
36	Retail		18,007	4	9	-18%	-5
37	Technology		17,992	4	8	19%	15
38	Financial		17,867	2	4	6%	5
39	Oil & Gas		17,781	1	3	17%	12
40	Financial		17,225	4	3	0%	-1
41	Telecoms		17,113	2	4	-37%	-20
42	Fast Food		17,072	4	9	43%	30
43	Entertainment		17,056	3	8	-1%	-5
44	Apparel		16,255	4	9	17%	13
45	Technology		16,118	3	5	4%	4
46	Cars		16,111	4	4	10%	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: MillwardBrown

(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	14,587	3	9	-25%	-20
54	Financial	TD	14,561	4	3	-14%	-12
55	Technology	ARMSTRONG	14,164	3	9	16%	12
56	Oil & Gas	BP	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	招商局	13,083	3	7	N/A	New
61	Financial	中国银行	12,982	2	6	-26%	-24
62	Retail	苏宁	12,968	2	5	31%	27
63	Financial	ICICI Bank	12,665	2	2	-15%	-10
64	Retail	eBay	12,662	3	11	18%	18
65	Cars	本田	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	壳牌	12,105	1	10	7%	10
69	Alcohol	百威	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	11,420	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	-14%	-11
77	Oil & Gas	中国石化	10,424	1	3	-17%	-13
78	Insurance	中国平安	10,174	3	9	-3%	5
79	Financial	Standard Chartered	10,064	2	1	-16%	-10
80	Soft Drinks	Red Bull ****	9,984	3	6	8%	13
81	Cars	雷克萨斯	9,853	2	6	-2%	7
82	Financial	citi	9,760	2	1	-38%	-35
83	Financial	Scotiabank	9,627	2	3	-4%	4
84	Telecoms	TELECOM	9,572	3	8	-18%	-9
85	Telecoms	HTS	9,553	3	5	-12%	-5
86	Technology	SONY *****	9,444	4	4	-10%	-1
87	Retail	宜家	9,310	2	6	1%	7
88	Telecoms	中国移动	9,273	3	8	N/A	New
89	Retail	宜家	9,206	3	9	26%	New
90	Telecoms	中国电信	9,191	3	9	-4%	1
91	Fast Food	麦当劳	8,852	3	8	8%	New
92	Financial	CHASE	8,644	3	3	-28%	-24
93	Oil & Gas	埃克森美孚	8,599	1	8	6%	New
94	Telecoms	O2	8,562	2	3	-27%	-20
95	Financial	渣打	8,546	3	2	-25%	-18
96	Cars	本田	8,519	3	6	15%	New
97	Telecoms	中国移动	8,449	3	6	-27%	-21
98	Retail	家乐福	7,836	3	5	-43%	-39
99	Insurance	State Farm	7,813	2	5	-7%	New
100	Logistics	顺丰	7,601	3	5	N/A	New

Source: Millward Brown

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

BrandZ Top 100 Most Valuable Global Brands 2011



















































#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	216%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

*The Brand Value of Coca-Cola includes Lipton, Diet Coke and Sprite.

**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 Buellmeister includes Bug 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		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,800	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,886	29%	95		8,838	21%
71		11,917	41%	96		8,760	-4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

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

**The Brand Value of Sony includes PlayStation 2 and 3, along with PSP.

***The Brand Value of Red Bull includes sugar free and Diet.

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	-8%	
3		83,153	32%		28	Gillette	20,663	-10%	
4	Microsoft	76,344	0%		29	LV	19,781	2%	
5	Coca-Cola	67,983	1%		30		18,746	16%	
6	McDonald's	66,005	-1%		31		18,012	12%	
7	Marlboro	57,047	15%		32	Nintendo	17,834	-2%	
8	三星	52,616	-14%		33	海信	17,434	-8%	
9		45,054	-25%		34	绿地	17,283	N/A	
10	苹果	44,404	-17%		35	CISCO	16,719	-7%	
11	ICBC	43,927	15%		36		16,608	12%	
12	hp	39,717	-47%		37	Bank of America	16,393	0%	
13	Walmart	39,421	-4%		38	埃克森美孚	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	Verizon	24,675	39%		45	ICICI Bank	14,454	N/A	
21	SAP	24,291	3%		46		14,303	-2%	
22	atat	23,714	18%		47	Colgate	14,224	15%	
23	HSBC	23,408	23%		48	intel	14,210	-38%	
24	中国银行	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, Diet and Zero
 **The Brand Value of Nintendo includes Wii and Nintendo DS
 ***The Brand Value of Budweiser includes Bud Light
 ****The Brand Value of Pepsi includes Lites, Diet and Zero
 *****The Brand Value of Red Bull includes sugarfree and Cola
 ****The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 *****The Brand Value includes Playstation 2, ps3, as well as PSP
 Source: Millward Brown Optima (including data from BrandZ, Datamonitor and Bloomberg)

Millward

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	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	-8%	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	-13%	82	Red Bull	8,917	9%
58	pepsi	12,752	-15%	83		8,747	1%
59		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	中国工商银行	8,236	2%
66		11,938	-23%	91		8,214	19%
67		11,659	57%	92	EuroRSCG	8,160	-8%
68		11,351	-50%	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	MTS	9,723	6%	97	GUCCI	7,588	2%
73	PROLOGIS	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	三星电子	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	中国工商银行 BANK OF CHINA	21,192	9%
3	Coca-Cola	67,626	16%	28	at&t	20,059	67%
4	IBM	66,622	20%	29	LV LOUIS VUITTON	19,396	5%
5	McDonald's	66,575	34%	30	HSBC	19,079	3%
6	中国建设银行 CHINA CONSTRUCTION BANK	63,113	14%	31	hugoboss	18,945	N/A
7	中国建设银行 CHINA CONSTRUCTION BANK	61,263	7%	32	Nintendo	18,233	N/A
8	IBM	59,793	-16%	33	cisco	17,965	-25%
9	vodafone	53,727	45%	34	Wendy's	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 (中国工商银行) 中国工商银行	38,056	36%	37	中国工商银行 BANK OF CHINA	16,228	-34%
13	NOKIA CORPORAATIO NOKIA	35,163	-20%	38	中国工商银行 BANK OF CHINA	16,035	10%
14	TOYOTA	29,907	-15%	39	docomo	15,776	5%
15	UPS	27,842	-9%	40	Mercedes-Benz	15,499	-14%
16	BlackBerry	27,478	100%	41	Bank of America	15,480	-53%
17	hp	26,745	9%	42	Bank of America	15,422	1%
18	Bank of America	23,948	-15%	43	accenture	15,076	7%
19	SAP	23,615	9%	44	pepsi	14,996	-3%
20	Disney	23,110	-3%	45	L'ORÉAL	14,991	-9%
21	TESCO	22,938	-1%	46	Bank of America	14,963	-40%
22	Gillette	22,919	6%	47	Bank of America	14,961	-1%
23	intel	22,851	4%	48	Bank of America	14,804	-22%
24	中国工商银行 BANK OF CHINA	22,811	10%	49	citi	14,608	-52%
25	ORACLE	21,438	-8%	50	HONDA HONDA MOTOR CO., LTD.	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
 *** Bank of America's value includes both Bank of America and Bank of America
 **** ING value includes ING Bank and ING Insurance
 Source: Millward Brown Optimor (including data from BrandZ, DataMonitor, and Bloomberg)

Millward

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	SIEMENS	13,562	-8%	76	ZARA	8,609	-1%
52	Bank of America	13,292	23%	77	O2	8,601	36%
53	Bank of America	13,242	-6%	78	Standard Chartered	8,219	20%
54	ebay	12,970	16%	79	Red Bull	8,154	N/A
55	BBVA	12,549	33%	80	Bank of America	8,052	100%
56	Bank of America	12,396	17%	81	Yankee	7,927	-31%
57	Bank of America	12,264	-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	Bank of America	7,777	6%
60	SUBWAY	10,997	6%	85	Bank of America	7,512	-10%
61	ID	10,991	N/A	86	GUCCI	7,468	15%
62	M	10,911	34%	87	Bank of America	7,427	7%
63	中国移动	10,864	22%	88	Bank of America	7,415	-38%
64	WRIGLEY'S	10,841	N/A	89	Bank of America	7,260	-40%
65	Auchan	10,586	40%	90	BARCLAYS	6,992	-5%
66	CHASE	10,582	-17%	91	Bank of America	6,922	-27%
67	NISSAN	10,206	-13%	92	Morgan Stanley	6,765	-40%
68	Bank of America	9,719	18%	93	ING	6,743	-55%
69	FedEx	9,401	-17%	94	Bank of America	6,721	10%
70	Bank of America	9,280	-40%	95	Bank of America	6,713	-21%
71	Bank of America	8,180	14%	96	NIVEA	6,572	24%
72	Samsung	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	Bradesco	6,565	N/A
74	Bank of America	8,638	49%	99	TIM	6,409	-19%
75	AVON	8,631	20%	100	Bank of America	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

MOST ICONIC LOGOS

The top 5 most instantly recognizable logos



#1
Apple



#2
McDonald's



#3
Coca-Cola



#4
Nike



#5
Starbucks

3 in 5

wouldn't use a
company if their
brand image looked
terrible

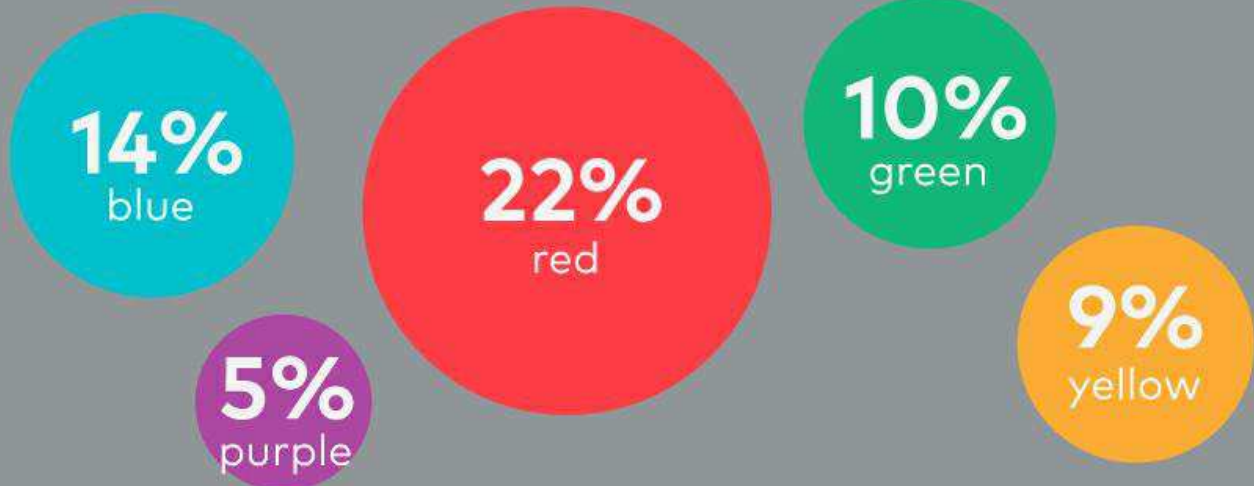
Half

are more likely to
use a company with
a logo they
recognize



What color makes a logo memorable?

A quarter believe the colors used in a logo help them to remember a brand



Importance of branding

78% think some logos should be regarded as 'works of art'



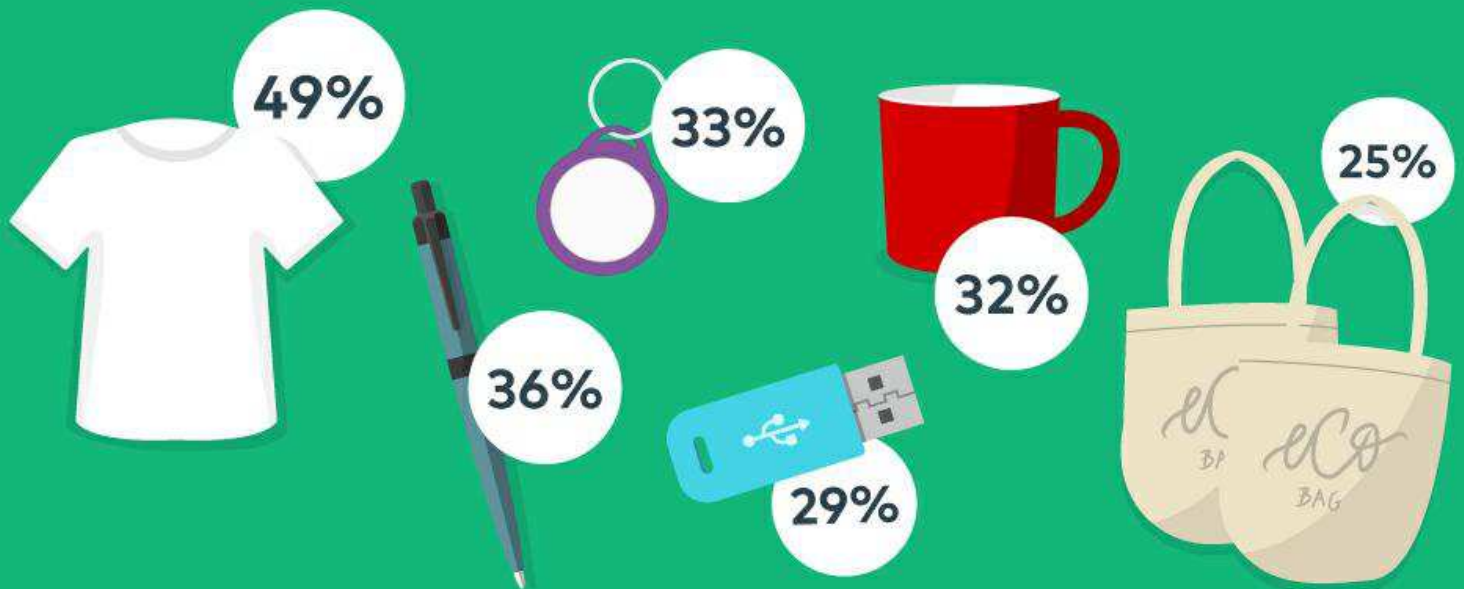
the first thing
3 in 10
notice when they
see a product is the
logo

74%
think 'look and
feel' can make or
break a brand



Branded promotional materials and merchandise

i What type of branded promotional product or merchandise
do you prefer to receive?



Top 30 most recognizable brand logos

- | | | | | | |
|-----|---|-----|---|-----|---|
| 1. |  | 11. |  | 21. |  |
| 2. |  | 12. |  | 22. |  |
| 3. |  | 13. |  | 23. |  |
| 4. |  | 14. |  | 24. |  |
| 5. |  | 15. |  | 25. |  |
| 6. |  | 16. |  | 26. |  |
| 7. |  | 17. |  | 27. |  |
| 8. |  | 18. |  | 28. |  |
| 9. |  | 19. |  | 29. |  |
| 10. |  | 20. |  | 30. |  |

Research conducted by OnePoll with a sample of 2,000 US Adults in December 2019

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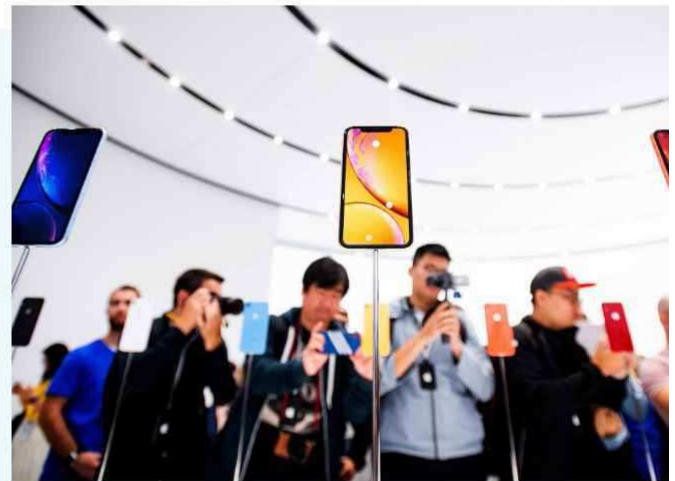
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Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	1
Previous Top 50 Ranking	1
Website	https://www.apple.com
Overall Score	8.40

Key Attributes of Reputation

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

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Overall Score	8.53

Key Attributes of Reputation

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
Product Performance	1

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

Innovation
People Management
Use of Corporate Assets
Social Responsibility
Quality of Management
Financial Soundness
Long-Term Investment Value
Quality of Products/Services
Global Competitiveness

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Apple



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Company Info

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

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

Key Attributes of Reputation

Innovation	-
People Management	-
Use of Corporate Assets	-
Social Responsibility	-
Quality of Management	-
Financial Soundness	-
Long-Term Investment Value	-
Quality of Products/Services	-
Global Competitiveness	-

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Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	4
Previous Industry Ranking	5
Previous Top 50 Ranking	1
Website	http://www.apple.com
Overall Score	7

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

Key Attributes of Reputation

Innovation	7
People Management	7
Use of Corporate Assets	7
Social Responsibility	7
Quality of Management	7
Financial Soundness	7
Long-Term Investment Value	7
Quality of Products/Services	7
Global Competitiveness	7

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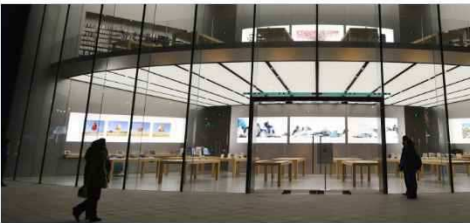
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Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.

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Company Info

Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	http://www.apple.com
Fortune 500 Rank	5
Fortune 500 Profile	http://fortune.com/fortune500/apple-5
Global 500 Rank	15
Global 500 Profile	http://fortune.com/global500/apple-15

Key Attributes of Reputation

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

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Company Info

Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	http://www.apple.com
Fortune 500 Rank	5
Fortune 500 Profile	http://fortune.com/fortune500/apple-5
Global 500 Rank	15
Global 500 Profile	http://fortune.com/global500/apple-15

Key Attributes of Reputation

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

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Apple



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RANK	PREV RANK	INDUSTRY	INDUSTRY RANK	PREV INDUSTRY RANK	OVERALL SCORE	HQ COUNTRY	WEBSITE
1	1	Computers	1	1	8.29	USA	http://www.apple.com

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.

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Nine Key Attributes of Reputation

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

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Most Admired 2014

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Apple



MARIO TAMA / GETTY IMAGES

RANK	PREV RANK	INDUSTRY	INDUSTRY RANK	PREV INDUSTRY RANK
1	1	Computers	1	1
HQ COUNTRY			WEBSITE	
USA			www.apple.com	

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.

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Nine Key Attributes of Reputation

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

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Fortune 500		World's Most Admired Companies	

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Apple

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COURTESY: APPLE

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

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Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

[How we pick the Most Admired](#)

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

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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

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Who's more admired?

Wal-Mart or Costco? Coca-Cola or PepsiCo? Take our quiz and see if you perform admirably.

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Where are the Most Admired?



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

Winning streaks



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

Find companies *you* most admire

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

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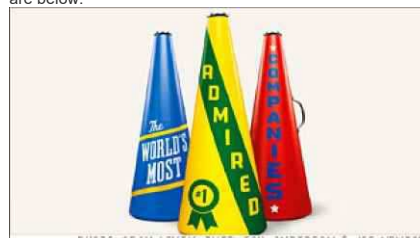
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Readers' choice

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 ADMIRED COMPANIES

2011 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRED

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

(Previous rank: 1)

Overall score: 8.16

Why it's admired

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

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

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

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



COURTESY: APPLE

Find companies you most admire

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

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

(HOW THIS TOOL WORKS)

Submit

Top 3

INNOVATION

PEOPLE
MANAGEMENTFINANCIAL
SOUNDNESS

Company

Industry rank

Apple

1

Google

1

Nike

1

See the rest

Should Apple be admired, or what?

Apple stats

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

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71
More competitors		See all

From the March 21, 2011 issue

Galleries

◀ ▶



8 green stars

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

See them all

Headquarters

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

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

WORLD'S MOST ADMIRABLE COMPANIES

2010 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired

Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row. With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot. What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks. As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*



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

Should Apple be admired, or what?

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2
Quality of products/services	1
Global competitiveness	2

Headquarters

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

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

Featured Companies



10 most admired for quality

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

[See them all](#)

Industry: Computers

Most Admired

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

[More competitors](#)

[See all](#)

From the March 22, 2010 issue

Find companies *you* most admire
☐ Innovation

☐ Quality of management

☐ People management

☐ Financial soundness

☐ Use of corporate assets

☐ Long-term investment

☐ Social responsibility

☐ Product/services quality

☐ Global competitiveness

Select Industry(s)

[See All](#)

Select State(s)

[See All](#)

Select Country(s)

[See All](#)

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

Submit

Video



Apple three-peats as Most Admired

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

Top 3

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

[See the rest](#)

How we pick the Most Admired

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

WORLD'S MOST 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](#)

Nine key attributes of reputation

Industry rank

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

Industry: **Computers**

Most Admired

Rank	Company	Overall score
1	Xerox	7.28
2	Apple	7.07
3	Hewlett-Packard	7.04

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

From the March 16, 2009 issue

Find companies *you* most admire

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

Select Industry(s)

[See All](#)

Select State(s)

[See All](#)

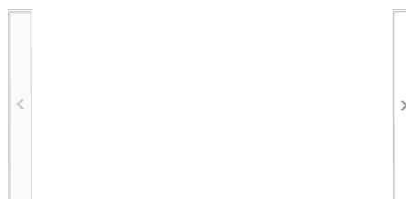
Select Country(s)

[See All](#)

☐ Get more Most Admired data
(HOW THIS TOOL WORKS)

Submit

Video (1 of 3)



'Most Admired' banks

Despite the clouds surrounding the industry, three banks made it to the top 50 of Fortune's Most Admired Companies list. [Watch](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	

[See the rest](#)

How we pick the Most Admired

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

...Top 50 Headquarters



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

AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20 Most Admired Companies

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

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

Apple

Top 20 rank: 1
Rank in Computers: 1

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

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

See how [Apple rates in 8 key areas](#)

Have your say: [Do you admire the top 20 companies?](#)

LAST UPDATED MARCH 03 2008: 2:10 PM ET



COURTESY: APPLE



Apple



Berkshire Hathaway



General Electric



Google



Toyota Motor

Starbucks



FedEx

[MORE](#)

More most admired



Most admired: Full list

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



Most admired in your state

California is home to the most corporations on this year's list. See the top-rated firms near

you. [\(More\)](#)



Game: How admirable are you?

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

EXHIBIT 8

The future of healthcare is in your hands.

Healthcare providers can deliver the best care when they have powerful, intuitive tools. Our technology helps them work effectively within hospitals, connect remotely with patients, and conduct groundbreaking medical research. The result is care that becomes more efficient, more personalized, and ultimately more human.



Apple in the hospital.

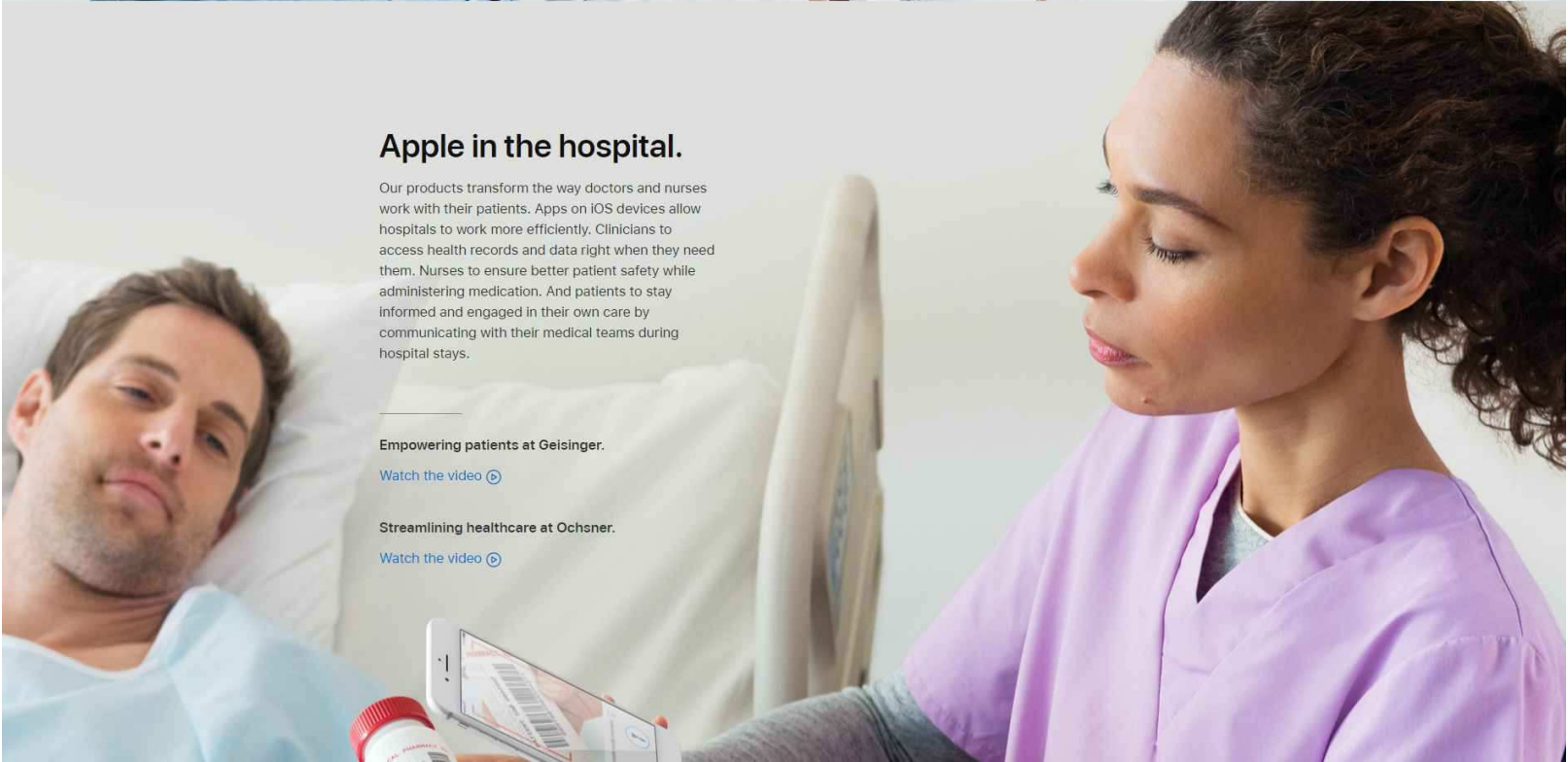
Our products transform the way doctors and nurses work with their patients. Apps on iOS devices allow hospitals to work more efficiently. Clinicians to access health records and data right when they need them. Nurses to ensure better patient safety while administering medication. And patients to stay informed and engaged in their own care by communicating with their medical teams during hospital stays.

Empowering patients at Geisinger.

[Watch the video](#)

Streamlining healthcare at Ochsner.

[Watch the video](#)





Continue patient care at home.

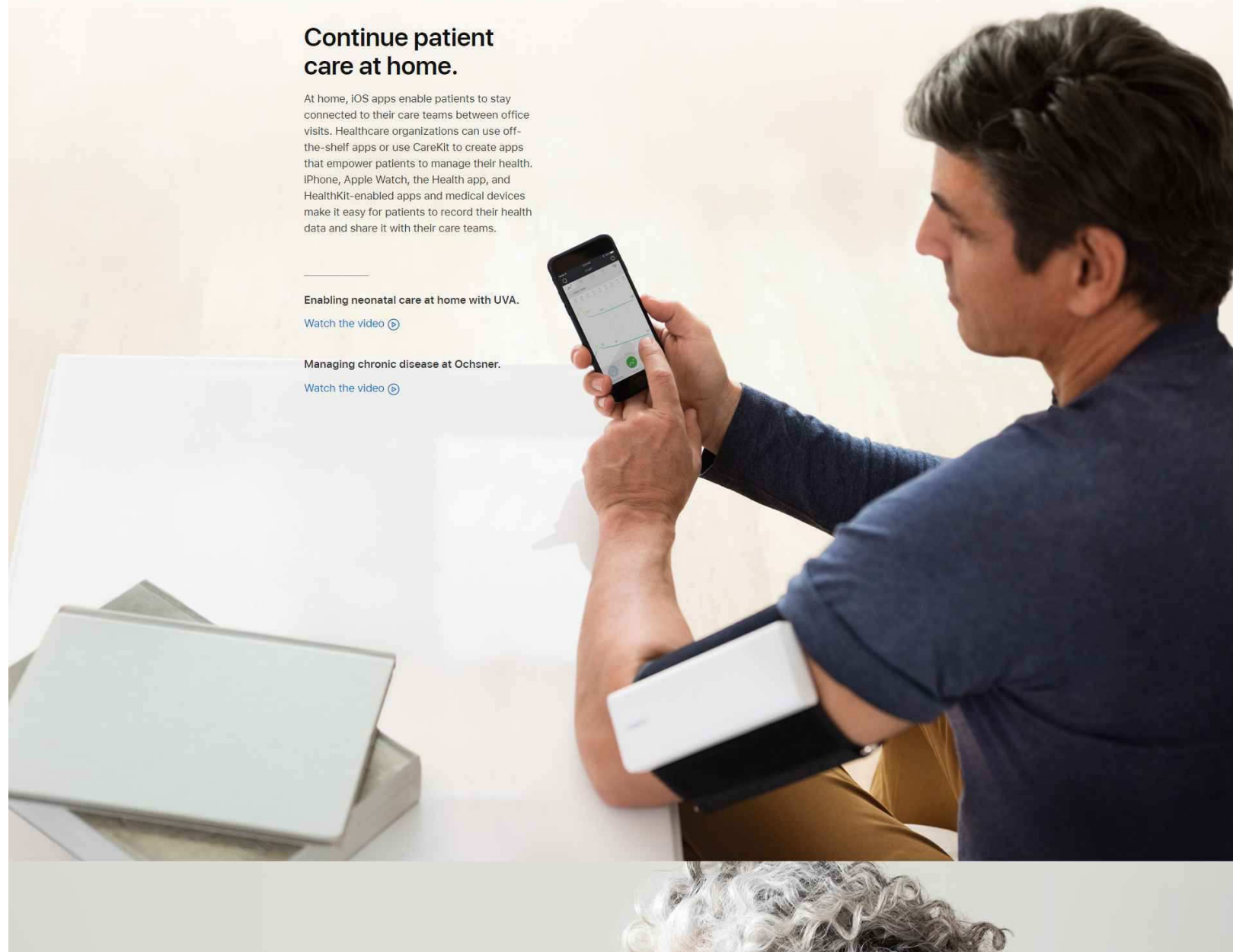
At home, iOS apps enable patients to stay connected to their care teams between office visits. Healthcare organizations can use off-the-shelf apps or use CareKit to create apps that empower patients to manage their health. iPhone, Apple Watch, the Health app, and HealthKit-enabled apps and medical devices make it easy for patients to record their health data and share it with their care teams.

Enabling neonatal care at home with UVA.

[Watch the video](#) ▶

Managing chronic disease at Ochsner.


[Watch the video](#) ▶



Create custom apps for medical research.

Medical researchers can take their studies into the real world by building apps with ResearchKit. The open source framework streamlines the process, making it easier for researchers to enroll participants, capture informed consent, and gather medical information more frequently, rather than only during periodic visits.

Transforming health with ResearchKit.

[Watch the video](#) 



The technology to make healthcare more personal.

See how Apple products and apps help healthcare providers streamline their work, deliver better care, and conduct medical research.

[Learn more about our products and platform](#) 

Understand how your patients can use health features on Apple Watch.

See how heart rate notifications, irregular rhythm notifications, and the ECG app on Apple Watch can help give your patients an early warning sign that further evaluation may be warranted.

[Learn more about health features on Apple Watch](#)



Give your patients a more holistic view of their health.

Empower your patients to access and securely store their health records right on their iPhone using just their credentials from your existing patient portal.

[Learn more about health records on iPhone](#)



Contact us.

Get expert help from the Apple Business team by calling 1-800-GO-APPLE

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The Diary - Personalized Health for Improved Care by The Diary Corporation.

Mobile MIM by MIM Software Inc.

Parkinson mPower study app by Sage Bionetworks, a Not-For-Profit Research Organization.

PatientTouch Communications by Patient Safe Solutions.

Qardio Blood Pressure Monitor and Weight Tracker by Qardio, Inc.

Apple > Healthcare

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iCloud

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Apple Store

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Genius Bar
Today at Apple
Apple Camp
Field Trip
Apple Store App
Refurbished and Clearance
Financing
Apple Trade In
Order Status
Shopping Help

For Business

Apple and Business
Shop for Business

For Education

Apple and Education
Shop for College

For Healthcare

Apple in Healthcare
Health on Apple Watch
Health Records on iPhone

For Government

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Education
Environment
Inclusion and Diversity
Privacy
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Healthcare

Understand how your patients can use health features on Apple Watch.

See how heart rate notifications, irregular rhythm notifications, and the ECG app on Apple Watch can help give your patients an early warning sign that further evaluation may be warranted.

[Learn more about health features on Apple Watch](#)

Overview Products and Platform Health on Apple Watch Health Records



Give your patients a more holistic view of their health.

Empower your patients to access and securely store their health records right on their iPhone using just their credentials from your existing patient portal.

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United States

EXHIBIT 9

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

Healthcare

[Overview](#)[Products and Platform](#)[Health on Apple Watch](#)[Health Records](#)

The technology to make healthcare more personal.

Apps on iPad, iPhone, and Apple Watch are capable of helping medical professionals deliver personalized care. Our powerful hardware is built to keep up with the demands of healthcare organizations to make work faster and more efficient. And intuitive apps provide easy access to critical health information, so healthcare teams have all the resources they need to make the best decisions for their patients.

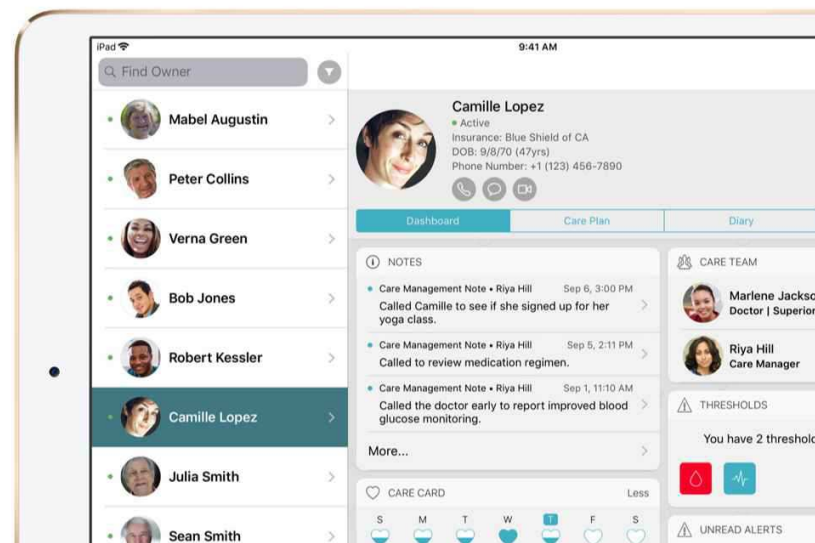


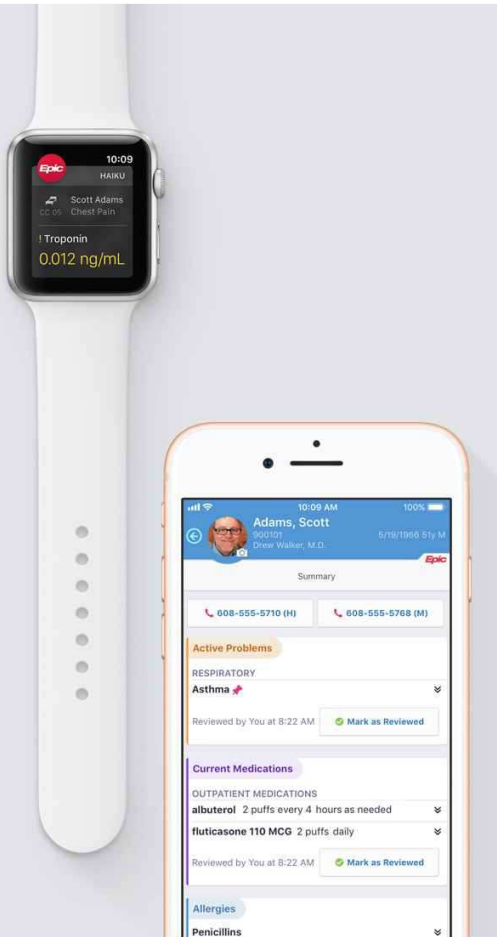
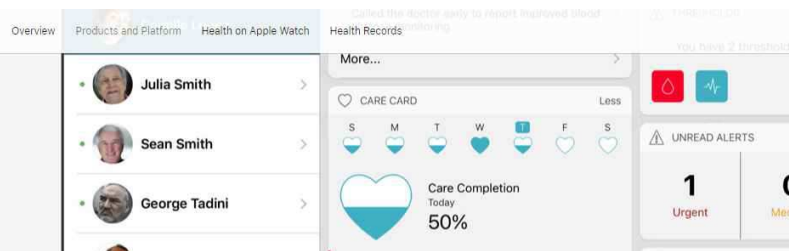
Deliver better care with powerful tools.

Apple products are designed to make healthcare more human. Our software is powerful and easy for both medical professionals and patients to use. We've built our devices to protect patient data and be accessible for everyone. And we've streamlined the way health data is collected and devices are deployed.

An intuitive, familiar interface.

Our products are built on a platform people are already familiar with. Apple devices and iOS apps allow patients to learn more about their conditions or treatment, doctors to view lab results and radiology images, and nurses to send and receive secure communication or to help ensure patient safety when administering medications.





Powerful and versatile hardware.

Healthcare providers can use iOS devices to do a variety of tasks anywhere in the hospital. The high-resolution Retina display and powerful graphics performance allow doctors to view a patient's imaging studies on iPad. The built-in camera works with third-party apps to let nurses securely photograph a patient's wound during treatment and store it in the patient's record. And medical researchers can use the advanced sensors to track movement, take measurements, and record data for studies.

Safe and secure data.

We build every aspect of our iOS devices with security in mind. Touch ID allows doctors to use their fingerprints as passwords to access patient charts instantly. Regular software updates protect iOS from emerging security concerns. And we build in safeguards to ensure that both third-party and in-house apps can access data only in ways that are authorized by the user. This gives patients ultimate control over what is shared with their care teams or other apps.

[Learn about privacy](#)

[Read about advanced security features for iOS devices \(PDF\)](#)



Healthcare

Read about advanced security features for iOS devices (PDF)



Accessible by design.

Our devices are designed to be used by everyone. Apple products come with powerful assistive features like Switch Control, which can help users operate their devices with minimal touch, and Live Listen, which lets users turn their iPhone or iPad into a remote microphone for their Made for iPhone hearing aids.

[Learn more about accessibility >](#)

Streamlined health data.

The Health app makes it easier for people to see and understand their health metrics and records in one place. Patients can use HealthKit-enabled apps and third-party health accessories, like wireless blood pressure cuffs, to securely monitor and store their health data and share that information directly with their care teams.

 [Learn more about HealthKit >](#)

 [Learn about the Health app >](#)




[Learn more about HealthKit](#)

[Learn about the Health app](#)


Easy to deploy.

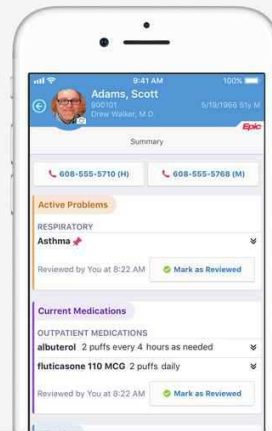
We've simplified the setup process so you can configure devices automatically and buy and distribute apps seamlessly. With Apple Business Manager, you can enable zero-touch configuration to remotely load account settings, apps, email, and access to the hospital directory on every iPad and iPhone. So there's no need for the IT department to physically access each device to complete setup.

[Learn about Apple Business Manager](#)
[Deploying iPad to patients \(PDF\)](#)
[Deploying iPhone for nursing care \(PDF\)](#)

Improve the delivery of care with apps.

The App Store features over 40,000 apps that are changing the world of healthcare. Medical professionals can provide faster, more personalized care in the hospital with apps focusing on clinical care, nursing care, and the patient experience. Patients can manage their health outside the hospital with HealthKit-enabled apps. And ResearchKit-enabled apps make it easier for medical researchers to gather robust and meaningful data from larger, more varied populations.

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Epocrates
[View on the App Store](#)

Look up drug prescription and safety information, check for potentially harmful drug interactions, and access timely medical news and research information.


Epic Haiku
[View on the App Store](#)

Authorized clinicians can securely access clinic schedules, hospital patient lists, and test results on iPhone. Real-time updates and notifications can be displayed on Apple Watch and iPhone.

Volume purchasing.

Find, buy, and distribute apps and books for everyone in your healthcare organization.

[Learn more about Apple Business Manager](#)

Custom app purchasing.

You can work with developers to get existing apps customized for your specific needs. They are distributed to your healthcare organization privately through Apple Business Manager.

Build apps for better healthcare.

Create custom apps that tap into Apple hardware and features. Use powerful developer tools like Swift and our open source frameworks ResearchKit and CareKit.

[Learn more](#)


Develop native apps with



Build custom apps with Swift



Develop native apps with a powerful SDK.

Build your own apps with the iOS SDK. It comes with tools and resources that help you take advantage of features like Core Location to conduct research on the effect of location and air quality on asthma, and tap into services like push notifications to alert doctors and nurses of patient updates. With the iOS SDK, you can customize apps to streamline hospital operations and help your staff work more efficiently.

[Learn more](#) ➤



Build custom apps with Swift.

Swift is a free and open source programming language that makes code easier to read and write, while giving developers the efficiency and power they need. Developers can use it to create richer, more reliable app experiences that improve patient care.

[Learn how to create apps with Swift](#) ➤



Personalize care with CareKit.

CareKit is an open source software framework that can be used to create personal care apps. Patients can use CareKit apps to manage their medical conditions and share information directly with their doctors and care teams.

[Learn about CareKit](#) ➤



Turn every iPhone into a lab with ResearchKit.

ResearchKit makes it easier for researchers to conduct medical studies. The open source software framework allows researchers to quickly build apps that utilize the advanced sensors in iPhone and Apple Watch. Participants around the world can use the apps to generate data for researchers to study. So far, ResearchKit has been used to study conditions like Parkinson's disease, autism, epilepsy, diabetes, and more.

[Learn about ResearchKit](#) ➤



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Concussion Tracker by NYU Langone Medical Center.

The Diary - Personalized Health for Improved Care by The Diary Corporation.

Epic Haiku - Epic Systems Corporation.

Epocrates Reference Tools for Healthcare Providers by Epocrates.

Mayo Clinic by Mayo Clinic.



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Mayo Clinic by Mayo Clinic.

Mobile MIM by MIM Software Inc.

MyChart Bedside by Epic Systems Corporation.

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Qardio Blood Pressure Monitor and Weight Tracker by Qardio, Inc.

Voalte One VP by Voalte Inc.

🍏 > Healthcare > Products and Platform

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Shop for Business

For Education

Apple and Education
Shop for College

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EXHIBIT 10

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

Apple Watch Series 5

[Overview](#)[Design](#)[Health](#)[Workout](#)[Connect](#)[Buy](#)

Proactive Health Monitor

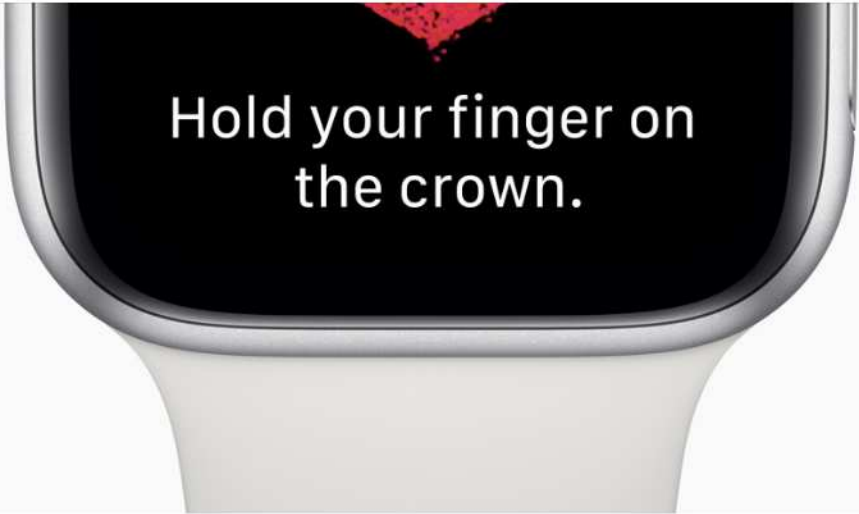
Always in sight. Always insightful.

All around, Apple Watch inspires a healthier life. It monitors your heart rate and lets you know if something is wrong. Helps you keep track of your menstrual cycle and taps you if noise levels rise to a point that could impact your hearing. You can also add complications like Breathe, Heart Rate, and Noise to your watch face and keep them top of mind throughout

menstrual cycle and taps you if noise levels rise to a point that could impact your hearing. You can also add complications like Breathe, Heart Rate, and Noise to your watch face and keep them top of mind throughout your day. It's the first watch that really watches out for you.

ECG on your wrist. Anytime, anywhere. With the ECG app,¹ Apple Watch Series 5 is capable of generating an ECG similar to a single-lead electrocardiogram. It's a momentous achievement for a wearable device that can provide critical data for doctors and peace of mind for you.





Hold your finger on
the crown.



Your finger can tell you a lot about your heart. Electrodes built into the Digital Crown and the back crystal work together with the ECG app to read your heart's electrical signals. Simply touch the Digital Crown to generate an ECG waveform in just 30 seconds. The ECG app can indicate whether your heart rhythm shows signs of atrial fibrillation — a serious form of irregular heart rhythm — or sinus rhythm, which means your heart is beating in a normal pattern.

[Learn how to use the ECG app >](#)

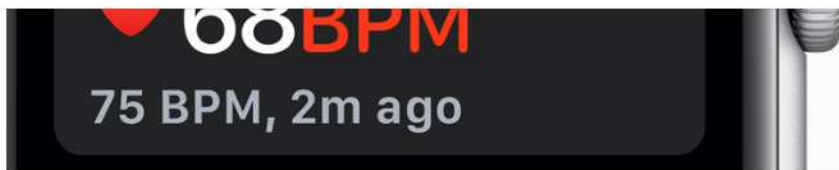




It has your heart in mind. Unusually high or low heart rates and irregular heart rhythms (known as arrhythmias) could be signs of a serious condition. But many people don't recognize the symptoms, so the underlying causes often go undiagnosed. With notifications in the Heart Rate app, Apple Watch Series 5 can check your heart and alert you to these irregularities — so you can take action and consult your doctor.

[Learn more about heart health notifications >](#)





Track your cycle with a tap. The Cycle Tracking App gives you insight into your menstrual cycle and can help provide a clearer picture of your overall health. In addition to simply ensuring that you're prepared, you'll have more information to help you track irregularities and symptoms and enrich discussions with your doctor.



Safe from sound. Noise can rise to levels that may impact your hearing without your even realizing it. The Noise app senses when the roar of the crowd or the rumble of machinery reaches a level that may pose a risk. So you can step out or plug up to give your ears a needed break.

Take a breather. Taking moments throughout the day to stop, relax, and practice mindfulness can help reduce stress and improve overall health. The Breathe app keeps you centered by leading you through a series of calming breaths. It's also available as a watch face, so you can bring focus to your day just by raising your wrist.



Apps that make health the first priority. The right apps can play an important role in reminding you to keep up with healthy routines. Whether you want to better manage a condition like diabetes, make healthier food choices, or reduce stress, there's an app designed to help you prioritize your goal. And with the App Store right on your wrist, it's even easier to find great

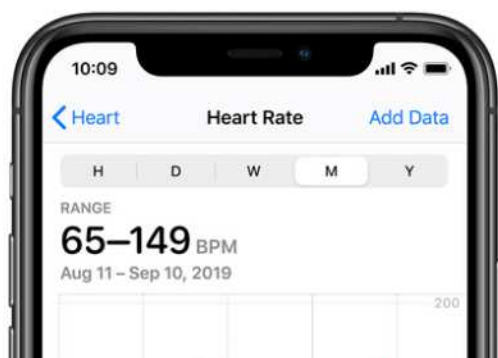
routines. Whether you want to better manage a condition like diabetes, make healthier food choices, or reduce stress, there's an app designed to help you prioritize your goal. And with the App Store right on your wrist, it's even easier to find great health apps.

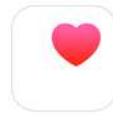
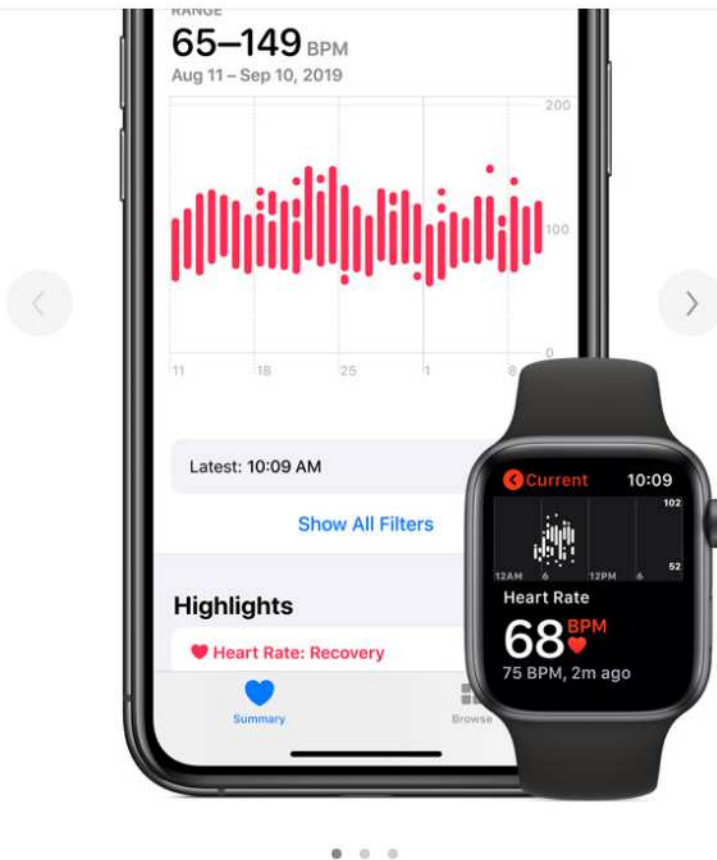


Dexcom G6. If you have type 1 or type 2 diabetes, you can check the levels on your glucose monitor, right from your wrist.²

YAZIO. Easily log your meals, calculate calories, and track your activity for your personal diet plan.

Meditopia. Helps you slow down with on the go meditations to reduce stress, improve sleep, and find more happiness.



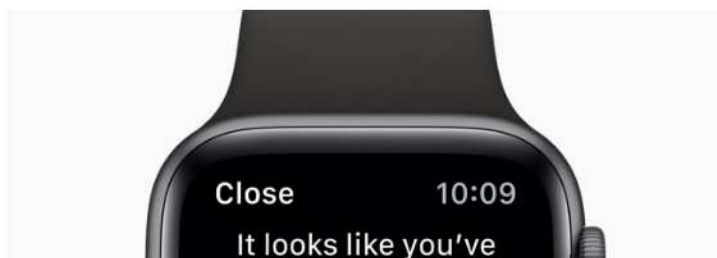


A more personal Health app. For a more informed you. With the Health app on iPhone, it's easier than ever to access the information that matters most to you. You can see automatically generated highlights of how your health data is trending over time.

[Learn more about the Health app >](#)

Fall detection. Apple Watch Series 5 can detect that you've fallen. When an incident like this occurs, a hard fall alert is delivered, and you can easily initiate a call to emergency services or dismiss the alert. If you're unresponsive after 60 seconds, the emergency call will be placed automatically. Your emergency contacts will then be notified and sent your location.

International emergency calling. You can complete a call to emergency services when traveling abroad. Just press and hold the side button on Apple Watch Series 5 with cellular and you'll be connected with the help you need. It even works if you're nowhere near your iPhone.³





Apple Watch Studio

**Any case. Any band.
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Compare Apple Watch models.

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Apple WATCH
SERIES 5



Apple WATCH
SERIES 3



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Online Personal Session

From basics to pro tips, get more out of your new Apple Watch with the help of a Specialist.

[Learn more >](#)

1. The ECG app is available with the latest versions of iOS and watchOS on Apple Watch Series 4 or later. See apple.com/watch for compatibility details. The ECG app is not intended for use by people under 22 years old.

2. Accessories and content are sold separately. Availability is subject to change.

3. The international emergency calling feature requires an Apple Watch Series 5 (GPS + Cellular) model. For a list of supported countries and regions, see apple.com/watchos/feature-availability.

Case and band combinations can be made within collections (Apple Watch, Apple Watch Nike, and Apple Watch Hermès) only.

Apple Watch Series 5 and Apple Watch Series 3 require an iPhone 6s or later with iOS 13 or later.

Wireless service plan required for cellular service. Apple Watch and iPhone service provider must be the same. Not all service providers support enterprise accounts; check with your employer and service provider. Roaming is not available outside your carrier network coverage area. Contact your service provider for more details. Check apple.com/watch/cellular for participating wireless carriers and eligibility.

Features are subject to change. Some features, applications, and services may not be available in all regions or all languages. View complete list.

[Apple](#) > [Watch](#) > [Apple Watch Series 5](#) > [Health](#)

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United States

EXHIBIT 11

Apple Watch.
Helping your patients
identify early warning
signs.



Apple Watch has powerful apps that make it the ultimate device for a healthy life. Now with new notifications and the ECG app, it can provide you and your patients with important information concerning their heart health.

Heart rate notifications.

Apple Watch checks for unusually high or low heart rates in the background, which could be signs of a serious underlying condition. This could help you and your patients identify situations which may warrant further evaluation.

If a patient's heart rate is above 120 bpm or below 40 bpm while they appear to have been inactive for 10 minutes, the user will receive a notification. Patients can adjust the threshold bpm or turn these notifications on or off. All heart rate notifications — along with date, time, and heart rate — can be viewed in the Health app on iPhone.

[Learn more about heart rate notifications >](#)



Irregular rhythm notifications.

The irregular rhythm notification occasionally checks for signs of irregular rhythms that may be suggestive of atrial fibrillation (AFib). This feature won't detect all instances of AFib but may catch something that can provide your patients with an early indication that further evaluation may be warranted.

Irregular rhythm notifications use the optical heart sensor to detect the pulse waves at the wrist and look for variability in





with an early indication that further evaluation may be warranted.

Irregular rhythm notifications use the optical heart sensor to detect the pulse wave at the wrist and look for variability in beat-to-beat intervals when the user is at rest. If the algorithm repeatedly detects an irregular rhythm suggestive of AFib, your patient will receive a notification and the date, time, and beat-to-beat heart rate will be recorded in the Health app.

The Irregular rhythm notification feature has been granted De Novo classification by the FDA for users 22 years and older in the U.S. with no prior history of AFib.

[Learn more about Irregular rhythm notifications >](#)

Validation of irregular rhythm notification feature.

In 2017 and 2018, researchers at Stanford University School of Medicine worked with Apple to conduct the Apple Heart Study on the detection of atrial fibrillation, a heartbeat irregularity that is a leading cause of stroke and hospitalization. Over 400,000 Apple Watch users participated and helped validate the ability of wearable technology to aid in the early detection of this condition, which often goes undiagnosed. And the study led to the availability of the irregular rhythm notification that is now on Apple Watch.

[See the results of the Apple Heart Study >](#)

ECG app.

With the ECG app on Apple Watch Series 4 or later, patients who experience symptoms such as rapid or skipped heartbeat, or receive the Irregular rhythm notification, can capture an ECG and record their symptoms. This real world data can enable you to make more informed and timely decisions regarding further evaluation and care.

The ECG app uses the electrical heart sensor built into the Digital Crown and the back crystal of Apple Watch Series 4 or later to record a single lead ECG similar to a Lead I ECG. The ECG app then provides a result of sinus rhythm, atrial fibrillation, or Inconclusive, and prompts the user to enter any symptoms such as rapid or pounding heartbeat, dizziness, or fatigue. The waveform, results, date, time, and any symptoms are recorded and can be exported from the Health app as a PDF to share with a clinician. If the patient notes symptoms that indicate a serious condition, they are prompted to immediately call emergency services.

The ECG app has been granted De Novo classification by the FDA for users 22 years and older in the U.S.

[Learn more about the ECG app >](#)



How the ECG app works.



How the ECG app works.



1. Launch the ECG app on Apple Watch Series 4 or later.



Understanding the ECG app findings.

The ECG app waveform is similar to a Lead I ECG, which can enable classification of atrial fibrillation and sinus rhythm, but cannot identify other conditions, like heart attacks.

After taking an ECG reading, the ECG app will check for sinus rhythm or AFib. If the heart rate is under 50 bpm or over 120 bpm, the app is unable to check for AFib, but will note the heart rate and save the ECG recording. The ECG app may provide an inconclusive result if, for example, there is poor signal due to motion artifacts or poor electrode contact, the heart rate is between 100 and 120 bpm, or for other reasons such as presence of arrhythmias other than AFib, presence of an ICD or pacemaker, or poor electrical signal in the recording which can occur as a result of right axis deviation.

In a clinical study, the rhythm classification by the ECG app of a single lead ECG on Apple Watch was compared to the rhythm classification by a cardiologist of a simultaneously collected 12-lead ECG. The ECG app demonstrated 99.6% specificity in classifying sinus rhythm and 98.3% sensitivity in classifying AFib for the classifiable results. In this study, 12.2% of recordings were not classifiable.

[Learn more about arrhythmia detection \(PDF\)](#)

“This can be an addition to our growing armamentarium to identify AFib, which can be intermittent and asymptomatic.”



Dr. Richard Milani

Professor of Medicine, Vice-Chairman for Cardiovascular Diseases, Ochsner Health System



Compare Apple Watch Models

	High Heart Rate Notification	Low Heart Rate Notification	Irregular Rhythm Notification	ECG App	Fall Detection
Sensors	Optical heart sensor / PPG	Optical heart sensor / PPG	Optical heart sensor / PPG	Electrical heart sensor / electrodes	Next generation accelerometer and gyroscope
Apple Watch Series 1, 2, 3	✔	✔	✔	✖	✖
Apple Watch Series 4 or later	✔	✔	✔	✔	✔

Healthcare	Overview	Products and Platform	Health on Apple Watch	Health Records
Apple watch Series 1, 2, 3	✓	✓	✓	✗
Apple Watch Series 4 or later	✓	✓	✓	✓

*Note: Original Apple Watch does not support these functions



Fall Detection.

When a hard fall is detected with Apple Watch Series 4 or later, an alert appears and allows the user to easily call emergency services or dismiss the alert. If the user is unresponsive for about a minute, an emergency call will be placed automatically and a message will be sent to the user's emergency contacts. All falls detected are recorded in the Health app. This feature is automatically enabled for users 65 years and older and can be turned on for anyone in the Apple Watch app on iPhone.

[Learn more about Fall Detection](#)

Medical ID.

Medical ID allows first responders and emergency room clinicians to access critical medical information from a patient's iPhone lock screen or Apple Watch without requiring a passcode, and without compromising patient privacy. Patients can list important information such as allergies, medications, conditions, organ donor preferences, and emergency contacts by setting up Medical ID in the Health app on iPhone.

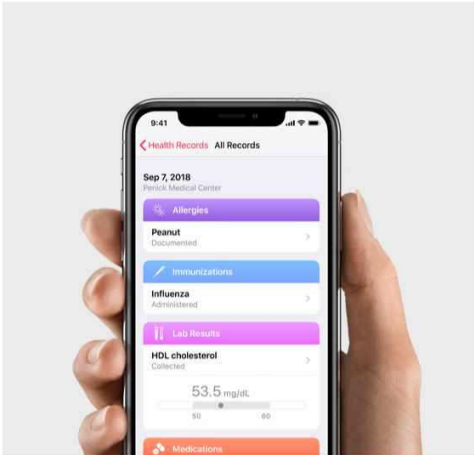
[Learn more about accessing Medical ID on Apple Watch](#)



Health Records on iPhone.

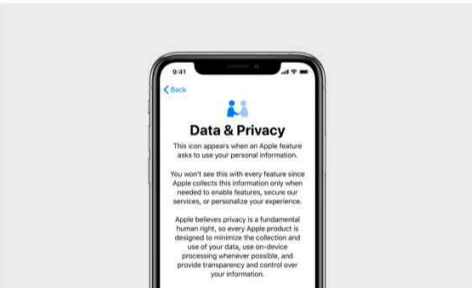
The Health app on iPhone makes it easier than ever for your patients to visualize and securely store their health records from multiple institutions alongside their patient-generated data, creating a more holistic view of their health. So next time you have a question about your patient's medications or past medical history, ask if your patient is aggregating health records in the Health app.

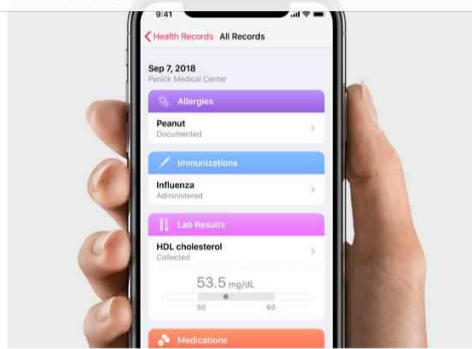
[Learn more about health records on iPhone](#)



Designed with security and privacy in mind.

When a user's iPhone is locked with a passcode, Touch ID, or Face ID, their health data in the Health app is encrypted on-device. If a user chooses to sync their



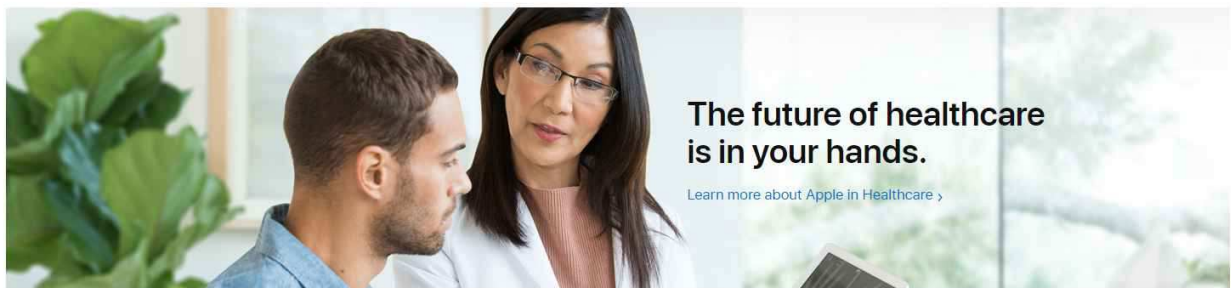
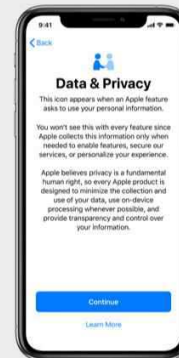


The Health app on iPhone makes it easier than ever for your patients to visualize and securely store their health records from multiple institutions alongside their patient-generated data, creating a more holistic view of their health. So next time you have a question about your patient's medications or past medical history, ask if your patient is aggregating health records in the Health app.

[Learn more about health records on iPhone >](#)

Designed with security and privacy in mind.

When a user's iPhone is locked with a passcode, Touch ID, or Face ID, their health data in the Health app is encrypted on-device. If a user chooses to sync their health data with iCloud, it is encrypted while in transit and at rest.



The future of healthcare is in your hands.

[Learn more about Apple in Healthcare >](#)



All new. For a better you.

[Learn more about Apple Watch >](#)

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United States

EXHIBIT 12

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,715,578

Registered May 13, 2003

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

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

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

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

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

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

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

JAMES A. RAUEN, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2020-03-24 13:54:07 EDT

Mark:



US Serial Number: 76426501

Application Filing Date: Jul. 01, 2002

US Registration Number: 2715578

Registration Date: May 13, 2003

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 24, 2013

Publication Date: Feb. 18, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0851679

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

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

Goods and Services

Note:

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

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

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

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

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1977

Use in Commerce: Jan. 01, 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

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

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 24, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 9

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

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**



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1 INFINITE LOOP
CUPERTINO, CA 95014

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

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

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

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

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

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

JERI J. FICKES, EXAMINING ATTORNEY

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Mark:



US Serial Number: 77648705

Application Filing Date: Jan. 13, 2009

US Registration Number: 3679056

Registration Date: Sep. 08, 2009

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 25, 2015

Publication Date: Jun. 23, 2009

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1014459

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

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

Goods and Services

Note:

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

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

For: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite

navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 31, 1977

Use in Commerce: Jan. 31, 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 06, 2020	TEAS SECTION 8 & 9 RECEIVED	
Sep. 08, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

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

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 107

Date in Location: Mar. 25, 2015

Int. Cls.: 9, 12 and 15

Prior U.S. Cls.: 2, 19, 21, 23, 26, 31, 35, 36, 38 and 44

United States Patent and Trademark Office

Reg. No. 3,084,491

Registered Apr. 25, 2006

**TRADEMARK
PRINCIPAL REGISTER**



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

FOR: ELECTRONIC APPARATUS AND SOFTWARE THEREFOR FOR DOWNLOADING, TRANSMITTING, RECEIVING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO AND NAVIGATION DATA FOR USE IN AUTOMOBILES, RAILWAY CARS AND ENGINES, SHIPS AND PLANES; SOUND EFFECT GENERATORS AND INSTRUMENTS COMPRISED OF COMPUTER HARDWARE AND SOFTWARE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: AUTOMOBILES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FOR: ELECTRIC AND ELECTRONIC MUSICAL INSTRUMENTS; MUSICAL INSTRUMENTS ADAPTED TO PROGRAMMED SYSTEM SEQUENCES;

ELECTRONIC PIANOS, ELECTRONIC KEYBOARD INSTRUMENTS; ELECTRIC OR ELECTRONIC PERCUSSION OR DRUM SYSTEMS COMPRISED OF COMPUTER HARDWARE AND SOFTWARE; MUSIC AND SOUND SYNTHESIZERS; ELECTRONIC TONE GENERATORS; MUSICAL INSTRUMENTS CONTROLLED BY COMPUTER SOFTWARE, IN CLASS 15 (U.S. CLS. 2, 21 AND 36).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 3528452, FILED 11-4-2003, REG. NO. 3528452, DATED 4-27-2005, EXPIRES 11-4-2013.

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

SER. NO. 78-408,365, FILED 4-26-2004.

VIVIAN MICZNIK FIRST, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78408365

Application Filing Date: Apr. 26, 2004

US Registration Number: 3084491

Registration Date: Apr. 25, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 14, 2016

Publication Date: Jan. 31, 2006

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

Design Search 05.09.05 - Apples

Code(s): 05.09.13 - Fruits (slices or quarters of)

Related Properties Information

International Registration Number: 0957465,

International Application(s) /Registration(s) Based on this Property: A0005142/0957465, A0004854, A0009171

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

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 3528452

Foreign Application Filing Date: Nov. 04, 2003

Foreign Registration Number: 3528452

Foreign Registration Date: Apr. 27, 2005

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

Foreign Expiration Date: Nov. 04, 2013

Goods and Services

Note:

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

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

For: Electric and electronic musical instruments; musical instruments adapted to programmed system sequences; electronic pianos, electronic keyboard instruments; electric or electronic percussion or drum systems comprised of computer hardware and software; music and sound synthesizers; electronic tone generators; musical instruments controlled by computer software

International Class(es): 015 - Primary Class

U.S Class(es): 002, 021, 036

Class Status: ACTIVE

Basis: 44(e)

For: electronic apparatus and software therefor for downloading, transmitting, receiving, playing, storing and organizing audio, video and navigation data for use in automobiles [, railway cars][and engines,] [ships and planes]; sound effect generators and instruments comprised of computer hardware and software

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 44(e)

For: [automobiles]

International Class(es): 012 - Primary Class

U.S Class(es): 019, 021, 023, 031, 035, 044

Class Status: SECTION 8 - CANCELLED

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Jan. 03, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 03, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 14, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 14, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76293
Jul. 14, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76293
Jul. 14, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76293
Apr. 22, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 25, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 16, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Nov. 16, 2012	REGISTERED - PARTIAL SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74886
Oct. 24, 2012	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	74886
Nov. 15, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74886
Oct. 24, 2012	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 25, 2006	REGISTERED-PRINCIPAL REGISTER	
Jan. 31, 2006	PUBLISHED FOR OPPOSITION	
Jan. 11, 2006	NOTICE OF PUBLICATION	
Dec. 20, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	76537
Dec. 20, 2005	ASSIGNED TO LIE	76537
Nov. 09, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 08, 2005	AMENDMENT FROM APPLICANT ENTERED	71441
Oct. 18, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	71441
Oct. 18, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 17, 2005	LETTER OF SUSPENSION MAILED	
Jun. 16, 2005	SUSPENSION LETTER WRITTEN	69965
Jun. 08, 2005	AMENDMENT FROM APPLICANT ENTERED	76874
May 23, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	76874
Jun. 08, 2005	ASSIGNED TO LIE	76874
May 23, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 23, 2004	NON-FINAL ACTION MAILED	
Nov. 22, 2004	NON-FINAL ACTION WRITTEN	69965
Nov. 19, 2004	ASSIGNED TO EXAMINER	69965
May 05, 2004	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jul. 14, 2016

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,753,069

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

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Mark:



US Serial Number: 78146716

Application Filing Date: Jul. 23, 2002

US Registration Number: 2753069

Registration Date: Aug. 19, 2003

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 08, 2014

Publication Date: May 27, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

Design Search Code(s): 05.03.25 - Leaf, single; Other leaves
05.09.05 - Apples

Related Properties Information

International Registration Number: 0910391

International Application(s) /Registration(s) Based on this Property: A0005138/0910391

Claimed Ownership of US Registrations: 1114431, 1130288, 1401154 and others

Goods and Services

Note:

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

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

For: [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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1980

Use in Commerce: Sep. 1980

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 08, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76533

Mar. 08, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76533
Feb. 19, 2014	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76533
Mar. 08, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Feb. 19, 2014	TEAS SECTION 8 & 9 RECEIVED	
Feb. 18, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 04, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Mar. 03, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Feb. 18, 2010	TEAS SECTION 8 & 15 RECEIVED	
Jun. 19, 2008	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 19, 2003	REGISTERED-PRINCIPAL REGISTER	
May 27, 2003	PUBLISHED FOR OPPOSITION	
May 07, 2003	NOTICE OF PUBLICATION	
Mar. 06, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 27, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 10, 2003	NON-FINAL ACTION E-MAILED	
Jan. 23, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 08, 2003	NON-FINAL ACTION MAILED	
Dec. 20, 2002	ASSIGNED TO EXAMINER	69811
Dec. 10, 2002	ASSIGNED TO EXAMINER	69222
Aug. 16, 2002	TEAS VOLUNTARY AMENDMENT RECEIVED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 08, 2014

United States of America

United States Patent and Trademark Office



Reg. No. 4,206,562

Registered Sep. 11, 2012

Int. Cl.: 45

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: PERSONAL AND SOCIAL SERVICES RENDERED BY OTHERS TO MEET THE NEEDS OF INDIVIDUALS, NAMELY, ONLINE SOCIAL NETWORKING AND INTRODUCTION SERVICES; ONLINE SOCIAL NETWORKING SERVICES, NAMELY, FACILITATING SOCIAL INTERACTION AMONG INDIVIDUALS, SOCIAL INTRODUCTIONS, AND FOR FINDING PERSONS WITH PARTICULAR HOBBIES, INTERESTS AND BACKGROUNDS; PROVIDING A SOCIAL NETWORKING WEBSITE FOR ENTERTAINMENT PURPOSES; SECURITY SERVICES FOR THE PROTECTION OF PROPERTY, NAMELY, MONITORING OF COMPUTERIZED DATA FOR SECURITY PURPOSES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 9-1-2010; IN COMMERCE 9-1-2010.

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

SN 85-120,250, FILED 8-31-2010.

AMY KERTGATE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2020-03-24 14:37:01 EDT

Mark:



US Serial Number: 85120250

Application Filing Date: Aug. 31, 2010

US Registration Number: 4206562

Registration Date: Sep. 11, 2012

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 28, 2019

Publication Date: May 10, 2011

Notice of Allowance Date: Jul. 05, 2011

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1071007

International Application(s) /Registration(s) Based on this Property: A0023426/1071007

Goods and Services

Note:

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

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

For: Personal and social services rendered by others to meet the needs of individuals, namely, online social networking and introduction services; online social networking services, namely, facilitating social interaction among individuals, social introductions, and for finding persons with particular hobbies, interests and backgrounds; providing a social networking website for entertainment purposes; security services for the protection of property, namely, monitoring of computerized data for security purposes

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 01, 2010

Use in Commerce: Sep. 01, 2010

Basis Information (Case Level)

Filed Use: No

Filed ITU: Yes

Filed 44D: No

Filed 44E: No

Filed 66A: No

Filed No Basis: No

Currently Use: Yes

Currently ITU: No

Currently 44E: No

Currently 66A: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Thomas R. La Perle
Name/Address: Apple Inc.
One Apple Park Way
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 28, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 28, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	74704
Mar. 26, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74704
Mar. 08, 2019	TEAS SECTION 8 & 15 RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 11, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 11, 2012	REGISTERED-PRINCIPAL REGISTER	
Aug. 10, 2012	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Aug. 09, 2012	LAW OFFICE REGISTRATION REVIEW COMPLETED	66213
Aug. 09, 2012	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	

Jul. 24, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Jul. 21, 2012	STATEMENT OF USE PROCESSING COMPLETE	66154
Jul. 03, 2012	USE AMENDMENT FILED	66154
Jul. 21, 2012	EXTENSION 2 GRANTED	66154
Jul. 03, 2012	EXTENSION 2 FILED	66154
Jul. 20, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Jul. 03, 2012	TEAS EXTENSION RECEIVED	
Jul. 03, 2012	TEAS STATEMENT OF USE RECEIVED	
Nov. 05, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 03, 2011	EXTENSION 1 GRANTED	98765
Nov. 03, 2011	EXTENSION 1 FILED	98765
Nov. 03, 2011	TEAS EXTENSION RECEIVED	
Jul. 05, 2011	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 10, 2011	PUBLISHED FOR OPPOSITION	
Apr. 20, 2011	NOTICE OF PUBLICATION	
Apr. 02, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	66213
Apr. 02, 2011	ASSIGNED TO LIE	66213
Mar. 17, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 26, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 25, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 25, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 20, 2010	NON-FINAL ACTION MAILED	
Dec. 17, 2010	NON-FINAL ACTION WRITTEN	86338
Dec. 13, 2010	ASSIGNED TO EXAMINER	86338
Sep. 08, 2010	NOTICE OF DESIGN SEARCH CODE MAILED	
Sep. 07, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 03, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 113

Date in Location: Mar. 28, 2019

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91248363](#)

Filing Date: May 22, 2019

Status: Terminated

Status Date: Oct 19, 2019

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Penta Security Systems, Inc.

Correspondent Address: SANGWON KIM

REVOLUTION IP PLLC
2000 DUKE STREET SUITE 300
ALEXANDRIA VA UNITED STATES , 22314

Correspondent e-mail: mail@revolutioniplaw.com , skim@revolutioniplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WAPPLES	Abandoned - After Inter-Partes Decision	87771399	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025**Correspondent e-mail:** jpetersen@kilpatricktownsend.com , LMcAndrews@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	74660120	2079765
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
APPLE	Registered	85120231	4913886

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 23, 2019	Jul 02, 2019
3	INSTITUTED	May 23, 2019	
4	ANSWER	Jun 12, 2019	
5	P MOT FOR EXT W/ CONSENT	Jul 23, 2019	
6	EXTENSION OF TIME GRANTED	Jul 23, 2019	
7	W/DRAW OF APPLICATION W/O CONSENT	Oct 17, 2019	
8	BD DECISION: OPP SUSTAINED	Oct 19, 2019	
9	TERMINATED	Oct 19, 2019	

Type of Proceeding: Cancellation**Proceeding Number:** [92070089](#)**Filing Date:** Nov 28, 2018**Status:** Terminated**Status Date:** Jan 18, 2019**Interlocutory Attorney:** ELIZABETH WINTER**Defendant****Name:** Ora Inc.**Correspondent Address:** NANCY KENNEDY
ALIX YALE & RISTAS LLP
150 TRUMBULL STREET
HARTFORD CT UNITED STATES , 06103**Correspondent e-mail:** alixyaleristas@gmail.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	Cancelled - Section 18	87105966	5424201

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , ARoach@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	78255986	2820066
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	74527910	1895326
	Registered	85120231	4913886
	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	78430230	3317089
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Registered	86393745	5110262
	Registered	86485418	5286668
	Registered	86662587	4929159
	Registered	86483200	5105598
	Registered	86976825	4814902
	REGISTERED AND RENEWED	77499807	3894316
	Registered	86659920	4966276

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 28, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 28, 2018	Jan 07, 2019
3	PENDING, INSTITUTED	Nov 28, 2018	
4	VOLUNTARY SURRENDER OF REGISTRATION	Dec 12, 2018	
5	BD DECISION: CAN GRANTED	Jan 17, 2019	
6	COMMR ORDER CANCELLING REG	Jan 18, 2019	
7	TERMINATED	Jan 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91235737](#)

Filing Date: Jul 24, 2017

Status: Terminated

Status Date: Nov 06, 2017

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: OEG Building Material

Correspondent Address: JOHN D RITCHISON
RITCHISON LAW OFFICES PC
115 EAST NINTH ST STE A
ANDERSON IN UNITED STATES , 46016

Correspondent e-mail: jdritchison@comcast.net

Associated marks			
Mark	Application Status	Serial Number	Registration Number
BIG APPLE JOIST	Abandoned - After Inter-Partes Decision	87149763	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: ROBERT N POTTER
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

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

mail: [om](#)

Associated marks

Mark	Application Status	Serial Number	Registration Number
TV IPHONE IPHONE MUSIC MUSIC PAY WATCH WATCH WATCH EDITION WATCH SPORT	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	76117498	2657931
	REGISTERED AND RENEWED	76432525	2693317
	REGISTERED AND RENEWED	76432531	2690881
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78255986	2820066
	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	Registered	86658546	4885796
	REGISTERED AND RENEWED	77154348	3359157
	Section 8 and 15 - Accepted and Acknowledged	77353055	4425780
	REGISTERED AND RENEWED	77976400	3746840
	Registered	86662587	4929159
	Registered	86663019	5209941
	Registered	86393745	5110262

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 24, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2017	Sep 03, 2017
3	PENDING, INSTITUTED	Jul 25, 2017	
4	NOTICE OF DEFAULT	Sep 13, 2017	
5	BD DECISION: SUSTAINED	Nov 06, 2017	
6	TERMINATED	Nov 06, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235530](#)

Filing Date: Jul 12, 2017

Status: Terminated

Status Date: Dec 07, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Ora Inc.

Correspondent Address: PATRICK A QUINLAN
HAMILTON BROOK SMITH & REYNOLDS PC
530 VIRGINIA ROAD, P O BOX 9133
CONCORD MA UNITED STATES , 01743-9133

Correspondent e-mail: John.DuPre@hbsr.com , Patrick.Quinlan@hbsr.com , Christopher.Jensen@hbsr.com , trademarks@hbsr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	87232969	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH RD
MENLO PARK CA UNITED STATES , 94025**Correspondent e-mail:** jpetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com , aroach@kilpatricktownsend.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	Registered	86658546	4885796
	REGISTERED AND RENEWED	78155188	2926853
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Registered	85120231	4913886
WATCH	Registered	86390818	5161497
WATCH	Registered	86390853	4783440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 12, 2017	Aug 21, 2017
3	PENDING, INSTITUTED	Jul 12, 2017	
4	D APPEARANCE / POWER OF ATTORNEY	Aug 18, 2017	
5	D MOT FOR EXT W/ CONSENT	Aug 18, 2017	
6	EXTENSION OF TIME GRANTED	Aug 18, 2017	
7	ANSWER	Sep 20, 2017	
8	P COMBINED MT TO CONSOLIDATE AND EXT/W CONSENT	Oct 18, 2017	
9	CONSOLIDATION GRANTED; DATES REMAIN AS SET	Nov 17, 2017	
10	TRIAL DATES REMAIN AS SET	Nov 30, 2017	
11	STIP FOR EXT	Apr 26, 2018	
12	EXTENSION OF TIME GRANTED	Apr 26, 2018	
13	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 12, 2018	
14	SUSPENDED	Jun 12, 2018	
15	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 13, 2018	
16	SUSPENDED	Sep 13, 2018	
17	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 18, 2018	
18	SUSPENDED	Oct 18, 2018	
19	P NOTICE OF EXPERT DISCL	Nov 21, 2018	
20	SUSPENDED	Dec 03, 2018	
21	W/DRAW OF APPLICATION	Dec 05, 2018	
22	BD DECISION: OPP SUSTAINED	Dec 07, 2018	
23	TERMINATED	Dec 07, 2018	

Type of Proceeding: Opposition**Proceeding Number:** [91236201](#)**Filing Date:** Jul 12, 2017**Status:** Terminated**Status Date:** Aug 28, 2017**Interlocutory** ELIZABETH A DUNN

Attorney:

Defendant

Name: Ora Inc.

Correspondent JOHN L DUPRÉ
Address: HAMILTON BROOK SMITH & REYNOLDS PC
530 VIRGINIA ROAD, PO BOX 9133
CONCORD MA UNITED STATES , 01743-9133

Correspondent e-mail: Patrick.Quinlan@hbsr.com , John.DuPre@hbsr.com , Christopher.Jensen@hbsr.com , trademarks@hbsr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	87232969	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	Registered	86658546	4885796
	REGISTERED AND RENEWED	78155188	2926853
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Registered	85120231	4913886
WATCH	Registered	86390818	5161497
WATCH	Registered	86390853	4783440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 18, 2017	Sep 27, 2017
3	PENDING, INSTITUTED	Aug 18, 2017	
4	D APPEARANCE / POWER OF ATTORNEY	Aug 28, 2017	
5	BD DECISION: DISMISSED	Aug 28, 2017	
6	TERMINATED	Aug 28, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91214957](#)

Filing Date: Feb 18, 2014

Status: Terminated

Status Date: Mar 20, 2014

Interlocutory Attorney: CHERYL S GOODMAN

Defendant

Name: GS1 US, Inc.

Correspondent ELIZABETH K STNALEY
Address: BAKER BOTTS LLP

2001 ROSS AVE, STE 600
DALLAS TX UNITED STATES , 75201-2980

Correspondent e-mail: daltmdept@bakerbotts.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Registered	85509353	4708567
Plaintiff(s)			

Name: Apple Inc.

Correspondent Address: JOSSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: JPetersen@kiltown.com , ARoach@kiltown.com , agarcia@kiltown.com , PRosenberg@kiltown.com , NYTrademarks@kiltown.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78155188	2926853
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	74660120	2079765

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 18, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 18, 2014	Mar 30, 2014
3	PENDING, INSTITUTED	Feb 18, 2014	
4	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 17, 2014	Apr 16, 2014
5	W/DRAW OF OPPOSITION	Mar 20, 2014	
6	BD DECISION: DISMISSED W/O PREJ	Mar 20, 2014	
7	TERMINATED	Mar 20, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91214699](#)

Filing Date: Jan 29, 2014

Status: Terminated

Status Date: May 20, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Katrina E. Woodhall MD and Associates, A Professional Medical Corporation

Correspondent Address: KATRINA E WOODHALL MD AND ASSOCIATES
A PROFESSIONSL MEDICAL CORPORATION
PO BOX 642
SOLANA BEACH CA UNITED STATES , 92075-0642

Correspondent e-mail: INFO@DRWOODHALL.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	85841168	
Plaintiff(s)			

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP

1114 AVENUE OF THE AMERICAS, 21ST FOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: JPetersen@kiltown.com , NChollet@kiltown.com , agarcia@kiltown.com , NYTrademarks@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78156920	3064984
	REGISTERED AND RENEWED	77365106	3462174
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	76117498	2657931
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	78408618	3078580
	Section 8 and 15 - Accepted and Acknowledged	77356362	3818856
	REGISTERED AND RENEWED	78156809	3070035
	REGISTERED AND RENEWED	78155196	2951270
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78255986	2820066
	REGISTERED AND RENEWED	76432531	2690881
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	76432525	2693317
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	74712807	2180949
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	REGISTERED AND RENEWED	78408605	3108652

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 29, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 29, 2014	Mar 10, 2014
3	PENDING, INSTITUTED	Jan 29, 2014	
4	NOTICE OF DEFAULT	Apr 01, 2014	
5	BD DECISION: SUSTAINED	May 20, 2014	
6	TERMINATED	May 20, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91209411](#)

Filing Date: Feb 20, 2013

Status: Terminated

Status Date: Oct 14, 2014

Interlocutory Attorney: CHERYL S GOODMAN

Defendant

Name: Andrew C. Hall

Correspondent Address: ANDREW C HALL
648 S ESSEX LN
MESA AZ UNITED STATES , 85208

Correspondent e-mail: andrewhallaz@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE APPLE	Abandoned - After Inter-Partes Decision	85599857	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

Address: KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: jpetersen@kiltown.com , prosenberg@kiltown.com , AGarcia@kiltown.com , NYTrademarks@kiltown.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Cancellation Pending	77428980	4088195
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 20, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 20, 2013	Apr 01, 2013
3	PENDING, INSTITUTED	Feb 20, 2013	
4	ANSWER	Apr 01, 2013	
5	D MOT FOR EXT W/O CONSENT	Jul 08, 2013	
6	D'S ANSWERS TO P'S REQ PRODUCTION	Aug 19, 2013	
7	P MOT FOR EXT W/ CONSENT	Aug 22, 2013	
8	EXTENSION OF TIME GRANTED	Aug 22, 2013	
9	EXTENSION OF TIME GRANTED	Sep 25, 2013	
10	STIP FOR EXT	Dec 10, 2013	
11	EXTENSION OF TIME GRANTED	Dec 11, 2013	
12	P MOT FOR EXT W/O CONSENT	Jan 27, 2014	
13	P MOT FOR EXT W/ CONSENT	Jan 27, 2014	
14	EXTENSION OF TIME GRANTED	Apr 24, 2014	
15	EXTENSION OF TIME GRANTED	Apr 24, 2014	
16	STIP TO SUSP PEND SETTL NEGOTIATIONS	Apr 24, 2014	
17	SUSPENDED	Apr 24, 2014	
18	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 20, 2014	
19	SUSPENDED	Jun 20, 2014	
20	STIP TO SUSP PEND SETTL NEGOTIATIONS	Aug 05, 2014	
21	SUSPENDED	Aug 05, 2014	
22	W/DRAW OF APPLICATION W/O CONSENT	Sep 22, 2014	
23	BD DECISION: SUSTAINED	Oct 14, 2014	
24	TERMINATED	Oct 14, 2014	

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 4,913,886

Registered Mar. 8, 2016

Int. Cl.: 45

SERVICE MARK

PRINCIPAL REGISTER

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

FOR: PERSONAL AND SOCIAL SERVICES RENDERED BY OTHERS TO MEET THE NEEDS OF INDIVIDUALS, NAMELY, ONLINE SOCIAL NETWORKING AND INTRODUCTION SERVICES; ONLINE SOCIAL NETWORKING SERVICES, NAMELY, FACILITATING SOCIAL INTERACTION AMONG INDIVIDUALS, SOCIAL INTRODUCTIONS, AND FOR FINDING PERSONS WITH PARTICULAR HOBBIES, INTERESTS AND BACKGROUNDS; PROVIDING A SOCIAL NETWORKING WEBSITE FOR ENTERTAINMENT PURPOSES; SECURITY SERVICES FOR THE PROTECTION OF PROPERTY, NAMELY, MONITORING OF COMPUTERIZED DATA FOR SECURITY PURPOSES, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 10-13-2011; IN COMMERCE 10-13-2011.

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

SN 85-120,231, FILED 8-31-2010.

AMY KERTGATE, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2020-03-24 14:38:25 EDT

Mark: APPLE

APPLE

US Serial Number: 85120231

Application Filing Date: Aug. 31, 2010

US Registration Number: 4913886

Registration Date: Mar. 08, 2016

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 08, 2016

Publication Date: Sep. 13, 2011

Notice of Allowance Date: Nov. 08, 2011

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1071006

International Application(s) /Registration(s) Based on this Property: A0023428/1071006

Goods and Services

Note:

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

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

For: Personal and social services rendered by others to meet the needs of individuals, namely, online social networking and introduction services; online social networking services, namely, facilitating social interaction among individuals, social introductions, and for finding persons with particular hobbies, interests and backgrounds; providing a social networking website for entertainment purposes; security services for the protection of property, namely, monitoring of computerized data for security purposes

International Class(es): 045 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 13, 2011

Use in Commerce: Oct. 13, 2011

Basis Information (Case Level)

Filed Use: No
Filed ITU: Yes
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently Use: Yes
Currently ITU: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.
Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014
Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle
Attorney Primary Email Address: trademarkdocket@apple.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014
Phone: 408-974-2385
Fax: 408-253-0186
Correspondent e-mail: trademarkdocket@apple.com karenmarie_kitterm_an@apple.com amy.shelton@apple.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2016	EXPARTE APPEAL TERMINATED	120231
Mar. 08, 2016	REGISTERED-PRINCIPAL REGISTER	
Feb. 03, 2016	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 02, 2016	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 19, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	68552
Jan. 19, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	68552
Jan. 13, 2016	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jan. 13, 2016	EX PARTE APPEAL-INSTITUTED	120231
Jan. 13, 2016	JURISDICTION RESTORED TO EXAMINING ATTORNEY	120231
Jan. 13, 2016	EXPARTE APPEAL RECEIVED AT TTAB	
Jan. 12, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 12, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 13, 2015	NOTIFICATION OF FINAL REFUSAL EMAILED	
Jul. 13, 2015	FINAL REFUSAL E-MAILED	
Jul. 13, 2015	SU - FINAL REFUSAL - WRITTEN	86338
Jun. 17, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

Jun. 16, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 16, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 17, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Dec. 17, 2014	NON-FINAL ACTION E-MAILED	
Dec. 17, 2014	SU - NON-FINAL ACTION - WRITTEN	86338
Dec. 03, 2014	STATEMENT OF USE PROCESSING COMPLETE	71034
Nov. 07, 2014	USE AMENDMENT FILED	71034
Nov. 07, 2014	TEAS STATEMENT OF USE RECEIVED	
Apr. 19, 2014	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 18, 2014	EXTENSION 5 GRANTED	71034
Apr. 16, 2014	EXTENSION 5 FILED	71034
Apr. 16, 2014	TEAS EXTENSION RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 13, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 12, 2013	EXTENSION 4 GRANTED	71034
Nov. 06, 2013	EXTENSION 4 FILED	71034
Nov. 06, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 06, 2013	TEAS EXTENSION RECEIVED	
May 22, 2013	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
May 21, 2013	EXTENSION 3 GRANTED	71034
Apr. 24, 2013	EXTENSION 3 FILED	71034
May 21, 2013	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71034
Apr. 24, 2013	TEAS EXTENSION RECEIVED	
Nov. 08, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 07, 2012	EXTENSION 2 GRANTED	76873
Nov. 05, 2012	EXTENSION 2 FILED	76873
Nov. 06, 2012	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76873
Nov. 05, 2012	TEAS EXTENSION RECEIVED	
May 01, 2012	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Apr. 27, 2012	EXTENSION 1 GRANTED	98765
Apr. 27, 2012	EXTENSION 1 FILED	98765
Apr. 27, 2012	TEAS EXTENSION RECEIVED	
Nov. 08, 2011	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 13, 2011	PUBLISHED FOR OPPOSITION	
Aug. 24, 2011	NOTICE OF PUBLICATION	
Aug. 05, 2011	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Aug. 02, 2011	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 01, 2011	LIE CHECKED SUSP - TO ATTY FOR ACTION	68552
Aug. 01, 2011	ASSIGNED TO LIE	68552
Jan. 31, 2011	LETTER OF SUSPENSION MAILED	
Jan. 28, 2011	SUSPENSION LETTER WRITTEN	86338
Jan. 15, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 14, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 14, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 20, 2010	NON-FINAL ACTION MAILED	
Dec. 17, 2010	NON-FINAL ACTION WRITTEN	86338
Dec. 13, 2010	ASSIGNED TO EXAMINER	86338
Sep. 05, 2010	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 03, 2010	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 02, 2016

Proceedings

Summary

Number of
Proceedings: 6

Type of Proceeding: Opposition

Proceeding
Number: [91248363](#)

Filing Date: May 22, 2019

Status: Terminated

Status Date: Oct 19, 2019

Interlocutory
Attorney: MIKE WEBSTER

Defendant

Name: Penta Security Systems, Inc.

Correspondent
Address: SANGWON KIM
REVOLUTION IP PLLC
2000 DUKE STREET SUITE 300
ALEXANDRIA VA UNITED STATES , 22314

Correspondent e-mail: mail@revolutioniplaw.com , skim@revolutioniplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WAPPLES	Abandoned - After Inter-Partes Decision	87771399	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , LMcAndrews@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	74660120	2079765
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
APPLE	Registered	85120231	4913886

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 23, 2019	Jul 02, 2019
3	INSTITUTED	May 23, 2019	
4	ANSWER	Jun 12, 2019	
5	P MOT FOR EXT W/ CONSENT	Jul 23, 2019	
6	EXTENSION OF TIME GRANTED	Jul 23, 2019	
7	W/DRAW OF APPLICATION W/O CONSENT	Oct 17, 2019	
8	BD DECISION: OPP SUSTAINED	Oct 19, 2019	
9	TERMINATED	Oct 19, 2019	

Type of Proceeding: Cancellation

Proceeding Number: [92070089](#)

Filing Date: Nov 28, 2018

Status: Terminated

Status Date: Jan 18, 2019

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Ora Inc.

Correspondent Address: NANCY KENNEDY
ALIX YALE & RISTAS LLP
150 TRUMBULL STREET
HARTFORD CT UNITED STATES , 06103

Correspondent e-mail: alixyaleristas@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Cancelled - Section 18	87105966	5424201

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , ARoach@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78255986	2820066
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE	REGISTERED AND RENEWED	74527910	1895326
APPLE	Registered	85120231	4913886
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
PAY	Registered	86393745	5110262
PAY	Registered	86485418	5286668
MUSIC	Registered	86662587	4929159
APPLE PAY	Registered	86483200	5105598
APPLE PAY	Registered	86976825	4814902
APPLECARE	REGISTERED AND RENEWED	77499807	3894316
APPLE MUSIC	Registered	86659920	4966276

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 28, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 28, 2018	Jan 07, 2019
3	PENDING, INSTITUTED	Nov 28, 2018	
4	VOLUNTARY SURRENDER OF REGISTRATION	Dec 12, 2018	
5	BD DECISION: CAN GRANTED	Jan 17, 2019	
6	COMMR ORDER CANCELLING REG	Jan 18, 2019	
7	TERMINATED	Jan 18, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91235530](#)

Filing Date: Jul 12, 2017

Status: Terminated

Status Date: Dec 07, 2018

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Ora Inc.

Correspondent Address: PATRICK A QUINLAN
HAMILTON BROOK SMITH & REYNOLDS PC
530 VIRGINIA ROAD, P O BOX 9133
CONCORD MA UNITED STATES , 01743-9133

Correspondent e-mail: John.DuPre@hbsr.com , Patrick.Quinlan@hbsr.com , Christopher.Jensen@hbsr.com , trademarks@hbsr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	87232969	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	Registered	86658546	4885796
	REGISTERED AND RENEWED	78155188	2926853
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Registered	85120231	4913886
WATCH	Registered	86390818	5161497
WATCH	Registered	86390853	4783440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 12, 2017	Aug 21, 2017
3	PENDING, INSTITUTED	Jul 12, 2017	
4	D APPEARANCE / POWER OF ATTORNEY	Aug 18, 2017	
5	D MOT FOR EXT W/ CONSENT	Aug 18, 2017	
6	EXTENSION OF TIME GRANTED	Aug 18, 2017	
7	ANSWER	Sep 20, 2017	
8	P COMBINED MT TO CONSOLIDATE AND EXT/W CONSENT	Oct 18, 2017	
9	CONSOLIDATION GRANTED; DATES REMAIN AS SET	Nov 17, 2017	
10	TRIAL DATES REMAIN AS SET	Nov 30, 2017	
11	STIP FOR EXT	Apr 26, 2018	

12	EXTENSION OF TIME GRANTED	Apr 26, 2018
13	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jun 12, 2018
14	SUSPENDED	Jun 12, 2018
15	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 13, 2018
16	SUSPENDED	Sep 13, 2018
17	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 18, 2018
18	SUSPENDED	Oct 18, 2018
19	P NOTICE OF EXPERT DISCL	Nov 21, 2018
20	SUSPENDED	Dec 03, 2018
21	W/DRAW OF APPLICATION	Dec 05, 2018
22	BD DECISION: OPP SUSTAINED	Dec 07, 2018
23	TERMINATED	Dec 07, 2018

Type of Proceeding: Opposition

Proceeding Number: [91236201](#)

Filing Date: Jul 12, 2017

Status: Terminated

Status Date: Aug 28, 2017

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Ora Inc.

Correspondent Address: JOHN L DUPRÉ
HAMILTON BROOK SMITH & REYNOLDS PC
530 VIRGINIA ROAD, PO BOX 9133
CONCORD MA UNITED STATES , 01743-9133

Correspondent e-mail: Patrick.Quinlan@hbsr.com , John.DuPre@hbsr.com , Christopher.Jensen@hbsr.com , trademarks@hbsr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	87232969	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
	Registered	86658546	4885796
	REGISTERED AND RENEWED	78155188	2926853
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Registered	85120231	4913886
WATCH	Registered	86390818	5161497
WATCH	Registered	86390853	4783440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 18, 2017	Sep 27, 2017
3	PENDING, INSTITUTED	Aug 18, 2017	
4	D APPEARANCE / POWER OF ATTORNEY	Aug 28, 2017	
5	BD DECISION: DISMISSED	Aug 28, 2017	
6	TERMINATED	Aug 28, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235324](#)

Filing Date: Jun 28, 2017

Status: Terminated

Status Date: Oct 16, 2017

Interlocutory Attorney: ELIZABETH A DUNN

Defendant

Name: Apple to Oyster LLC

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

Correspondent e-mail: info@appletooster.com

Associated marks

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

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

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

REGISTERED AND RENEWED

[76426501](#)[2715578](#)

Prosecution History

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

Type of Proceeding: Exparte Appeal

Proceeding Number: [85120231](#)

Filing Date: Jan 13, 2016

Status: Terminated

Status Date: Mar 08, 2016

Interlocutory Attorney:

Plaintiff(s)

Name: Apple Inc.

Correspondent JASON M VOGEL

Address: KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036Correspondent e-mail: NYTrademarks@ktslaw.com , prosenberg@ktslaw.com , jvogel@ktslaw.com , brook@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Registered	85120231	4913886

Prosecution History

Entry Number	History Text	Date	Due Date
1	APPEAL TO BOARD	Jan 13, 2016	
2	APPEAL ACKNOWLEDGED; CASE REMANDED	Jan 13, 2016	
3	INSTITUTED	Jan 13, 2016	
4	REQ FOR RECON	Jan 13, 2016	
5	APPLICANT MOT TO CONSOLIDATE	Jan 12, 2016	
6	TERMINATED	Mar 08, 2016	

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 1,078,312

Registered Nov. 29, 1977

**Renewal Term Begins
Nov. 29, 2017**

10 Year

Renewal/Amended

Int. Cl.: 9

Trademark

Principal Register

APPLE INC. (CALIFORNIA CORPORATION)

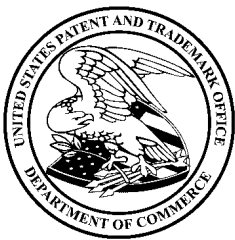
One Apple Park Way

Cupertino, CALIFORNIA 95014

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 4-00-1976; IN COMMERCE 4-00-1976

SER. NO. 73-120,444, FILED 03-25-1977



Andrei Iancu

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2020-03-24 14:39:08 EDT

Mark: APPLE

APPLE

US Serial Number: 73120444

Application Filing Date: Mar. 25, 1977

US Registration Number: 1078312

Registration Date: Nov. 29, 1977

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 13, 2019

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

International Registration Number: 0870749

International Application(s) /Registration(s) Based on this Property: A0001658/0870749

Goods and Services

Note:

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

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

For: COMPUTERS; [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 *))

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 1976

Use in Commerce: Apr. 1976

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
APPLE INC.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 13, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 13, 2019	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75461
Mar. 13, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75461
Mar. 13, 2019	AMENDMENT UNDER SECTION 7 - ISSUED	75461
Jan. 10, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Jan. 09, 2019	PETITION TO DIRECTOR - GRANTED	78196
Oct. 30, 2018	PETITION PENDING - AMENDMENT COMMENT PERIOD	78196
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 03, 2018	TEAS RESPONSE TO PETITION TO DIRECTOR INQUIRY	
Sep. 03, 2018	PETITION INQUIRY LETTER ISSUED	
Aug. 20, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73373
Aug. 09, 2018	ASSIGNED TO PETITION STAFF	78196
Jul. 18, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	81878
Jun. 07, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	78049
May 25, 2018	TEAS SECTION 8 & 9 RECEIVED	
May 25, 2018	SEC 7 REQUEST FILED	
May 25, 2018	TEAS PETITION TO DIRECTOR RECEIVED	1111
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 26, 2008	COUNTERCLAIM OPP. NO. 999999	182775
Nov. 23, 2007	CASE FILE IN TICRS	
Jun. 21, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
Jun. 21, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 21, 2007	ASSIGNED TO PARALEGAL	64591
May 17, 2007	TEAS SECTION 8 & 9 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 11, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 18, 1997	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 02, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 30, 1997	POST REGISTRATION ACTION MAILED - SEC. 9	
Mar. 18, 1997	POST REGISTRATION ACTION MAILED - SEC. 9	
Feb. 05, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Apr. 28, 1983	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Dec. 29, 1980	CANCELLATION INSTITUTED NO. 999999	12748
Apr. 28, 1981	CANCELLATION DENIED NO. 999999	12748

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 13, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE COMPUTER, INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0463](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0463.pdf](#)

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

ANGELA DUONG, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2020-03-24 14:41:17 EDT

Mark: APPLE

APPLE

US Serial Number: 77172511

Application Filing Date: May 03, 2007

US Registration Number: 3928818

Registration Date: Mar. 08, 2011

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Oct. 10, 2017

Publication Date: Jan. 01, 2008

Notice of Allowance Date: Mar. 25, 2008

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 0956402

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

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

Goods and Services

Note:

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

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

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

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

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1976

Use in Commerce: Apr. 01, 1976

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL

Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 08, 2020	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 10, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 10, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 07, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Sep. 08, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 11, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 08, 2011	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jan. 28, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73296
Jan. 25, 2011	ASSIGNED TO LIE	73296
Jan. 23, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 28, 2010	STATEMENT OF USE PROCESSING COMPLETE	66154
Dec. 15, 2010	USE AMENDMENT FILED	66154
Dec. 15, 2010	TEAS STATEMENT OF USE RECEIVED	
Dec. 15, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Sep. 24, 2010	EXTENSION 5 GRANTED	66154
Sep. 22, 2010	EXTENSION 5 FILED	66154
Sep. 22, 2010	TEAS EXTENSION RECEIVED	
Mar. 30, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Mar. 27, 2010	EXTENSION 4 GRANTED	66154
Mar. 19, 2010	EXTENSION 4 FILED	66154
Mar. 19, 2010	TEAS EXTENSION RECEIVED	
Sep. 16, 2009	EXTENSION 3 GRANTED	66154
Aug. 21, 2009	EXTENSION 3 FILED	66154
Sep. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Aug. 21, 2009	TEAS EXTENSION RECEIVED	
Mar. 05, 2009	EXTENSION 2 GRANTED	98765
Mar. 05, 2009	EXTENSION 2 FILED	98765
Mar. 05, 2009	TEAS EXTENSION RECEIVED	
Aug. 13, 2008	EXTENSION 1 GRANTED	98765
Aug. 13, 2008	EXTENSION 1 FILED	98765

Aug. 13, 2008	TEAS EXTENSION RECEIVED	
Mar. 25, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 01, 2008	PUBLISHED FOR OPPOSITION	
Dec. 12, 2007	NOTICE OF PUBLICATION	
Nov. 26, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78289
Nov. 23, 2007	ASSIGNED TO LIE	78289
Oct. 19, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 11, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 11, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 19, 2007	NON-FINAL ACTION MAILED	
Jul. 18, 2007	NON-FINAL ACTION WRITTEN	83695
Jul. 05, 2007	ASSIGNED TO EXAMINER	83695
May 08, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 104

Date in Location: Oct. 10, 2017

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,808,567

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 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, 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

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Mark: APPLE

US Serial Number: 78170383

Application Filing Date: Oct. 02, 2002

US Registration Number: 2808567

Registration Date: Jan. 27, 2004

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 10, 2014

Publication Date: Nov. 04, 2003

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

International Registration Number: 0870749

International Application(s) /Registration(s) Based on this Property: A0001658/0870749

Claimed Ownership of US Registrations: 1078312, 1144147, 1895326, 2079765, 2132209 and others

Goods and Services

Note:

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

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

For: COMPUTER 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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1980

Use in Commerce: Sep. 1980

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 10, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 10, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Feb. 10, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Jan. 24, 2014	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76985
Feb. 10, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Jan. 24, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 24, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jul. 31, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315

Jul. 31, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jul. 12, 2010	TEAS SECTION 8 & 15 RECEIVED	
Apr. 26, 2008	COUNTERCLAIM OPP. NO. 999999	182775
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 27, 2004	REGISTERED-PRINCIPAL REGISTER	
Nov. 04, 2003	PUBLISHED FOR OPPOSITION	
Oct. 15, 2003	NOTICE OF PUBLICATION	
Sep. 04, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 29, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Aug. 05, 2003	CASE FILE IN TICRS	
Jul. 30, 2003	EMAIL RECEIVED	
Jul. 07, 2003	NON-FINAL ACTION E-MAILED	
Apr. 01, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 10, 2003	NON-FINAL ACTION E-MAILED	
Mar. 07, 2003	ASSIGNED TO EXAMINER	69940

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 10, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0463](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0463.pdf](#)

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cls.: 35 and 41

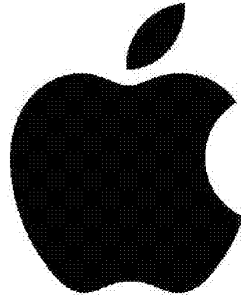
Prior U.S. Cls.: 100, 101, 102 and 107

Reg. No. 3,298,028

United States Patent and Trademark Office

Registered Sep. 25, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

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

JEFFERY COWARD, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78943482

Application Filing Date: Aug. 02, 2006

US Registration Number: 3298028

Registration Date: Sep. 25, 2007

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 05, 2018

Publication Date: Jul. 10, 2007

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0946932

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

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

Goods and Services

Note:

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

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

For: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet

concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

For: Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 05, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 05, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70187
Apr. 05, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70187
Apr. 05, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70187
Mar. 23, 2018	TEAS SECTION 8 & 9 RECEIVED	

Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jul. 03, 2017	COUNTERCLAIM OPP. NO. 999999	234630
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 25, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 23, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Sep. 23, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	71378
Sep. 13, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	71378
Sep. 22, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	71378
Sep. 12, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 13, 2013	TEAS SECTION 8 & 15 RECEIVED	
Sep. 25, 2007	REGISTERED-PRINCIPAL REGISTER	
Jul. 10, 2007	PUBLISHED FOR OPPOSITION	
Jun. 20, 2007	NOTICE OF PUBLICATION	
Apr. 30, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76538
Apr. 30, 2007	EXAMINERS AMENDMENT MAILED	
Apr. 27, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2007	EXAMINER'S AMENDMENT ENTERED	88888
Apr. 27, 2007	EXAMINERS AMENDMENT -WRITTEN	73276
Mar. 21, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	76538
Mar. 21, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76538
Mar. 21, 2007	ASSIGNED TO LIE	76538
Feb. 13, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Dec. 12, 2006	PRIORITY ACTION MAILED	
Dec. 11, 2006	PRIORITY ACTION WRITTEN	73276
Dec. 08, 2006	ASSIGNED TO EXAMINER	73276
Aug. 09, 2006	NOTICE OF DESIGN SEARCH CODE MAILED	
Aug. 08, 2006	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 05, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA

Where Organized:

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 10

Prior U.S. Cls.: 26, 39 and 44

United States Patent and Trademark Office

Reg. No. 3,064,984

Registered Mar. 7, 2006

**TRADEMARK
PRINCIPAL REGISTER**



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

FOR: MEDICAL INSTRUMENTS FOR CARDIOVASCULAR DIAGNOSTICS; X-RAY APPARATUS FOR MEDICAL USE; RADIATION THERAPY MACHINES; ELECTROMAGNETIC MEDICAL DIAGNOSTIC IMAGING APPARATUS AND MEDICAL X-RAY SCANNERS; LASER POINTERS AND LASERS FOR MEDICAL USE; ULTRASONIC MEDICAL DIAGNOSTIC APPARATUS, X-RAY PHOTOGRAPHS FOR MEDICAL PURPOSES; PARTS AND FITTINGS FOR ALL THE AFORESAID GOODS, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593127, FILED 2-26-2002, REG. NO. 002593127, DATED 2-20-2004, EXPIRES 2-26-2012.

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

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

SER. NO. 78-156,920, FILED 8-22-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2020-03-24 14:52:06 EDT

Mark:



US Serial Number: 78156920

Application Filing Date: Aug. 22, 2002

US Registration Number: 3064984

Registration Date: Mar. 07, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: May 16, 2016

Publication Date: Oct. 18, 2005

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

Claimed Ownership of US Registrations: 0113028, 0140042, 1114431, 1228952, 1401154, 1421062 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2593127

Foreign Application Filing Date: Feb. 26, 2002

Foreign Registration Number: 002593127

Foreign Registration Date: Feb. 20, 2004

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

Foreign Expiration Date: Feb. 26, 2012

Goods and Services

Note:

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

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

For: Medical instruments for cardiovascular diagnostics; [X-ray apparatus for medical use; radiation therapy machines; electromagnetic medical diagnostic imaging apparatus and medical x-ray scanners; laser pointers and lasers for medical use; ultrasonic medical diagnostic apparatus, X-ray photographs for medical purposes; parts and fittings for all the aforesaid goods]

International Class(es): 010 - Primary Class

U.S Class(es): 026, 039, 044

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 16, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 16, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
May 16, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
May 16, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Mar. 04, 2016	TEAS SECTION 8 & 9 RECEIVED	
Feb. 26, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	

Feb. 26, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 07, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 05, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 - MAILED	
Mar. 05, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED	67657
Feb. 13, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67657
Sep. 07, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76072
Sep. 06, 2012	TEAS SECTION 8 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 07, 2006	REGISTERED-PRINCIPAL REGISTER	
Jan. 27, 2006	CHANGES/CORRECTIONS AFTER PUB APPROVAL ENTERED	67445
Jan. 27, 2006	1(B) BASIS DELETED; PROCEED TO REGISTRATION	67445
Jan. 25, 2006	NOTICE OF ALLOWANCE CANCELLED	67445
Jan. 25, 2006	TEAS DELETE 1(B) BASIS RECEIVED	
Jan. 10, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 18, 2005	PUBLISHED FOR OPPOSITION	
Sep. 28, 2005	NOTICE OF PUBLICATION	
Jul. 18, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	77978
Jul. 15, 2005	ASSIGNED TO LIE	77978
Jul. 13, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 12, 2005	TEAS/EMAIL CORRESPONDENCE ENTERED	77976
Jul. 07, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	77976
Jul. 06, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 06, 2005	PETITION TO REVIVE-GRANTED	88888
Jul. 06, 2005	TEAS PETITION TO REVIVE RECEIVED	
Jun. 16, 2005	ABANDONMENT NOTICE MAILED - FAILURE TO RESPOND	
Jun. 16, 2005	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Nov. 16, 2004	FINAL REFUSAL E-MAILED	
Nov. 16, 2004	FINAL REFUSAL WRITTEN	69811
Oct. 09, 2004	TEAS/EMAIL CORRESPONDENCE ENTERED	68658
Sep. 28, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68658
Sep. 28, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 29, 2004	INQUIRY TO SUSPENSION E-MAILED	
Mar. 03, 2004	CASE FILE IN TICRS	
May 14, 2003	LETTER OF SUSPENSION E-MAILED	
Apr. 17, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 16, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 15, 2003	NON-FINAL ACTION E-MAILED	
Jan. 10, 2003	ASSIGNED TO EXAMINER	69811
Jan. 08, 2003	ASSIGNED TO EXAMINER	76731

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: May 16, 2016

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

Name: [APPLE COMPUTER, INC.](#)
Legal Entity Type: CORPORATION
Execution Date: Jan. 09, 2007
State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)
Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA
Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE
Correspondent Address: 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

United States of America

United States Patent and Trademark Office



Reg. No. 2,180,949

Registered Aug. 11, 1998

Amended Mar. 12, 2019

Int. Cl.: 43

Service Mark

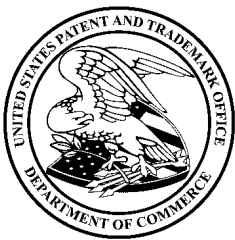
Principal Register

APPLE INC. (CALIFORNIA CORPORATION)
One Apple Park Way
Cupertino, CALIFORNIA 95014

CLASS 43: restaurant services

FIRST USE 5-4-1998; IN COMMERCE 5-4-1998

SER. NO. 74-712,807, FILED 08-08-1995



Andrei Iancu

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2020-03-24 14:53:28 EDT

Mark:



US Serial Number: 74712807

Application Filing Date: Aug. 08, 1995

US Registration Number: 2180949

Registration Date: Aug. 11, 1998

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 26, 2018

Publication Date: May 14, 1996

Notice of Allowance Date: Aug. 06, 1996

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1293320

International Application(s) /Registration(s) Based on this Property: A0056743/1293320

Goods and Services

Note:

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

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

For: restaurant services

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 04, 1998

Use in Commerce: May 04, 1998

Basis Information (Case Level)

Filed Use: No
Filed ITU: Yes
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently Use: Yes
Currently ITU: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.
Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014
Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle
Attorney Primary Email Address: trademarkdocket@apple.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014
Phone: 408-974-2385
Fax: 408-253-0186
Correspondent e-mail: trademarkdocket@apple.com karenmarie@apple.com com.amy.shelton@apple.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 05, 2019	AMENDMENT UNDER SECTION 7 - ISSUED	64591
Jan. 09, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Nov. 21, 2018	TEAS SECTION 7 REQUEST RECEIVED	
Jun. 26, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 26, 2018	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76873
Jun. 26, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76873
Jun. 26, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Jun. 15, 2018	TEAS SECTION 8 & 9 RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Aug. 11, 2017	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 23, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	65765
Aug. 23, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Aug. 13, 2008	ASSIGNED TO PARALEGAL	65765
Aug. 07, 2008	TEAS SECTION 8 & 9 RECEIVED	

Aug. 14, 2007	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 26, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Aug. 25, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 25, 2004	TEAS SECTION 8 & 15 RECEIVED	
Aug. 11, 1998	REGISTERED-PRINCIPAL REGISTER	
Jun. 17, 1998	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 10, 1998	ASSIGNED TO EXAMINER	73370
Jun. 03, 1998	STATEMENT OF USE PROCESSING COMPLETE	
May 18, 1998	USE AMENDMENT FILED	
Mar. 18, 1998	EXTENSION 3 GRANTED	
Jan. 30, 1998	EXTENSION 3 FILED	
Aug. 20, 1997	EXTENSION 2 GRANTED	
Jul. 31, 1997	EXTENSION 2 FILED	
Mar. 09, 1997	EXTENSION 1 GRANTED	
Jan. 21, 1997	EXTENSION 1 FILED	
Aug. 06, 1996	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 14, 1996	PUBLISHED FOR OPPOSITION	
Apr. 12, 1996	NOTICE OF PUBLICATION	
Feb. 20, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 15, 1996	ASSIGNED TO EXAMINER	70478

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103

Date in Location: Feb. 05, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Proceedings

Summary

Number of
Proceedings: 6

Type of Proceeding: Opposition

Proceeding
Number: [91252048](#)

Filing Date: Nov 04, 2019

Status: Pending

Status Date: Nov 04, 2019

Interlocutory
Attorney: MARY CATHERINE FAINT

Defendant

Name: Savor Health, LLC

Correspondent
Address: ROSIE H. KIM
PROCOPIO, CORY, HARGREAVES & SAVITCH LLP
525 B STREET, SUITE 2200
SAN DIEGO CA , 92101

Correspondent e-mail: docketing@procopio.com , rosie.kim@procopio.com , richard.campbell@procopio.com , neil.salyards@procopio.com , pamela.lawson@procopio.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	88180297	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: JPetersen@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , NDrake@kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	73120444	1078312
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78156920	3064984
WATCH	REGISTERED AND RENEWED	74712807	2180949
	Registered	86390818	5161497
	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 04, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 04, 2019	Dec 14, 2019
3	INSTITUTED	Nov 04, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	

5	EXTENSION OF TIME GRANTED	Nov 20, 2019
6	D MOT FOR EXT W/ CONSENT	Dec 18, 2019
7	EXTENSION OF TIME GRANTED	Dec 18, 2019
8	D MOT FOR EXT W/ CONSENT	Feb 07, 2020
9	EXTENSION OF TIME GRANTED	Feb 07, 2020
10	D MOT FOR EXT W/ CONSENT	Mar 04, 2020
11	EXTENSION OF TIME GRANTED	Mar 04, 2020

Type of Proceeding: Opposition

Proceeding Number: [91238600](#)

Filing Date: Dec 26, 2017

Status: Terminated

Status Date: Jul 01, 2019

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Pak?d, Inc.

Correspondent Address: SCOTT W SMILIE
PATZIK FRANK & SAMOTNY LDT
150 S WACKER DRIVE SUITE 1500
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: ssmilie@pfs-law.com , ipdocket@pfs-law.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
WISE APPLE	Abandoned - After Inter-Partes Decision	87335037	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	74712807	2180949
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
	REGISTERED AND RENEWED	78155188	2926853
APPLE PAY	Registered	86483200	5105598
PAY	Registered	86393745	5110262
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 26, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 26, 2017	Feb 04, 2018
3	PENDING, INSTITUTED	Dec 26, 2017	
4	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Feb 02, 2018	
5	SUSPENDED	Feb 04, 2018	
6	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Mar 16, 2018	
7	SUSPENDED	Mar 16, 2018	
8	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Apr 20, 2018	
9	SUSPENDED	Apr 20, 2018	

10	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Jun 29, 2018
11	SUSPENDED	Jun 29, 2018
12	ANSWER	Aug 03, 2018
13	D CHANGE OF CORRESP ADDRESS	Aug 06, 2018
14	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Aug 29, 2018
15	SUSPENDED	Aug 29, 2018
16	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Oct 31, 2018
17	SUSPENDED	Oct 31, 2018
18	P MOT TO COMPEL DISCOVERY	Jan 02, 2019
19	P DECL IN SUPPORT OF MOT TO COMPEL	Jan 02, 2019
20	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 22, 2019
21	PROCEEDINGS RESUMED	Feb 06, 2019
22	P MOT FOR SANCTIONS(OTHER)	May 24, 2019
23	SUSP PEND DISP OF OUTSTNDNG MOT	May 30, 2019
24	BD DECISION: OPP SUSTAINED	Jul 01, 2019
25	TERMINATED	Jul 01, 2019

Type of Proceeding: Opposition

Proceeding Number: [91214699](#)

Filing Date: Jan 29, 2014

Status: Terminated

Status Date: May 20, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Katrina E. Woodhall MD and Associates, A Professional Medical Corporation

Correspondent Address: KATRINA E WOODHALL MD AND ASSOCIATES
A PROFESSIONAL MEDICAL CORPORATION
PO BOX 642
SOLANA BEACH CA UNITED STATES , 92075-0642

Correspondent e-mail: INFO@DRWOODHALL.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	85841168	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: JPetersen@kiltown.com , NChollet@kiltown.com , agarcia@kiltown.com , NYTrademarks@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78156920	3064984
	REGISTERED AND RENEWED	77365106	3462174
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	76117498	2657931
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	78408618	3078580
	Section 8 and 15 - Accepted and Acknowledged	77356362	3818856

REGISTERED AND RENEWED	78156809	3070035
REGISTERED AND RENEWED	78155196	2951270
REGISTERED AND RENEWED	78155188	2926853
REGISTERED AND RENEWED	78943482	3298028
REGISTERED AND RENEWED	78255986	2820066
REGISTERED AND RENEWED	76432531	2690881
REGISTERED AND RENEWED	78157042	2870477
REGISTERED AND RENEWED	76432525	2693317
REGISTERED AND RENEWED	78146716	2753069
REGISTERED AND RENEWED	74712807	2180949
Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
REGISTERED AND RENEWED	78408605	3108652

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 29, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 29, 2014	Mar 10, 2014
3	PENDING, INSTITUTED	Jan 29, 2014	
4	NOTICE OF DEFAULT	Apr 01, 2014	
5	BD DECISION: SUSTAINED	May 20, 2014	
6	TERMINATED	May 20, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91200263](#)

Filing Date: Jun 15, 2011

Status: Terminated

Status Date: Oct 12, 2011

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Tree Top, Inc.

Correspondent Address: LORRAINE LINFORD
SEED IP LAW GROUP PLLC
701 5TH AVE , STE 5400
SEATTLE WA UNITED STATES , 98104-7064

Correspondent e-mail: LorraineL.docketing@SeedIP.com , litcal@Seedip.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
50	Abandoned - After Inter-Partes Decision	85157220	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
31 WEST 52ND STREET, 14TH FLOOR
NEW YORK NY UNITED STATES , 10019

Correspondent e-mail: JPetersen@kilpatricktownsend.com , RPotter@kilpatricktownsend.com , agarcia@ktslaw.com , NYTrademarks@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	74660120	2079765
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	74712807	2180949
	REGISTERED AND RENEWED	76426501	2715578

Section 8 and 15 - Accepted and Acknowledged
REGISTERED AND RENEWED

[77356362](#)
[77365106](#)

[3818856](#)
[3462174](#)

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 15, 2011	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 15, 2011	Jul 25, 2011
3	PENDING, INSTITUTED	Jun 15, 2011	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 22, 2011	
5	EXTENSION OF TIME GRANTED	Jul 22, 2011	
6	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 02, 2011	
7	BOARD'S DECISION: SUSTAINED	Oct 12, 2011	
8	TERMINATED	Oct 12, 2011	

Type of Proceeding: Opposition

Proceeding Number: [91181844](#)

Filing Date: Jan 11, 2008

Status: Terminated

Status Date: Apr 21, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: Doctors Nutrition, LLC

Correspondent Address: Mark I. Feldman, Christina L. Martini an
DLA Piper US LLP
P.O. Box 64807
Chicago IL UNITED STATES , 60664-0807

Correspondent e-mail: ch.tm@dlapiper.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	78955463	
	Abandoned - After Inter-Partes Decision	78955472	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Stephen J. Coates
Kilpatrick Stockton LLP
31 W 52nd Street, 14th Floor
New York NY UNITED STATES , 10019

Correspondent e-mail: JPeterse@kilpatrickstockton.com , scoates@kilpatrickstockton.com , Agarcia@kilpatrickstockton.com , CLick@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	74712807	2180949
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 11, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 11, 2008	Feb 20, 2008
3	PENDING, INSTITUTED	Jan 11, 2008	
4	NOTICE OF DEFAULT	Mar 06, 2008	
5	NOTICE OF DEFAULT	Mar 06, 2008	
6	BOARD'S DECISION: SUSTAINED	Apr 21, 2008	
7	TERMINATED	Apr 21, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91181726](#)**Filing Date:** Jan 07, 2008**Status:** Terminated**Status Date:** Apr 21, 2008**Interlocutory Attorney:** MICHAEL B ADLIN**Defendant****Name:** Nutricate Corporation**Correspondent Address:** Sandy Lipkin
Law Offices of Sandy Lipkin
1891 Goodyear Ave., Suite 622
Ventura CA UNITED STATES , 93003**Correspondent e-mail:** sandy@sandylipkin.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APLES	Abandoned - After Inter-Partes Decision	78899161	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** Joseph Petersen
Kilpatrick Stockton LLP
31 West 52nd Street
New York NY UNITED STATES , 10019**Correspondent e-mail:** JPeterse@kilpatrickstockton.com , Click@kilpatrickstockton.com , Agarcia@kilpatrickstockton.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
	Cancelled - Section 8	73193803	1130288
	REGISTERED AND RENEWED	74712807	2180949
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLESEED	Cancelled - Section 8	78044925	2882805
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78943482	3298028

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 07, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 07, 2008	Feb 16, 2008
3	PENDING, INSTITUTED	Jan 07, 2008	
4	NOTICE OF DEFAULT	Mar 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Apr 21, 2008	
6	TERMINATED	Apr 21, 2008	

United States of America

United States Patent and Trademark Office



Reg. No. 5,161,497

Registered Mar. 14, 2017

Int. Cl.: 10

Trademark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
1 Infinite Loop
Cupertino, CA 95014

CLASS 10: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

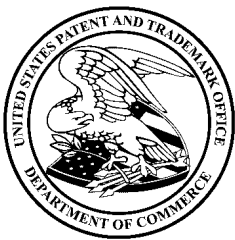
FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

The mark consists of the design of an apple with a bite removed and the word "WATCH".

OWNER OF U.S. REG. NO. 3064984, 2715578, 3679056

No claim is made to the exclusive right to use the following apart from the mark as shown: "WATCH"

SER. NO. 86-390,818, FILED 09-10-2014
DAVID HOWARD ALESKOW, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2020-03-24 14:54:32 EDT

Mark: WATCH



US Serial Number: 86390818

Application Filing Date: Sep. 10, 2014

US Registration Number: 5161497

Registration Date: Mar. 14, 2017

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 14, 2017

Publication Date: Aug. 11, 2015

Notice of Allowance Date: Oct. 06, 2015

Mark Information

Mark Literal Elements: WATCH

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

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

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

Disclaimer: "WATCH"

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1231968

International Application(s) /Registration(s) Based on this Property: A0045075/1231968

Claimed Ownership of US Registrations: 2715578, 3064984, 3679056 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 65136

Foreign Application Filing Date: Jul. 24, 2014

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

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

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

For: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

International Class(es): 010 - Primary Class

U.S Class(es): 026, 039, 044

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 14, 2017	REGISTERED-PRINCIPAL REGISTER	

Feb. 10, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 09, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 09, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 09, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	SU-EXAMINER'S AMENDMENT WRITTEN	90334
Jan. 20, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 19, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 19, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	SU - NON-FINAL ACTION - WRITTEN	90334
Jun. 28, 2016	STATEMENT OF USE PROCESSING COMPLETE	69712
Jun. 08, 2016	USE AMENDMENT FILED	69712
Jun. 28, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69712
Jun. 08, 2016	TEAS STATEMENT OF USE RECEIVED	
Apr. 08, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 06, 2016	EXTENSION 1 GRANTED	98765
Apr. 06, 2016	EXTENSION 1 FILED	98765
Apr. 06, 2016	TEAS EXTENSION RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 06, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 11, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 11, 2015	PUBLISHED FOR OPPOSITION	
Jul. 22, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 08, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jul. 08, 2015	ASSIGNED TO LIE	68171
Jun. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 22, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 22, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 19, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 18, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 09, 2017

United States of America

United States Patent and Trademark Office



Reg. No. 5,628,056

Registered Dec. 11, 2018

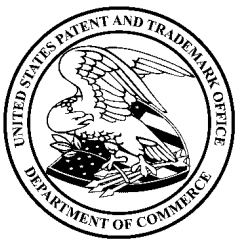
Int. Cl.: 9

Trademark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
One Apple Park Way
Cupertino, CALIFORNIA 95014

CLASS 9: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric



A handwritten signature in dark ink, appearing to read "Andrew Iancu".

Director of the United States
Patent and Trademark Office

data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

The mark consists of the design of an apple with a bite removed and the word "WATCH".

OWNER OF U.S. REG. NO. 3679056, 2715578, 1114431

No claim is made to the exclusive right to use the following apart from the mark as shown:
"WATCH"

SER. NO. 86-390,778, FILED 09-10-2014

Generated on: This page was generated by TSDR on 2020-03-24 14:55:16 EDT

Mark: WATCH



US Serial Number: 86390778

Application Filing Date: Sep. 10, 2014

US Registration Number: 5628056

Registration Date: Dec. 11, 2018

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Dec. 11, 2018

Publication Date: Sep. 01, 2015

Notice of Allowance Date: Oct. 27, 2015

Mark Information

Mark Literal Elements: WATCH

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

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

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

Disclaimer: "WATCH"

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1249554

International Application(s) /Registration(s) Based on this Property: A0045071/1249554

Claimed Ownership of US Registrations: 1114431, 2715578, 3679056 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 65136

Foreign Application Filing Date: Jul. 24, 2014

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

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

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

For: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com

Attorney Email Yes

Email Address: _____

Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Dec. 11, 2018	REGISTERED-PRINCIPAL REGISTER	
Nov. 03, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 02, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 02, 2018	STATEMENT OF USE PROCESSING COMPLETE	66530
Oct. 26, 2018	USE AMENDMENT FILED	66530
Oct. 26, 2018	TEAS STATEMENT OF USE RECEIVED	
May 11, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 10, 2018	EXTENSION 5 GRANTED	66530
Apr. 26, 2018	EXTENSION 5 FILED	66530
Apr. 26, 2018	TEAS EXTENSION RECEIVED	
Apr. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 01, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 31, 2017	EXTENSION 4 GRANTED	66530
Oct. 26, 2017	EXTENSION 4 FILED	66530
Oct. 26, 2017	TEAS EXTENSION RECEIVED	
Oct. 26, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 02, 2017	EXTENSION 3 GRANTED	66530
Apr. 26, 2017	EXTENSION 3 FILED	66530
Apr. 26, 2017	TEAS EXTENSION RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 20, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 19, 2016	EXTENSION 2 GRANTED	66530
Oct. 11, 2016	EXTENSION 2 FILED	66530
Oct. 11, 2016	TEAS EXTENSION RECEIVED	
Oct. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
May 31, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 28, 2016	EXTENSION 1 GRANTED	66530
Apr. 27, 2016	EXTENSION 1 FILED	66530
May 26, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Apr. 27, 2016	TEAS EXTENSION RECEIVED	
Apr. 27, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 27, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2015	PUBLISHED FOR OPPOSITION	

Aug. 12, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 30, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	70468
Jul. 22, 2015	ASSIGNED TO LIE	70468
Jul. 10, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 24, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 24, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 24, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 19, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 18, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 02, 2018

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91253400](#)

Filing Date: Jan 08, 2020

Status: Suspended

Status Date: Feb 29, 2020

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Shangrao Actearlier Co., Ltd.

Correspondent Address: SHANGRAO ACTEARLIER
NO 307 OF XURI BEI
SHANGRAO COUNTY SHANGRAO CITY
JIANGXI PROVINCE CHINA , 334100

Correspondent e-mail: 2851218765@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PUNCHING APPLE	Opposition Pending	88229238	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , JGonder@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
	REGISTERED AND RENEWED	78155196	2951270
MADE FOR APPLE WATCH	Fifth Extension - Granted	87128031	

APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055
	REGISTERED AND RENEWED	78943482	3298028
WATCH	Registered	86390818	5161497
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
	REGISTERED AND RENEWED	78156920	3064984
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 10, 2020	Feb 19, 2020
3	INSTITUTED	Jan 10, 2020	
4	NOTICE OF DEFAULT	Feb 29, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91252048](#)

Filing Date: Nov 04, 2019

Status: Pending

Status Date: Nov 04, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Savor Health, LLC

Correspondent Address: ROSIE H. KIM
PROCOPIO, CORY, HARGREAVES & SAVITCH LLP
525 B STREET, SUITE 2200
SAN DIEGO CA , 92101

Correspondent e-mail: docketing@procopio.com , rosie.kim@procopio.com , richard.campbell@procopio.com , neil.salyards@procopio.com , pamela.lawson@procopio.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	88180297	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: JPetersen@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , NDrake@kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78943482	3298028

	REGISTERED AND RENEWED	78156920	3064984
	REGISTERED AND RENEWED	74712807	2180949
WATCH	Registered	86390818	5161497
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 04, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 04, 2019	Dec 14, 2019
3	INSTITUTED	Nov 04, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 18, 2019	
7	EXTENSION OF TIME GRANTED	Dec 18, 2019	
8	D MOT FOR EXT W/ CONSENT	Feb 07, 2020	
9	EXTENSION OF TIME GRANTED	Feb 07, 2020	
10	D MOT FOR EXT W/ CONSENT	Mar 04, 2020	
11	EXTENSION OF TIME GRANTED	Mar 04, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91251667](#)

Filing Date: Oct 16, 2019

Status: Pending

Status Date: Oct 16, 2019

Interlocutory Attorney: JILL M MCCORMACK

Defendant

Name: Share Our Strength

Correspondent Address: KERRY A. BRENNAN
BRENNAN LAW FIRM PLLC
1250 BROADWAY, 27TH FLOOR
NEW YORK NY , 10001

Correspondent e-mail: kerry.brennan@brennanlawpllc.com , kerryabrennan@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87939774	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tmadmin@Kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78156920	3064984
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056

APPLE WATCH	Registered	86390028	5628055
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Cancellation Pending	77428980	4088195
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 16, 2019	Nov 25, 2019
3	INSTITUTED	Oct 16, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 23, 2019	
7	EXTENSION OF TIME GRANTED	Dec 23, 2019	
8	D MOT FOR EXT W/ CONSENT	Jan 18, 2020	
9	EXTENSION OF TIME GRANTED	Jan 18, 2020	
10	D MOT FOR EXT W/ CONSENT	Feb 21, 2020	
11	EXTENSION OF TIME GRANTED	Feb 21, 2020	
12	D MOT FOR EXT W/ CONSENT	Mar 19, 2020	
13	EXTENSION OF TIME GRANTED	Mar 19, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91251670](#)

Filing Date: Oct 16, 2019

Status: Terminated

Status Date: Feb 14, 2020

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Blue Apple Dental Group

Correspondent Address: ORIANA LIEU
BLUE APPLE DENTAL GROUP
6230 STATE FARM DRIVE
ROHNERT PARK CA UNITED STATES , 94928

Correspondent e-mail: sonoma.implants@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88301813	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , NDrake@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78146716	2753069

APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78156920	3064984
WATCH	Registered	86390818	5161497
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 17, 2019	Nov 26, 2019
3	INSTITUTED	Oct 17, 2019	
4	NOTICE OF DEFAULT	Dec 06, 2019	
5	BD DECISION: OPP SUSTAINED	Feb 14, 2020	
6	TERMINATED	Feb 14, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91249503](#)

Filing Date: Jul 15, 2019

Status: Terminated

Status Date: Oct 17, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: TeakOrigin Inc.

Correspondent Address: JESSICA S PARISE
GOODWIN PROCTER LLP
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING
NEW YORK NY UNITED STATES , 10018

Correspondent e-mail: TMadmin@goodwinlaw.com , JParise@goodwinlaw.com , SAlliRampersad@goodwinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88090562	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmdadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181

WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE NEWS	Registered	86819744	5341294
APPLE NEWS	Registered	86819678	5346816
MUSIC	Registered	86662532	5251657
MUSIC	Registered	86663005	5330145
APPLE MUSIC	Registered	86658508	5330141
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
	REGISTERED AND RENEWED	78155188	2926853
TODAY AT APPLE	Registered	87607137	5448031
TV	Registered	87069662	5612350
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
APPLE CARPLAY	Registered	86364433	5453800
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91249230](#)

Filing Date: Jul 01, 2019

Status: Pending

Status Date: Mar 11, 2020

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Edukids Connect Systems, LLC

Correspondent Address: NAZISH M AGHA
AGHA & AGHA LLP
403 MAPLECREST ROAD
EDISON NJ UNITED STATES , 08820

Correspondent e-mail: nazish@aghalaw.com , saif@aghalaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
EDUKIDS	Opposition Pending	88059046	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , rweeks@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
TV PAY MUSIC WATCH APPLE APPLE APPLE APPLECARE	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	77154348	3359157
	Registered	86485418	5286668
	Registered	86663005	5330145
	Registered	86390778	5628056
APPLE APPLE APPLE APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73120444	1078312
	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 01, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 01, 2019	Aug 10, 2019
3	INSTITUTED	Jul 01, 2019	
4	ANSWER	Aug 12, 2019	
5	DUPLICATE FILING (NOT CONSIDERED)	Aug 12, 2019	
6	P MOT TO COMPEL DISCOVERY	Feb 06, 2020	
7	SUSP PEND DISP OF OUTSTNDNG MOT	Feb 11, 2020	
8	TRIAL DATES RESET	Mar 11, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91248982](#)

Filing Date: Jun 19, 2019

Status: Terminated

Status Date: Sep 17, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: Kelly Hunter

Correspondent Address: JEREMY PETER GREEN

JPG LEGAL
68 JAY STREET , SUITE 612
BROOKLYN NY UNITED STATES , 11201

Correspondent e-mail: docket@jpglegal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SIMPLE APPLE NUTRITION COACHING	Abandoned - After Inter-Partes Decision	88130203	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN

KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
WATCH APPLE WATCH WATCH SPORT MADE FOR APPLE WATCH WATCH EDITION WATCH APPLE WATCH APPLE	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78156920	3064984
	Registered	86390818	5161497
	Registered	86389914	5161494
	Registered	86512828	4956950
	Registered	86984141	5607476
	Registered	86512737	5638181
	Registered	86390778	5628056
	Registered	86390028	5628055
Cancellation Pending		77428980	4088195
Section 8 and 15 - Accepted and Acknowledged		77648705	3679056

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 19, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 19, 2019	Jul 29, 2019
3	INSTITUTED	Jun 19, 2019	
4	NOTICE OF DEFAULT	Aug 08, 2019	
5	BD DECISION: OPP SUSTAINED	Sep 17, 2019	
6	TERMINATED	Sep 17, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91247663](#)

Filing Date: Apr 18, 2019

Status: Terminated

Status Date: Jul 23, 2019

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Beijing Da Mi Technology Co., Ltd.

Correspondent Address: YUE (ROBERT) XU
APEX ATTORNEYS AT LAW, LLP
160 ALAMO PLAZA #942
ALAMO CA UNITED STATES , 94507

Correspondent e-mail: trademark@apex-attorneys.com , apex.attorneys@aol.com , trademark.aal@gmail.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
Abandoned - After Inter-Partes Decision		88169100	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
Section 8 and 15 - Accepted and Acknowledged		77648705	3679056
REGISTERED AND RENEWED		76426501	2715578
REGISTERED AND RENEWED		78408365	3084491

	Registered	86658546	4885796
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028
WATCH	Registered	86390778	5628056
WATCH	Registered	86390853	4783440
WATCH	Registered	86390818	5161497
TV	REGISTERED AND RENEWED	77154348	3359157
TV 4K	Registered	87605802	5443286
TV	Registered	87069662	5612350
MUSIC	Registered	86663005	5330145
IPHONE	REGISTERED AND RENEWED	77976400	3746840
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	REGISTERED AND RENEWED	74693839	2034964
APPLE WATCH	Registered	86390028	5628055
APPLE WATCH	Registered	86389945	4783437
APPLE WATCH	Registered	86389914	5161494
APPLE NEWS	Registered	86819678	5346816
APPLE MUSIC	Registered	86658508	5330141
APPLE CARPLAY	Registered	86364433	5453800
APPLE EARPODS	Registered	85728401	4891106
APPLE CONFIGURATOR	Section 8 and 15 - Accepted and Acknowledged	85563555	4214003
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE TV 4K	Registered	87605815	5443289
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 18, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 18, 2019	May 28, 2019
3	INSTITUTED	Apr 18, 2019	
4	NOTICE OF DEFAULT	Jun 07, 2019	
5	BD DECISION: OPP SUSTAINED	Jul 23, 2019	
6	TERMINATED	Jul 23, 2019	

United States of America

United States Patent and Trademark Office

 **WATCH** EDITION

Reg. No. 5,638,181

Registered Dec. 25, 2018

Int. Cl.: 9

Trademark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
One Apple Park Way
Cupertino, CALIFORNIA 95014

CLASS 9: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic



Andrei Iancu

Director of the United States
Patent and Trademark Office

devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".

OWNER OF U.S. REG. NO. 3679056, 2715578, 1114431

No claim is made to the exclusive right to use the following apart from the mark as shown: "WATCH EDITION"

SER. NO. 86-512,737, FILED 01-23-2015

Generated on: This page was generated by TSDR on 2020-03-24 14:56:35 EDT

Mark: WATCH EDITION



US Serial Number: 86512737

Application Filing Date: Jan. 23, 2015

US Registration Number: 5638181

Registration Date: Dec. 25, 2018

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Dec. 25, 2018

Publication Date: Sep. 01, 2015

Notice of Allowance Date: Oct. 27, 2015

Mark Information

Mark Literal Elements: WATCH EDITION

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the design of an apple with a bite removed and the words "WATCH" and "EDITION".

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

Disclaimer: "WATCH EDITION"

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1260188

International Application(s) /Registration(s) Based on this Property: A0047833/1260188

Claimed Ownership of US Registrations: 1114431, 2715578, 3679056 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 65137

Foreign Application Filing Date: Jul. 24, 2014

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

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

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

For: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, electric charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks for mobile and wearable digital electronic devices, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com

Attorney Email Yes

Email Address: _____

Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
 Apple Inc.
 One Apple Park Way
 MS: 169-3IPL
 Cupertino, CALIFORNIA UNITED STATES 95014

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found**Prosecution History**

Date	Description	Proceeding Number
Dec. 25, 2018	REGISTERED-PRINCIPAL REGISTER	
Nov. 20, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 17, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 05, 2018	STATEMENT OF USE PROCESSING COMPLETE	66230
Oct. 26, 2018	USE AMENDMENT FILED	66230
Oct. 26, 2018	TEAS STATEMENT OF USE RECEIVED	
May 04, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 03, 2018	EXTENSION 5 GRANTED	66230
Apr. 26, 2018	EXTENSION 5 FILED	66230
Apr. 26, 2018	TEAS EXTENSION RECEIVED	
Apr. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 14, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 13, 2017	EXTENSION 4 GRANTED	66230
Oct. 26, 2017	EXTENSION 4 FILED	66230
Oct. 26, 2017	TEAS EXTENSION RECEIVED	
Oct. 26, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 10, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 09, 2017	EXTENSION 3 GRANTED	66230
Apr. 26, 2017	EXTENSION 3 FILED	66230
Apr. 26, 2017	TEAS EXTENSION RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 22, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 21, 2016	EXTENSION 2 GRANTED	66230
Oct. 11, 2016	EXTENSION 2 FILED	66230
Oct. 11, 2016	TEAS EXTENSION RECEIVED	
Oct. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 01, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 31, 2016	EXTENSION 1 GRANTED	66230
Apr. 27, 2016	EXTENSION 1 FILED	66230
May 26, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66230
Apr. 27, 2016	TEAS EXTENSION RECEIVED	
Apr. 27, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 27, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2015	PUBLISHED FOR OPPOSITION	

Aug. 12, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 27, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Jul. 24, 2015	ASSIGNED TO LIE	68552
Jul. 13, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 13, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 13, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jul. 13, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Jul. 13, 2015	EXAMINERS AMENDMENT -WRITTEN	91161
Jun. 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 01, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Apr. 01, 2015	NON-FINAL ACTION E-MAILED	6325
Apr. 01, 2015	NON-FINAL ACTION WRITTEN	91161
Mar. 27, 2015	ASSIGNED TO EXAMINER	91161
Feb. 05, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Feb. 04, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jan. 27, 2015	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 17, 2018

Proceedings

Summary

Number of Proceedings: 7

Type of Proceeding: Opposition

Proceeding Number: [91253400](#)

Filing Date: Jan 08, 2020

Status: Suspended

Status Date: Feb 29, 2020

Interlocutory Attorney: GEOFFREY MCNUTT

Defendant

Name: Shangrao Actearlier Co., Ltd.

Correspondent Address: SHANGRAO ACTEARLIER

NO 307 OF XURI BEI
SHANGRAO COUNTY SHANGRAO CITY
JIANGXI PROVINCE CHINA , 334100

Correspondent e-mail: 2851218765@qq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PUNCHING APPLE	Opposition Pending	88229238	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN

KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , JGonder@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
	REGISTERED AND RENEWED	78155196	2951270
MADE FOR APPLE WATCH	Fifth Extension - Granted	87128031	
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055
	REGISTERED AND RENEWED	78943482	3298028
WATCH	Registered	86390818	5161497
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
	REGISTERED AND RENEWED	78156920	3064984
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 10, 2020	Feb 19, 2020
3	INSTITUTED	Jan 10, 2020	
4	NOTICE OF DEFAULT	Feb 29, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91252048](#)

Filing Date: Nov 04, 2019

Status: Pending

Status Date: Nov 04, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Savor Health, LLC

Correspondent ROSIE H. KIM

Address: PROCOPIO, CORY, HARGREAVES & SAVITCH LLP
525 B STREET, SUITE 2200
SAN DIEGO CA , 92101

Correspondent e-mail: docketing@procopio.com , rosie.kim@procopio.com , richard.campbell@procopio.com , neil.salyards@procopio.com , pamela.lawson@procopio.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	88180297	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

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

Correspondent e-mail: JPetersen@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , NDrake@kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78146716	2753069

APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78156920	3064984
	REGISTERED AND RENEWED	74712807	2180949
WATCH	Registered	86390818	5161497
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 04, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 04, 2019	Dec 14, 2019
3	INSTITUTED	Nov 04, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 18, 2019	
7	EXTENSION OF TIME GRANTED	Dec 18, 2019	
8	D MOT FOR EXT W/ CONSENT	Feb 07, 2020	
9	EXTENSION OF TIME GRANTED	Feb 07, 2020	
10	D MOT FOR EXT W/ CONSENT	Mar 04, 2020	
11	EXTENSION OF TIME GRANTED	Mar 04, 2020	

Type of Proceeding: Opposition

Proceeding Number:	91251667	Filing Date:	Oct 16, 2019
Status:	Pending	Status Date:	Oct 16, 2019
Interlocutory Attorney:	JILL M MCCORMACK		

Defendant

Name:	Share Our Strength
Correspondent Address:	KERRY A. BRENNAN BRENNAN LAW FIRM PLLC 1250 BROADWAY, 27TH FLOOR NEW YORK NY , 10001
Correspondent e-mail:	kerry.brennan@brennanlawpllc.com , kerryabrennan@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87939774	

Plaintiff(s)

Name:	Apple Inc.
Correspondent Address:	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
Correspondent e-mail:	jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tadmin@Kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78156920	3064984
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494

WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Cancellation Pending	77428980	4088195
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 16, 2019	Nov 25, 2019
3	INSTITUTED	Oct 16, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 23, 2019	
7	EXTENSION OF TIME GRANTED	Dec 23, 2019	
8	D MOT FOR EXT W/ CONSENT	Jan 18, 2020	
9	EXTENSION OF TIME GRANTED	Jan 18, 2020	
10	D MOT FOR EXT W/ CONSENT	Feb 21, 2020	
11	EXTENSION OF TIME GRANTED	Feb 21, 2020	
12	D MOT FOR EXT W/ CONSENT	Mar 19, 2020	
13	EXTENSION OF TIME GRANTED	Mar 19, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91251670](#)

Filing Date: Oct 16, 2019

Status: Terminated

Status Date: Feb 14, 2020

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Blue Apple Dental Group

Correspondent Address: ORIANA LIEU
BLUE APPLE DENTAL GROUP
6230 STATE FARM DRIVE
ROHNERT PARK CA UNITED STATES , 94928

Correspondent e-mail: sonoma.implants@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88301813	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , NDrake@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tadmin@Kilpatricktownsend.com , BBRYNER@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
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	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78156920	3064984
WATCH	Registered	86390818	5161497
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 16, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 17, 2019	Nov 26, 2019
3	INSTITUTED	Oct 17, 2019	
4	NOTICE OF DEFAULT	Dec 06, 2019	
5	BD DECISION: OPP SUSTAINED	Feb 14, 2020	
6	TERMINATED	Feb 14, 2020	

Type of Proceeding: Opposition

Proceeding Number:	91250613	Filing Date:	Sep 03, 2019
Status:	Terminated	Status Date:	Nov 30, 2019
Interlocutory Attorney:	WINSTON T FOLMAR		

Defendant

Name:	Appley Health, Inc.
Correspondent Address:	THOMAS H STANTON STANTON IP LAW FIRM PA 201 E KENNEDY BLVD, SUITE 825 TAMPA FL UNITED STATES , 33602
Correspondent e-mail:	trademarks@stantoniplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLEY HEALTH	Abandoned - After Inter-Partes Decision	88087250	

Plaintiff(s)

Name:	Apple Inc.
Correspondent Address:	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
Correspondent e-mail:	rweeks@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818

	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78156920	3064984
APPLECARE	REGISTERED AND RENEWED	77499807	3894316
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055
WATCH	Registered	86390818	5161497
WATCH EDITION	Registered	86512737	5638181
WATCH SPORT	Registered	86512828	4956950

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 03, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 03, 2019	Oct 13, 2019
3	INSTITUTED	Sep 03, 2019	
4	NOTICE OF DEFAULT	Oct 23, 2019	
5	BD DECISION: OPP SUSTAINED	Nov 30, 2019	
6	TERMINATED	Nov 30, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91249503](#)

Filing Date: Jul 15, 2019

Status: Terminated

Status Date: Oct 17, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: TeakOrigin Inc.

Correspondent Address: JESSICA S PARISE
GOODWIN PROCTER LLP
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING
NEW YORK NY UNITED STATES , 10018

Correspondent e-mail: TMadmin@goodwinlaw.com , JParise@goodwinlaw.com , SAlliRampersad@goodwinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88090562	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055

APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE NEWS	Registered	86819744	5341294
APPLE NEWS	Registered	86819678	5346816
MUSIC	Registered	86662532	5251657
MUSIC	Registered	86663005	5330145
APPLE MUSIC	Registered	86658508	5330141
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
	REGISTERED AND RENEWED	78155188	2926853
TODAY AT APPLE	Registered	87607137	5448031
TV	Registered	87069662	5612350
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
APPLE CARPLAY	Registered	86364433	5453800
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91248982](#)

Filing Date: Jun 19, 2019

Status: Terminated

Status Date: Sep 17, 2019

Interlocutory Attorney: REBECCA J STEMPIEN_COYLE

Defendant

Name: Kelly Hunter

Correspondent Address: JEREMY PETER GREEN

JPG LEGAL
68 JAY STREET , SUITE 612
BROOKLYN NY UNITED STATES , 11201

Correspondent e-mail: docket@jpglegal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SIMPLE APPLE NUTRITION COACHING	Abandoned - After Inter-Partes Decision	88130203	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN

KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78156920	3064984
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 19, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 19, 2019	Jul 29, 2019
3	INSTITUTED	Jun 19, 2019	
4	NOTICE OF DEFAULT	Aug 08, 2019	
5	BD DECISION: OPP SUSTAINED	Sep 17, 2019	
6	TERMINATED	Sep 17, 2019	

United States of America

United States Patent and Trademark Office

APPLE WATCH

Reg. No. 5,161,494

Registered Mar. 14, 2017

Int. Cl.: 10

Trademark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
1 Infinite Loop
Cupertino, CA 95014

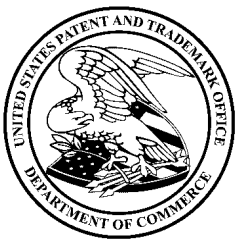
CLASS 10: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

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

No claim is made to the exclusive right to use the following apart from the mark as shown: "WATCH"

SER. NO. 86-389,914, FILED 09-09-2014
DAVID HOWARD ALESKOW, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2020-03-24 14:57:35 EDT

Mark: APPLE WATCH

APPLE WATCH

US Serial Number: 86389914

Application Filing Date: Sep. 09, 2014

US Registration Number: 5161494

Registration Date: Mar. 14, 2017

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 14, 2017

Publication Date: Aug. 11, 2015

Notice of Allowance Date: Oct. 06, 2015

Mark Information

Mark Literal Elements: APPLE WATCH

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "WATCH"

Related Properties Information

International Registration Number: 1228980

International Application(s) /Registration(s) Based on this Property: A0044997/1228980

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 47997

Foreign Application Filing Date: Mar. 11, 2014

Foreign Application/Registration Country: TRINIDAD AND TOBAGO

Goods and Services

Note:

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

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

For: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form

of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

International Class(es): 010 - Primary Class

U.S Class(es): 026, 039, 044

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 14, 2017	REGISTERED-PRINCIPAL REGISTER	
Feb. 10, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 09, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 09, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 09, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	SU-EXAMINER'S AMENDMENT WRITTEN	90334
Jan. 20, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

Jan. 19, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 19, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	SU - NON-FINAL ACTION - WRITTEN	90334
Jun. 28, 2016	STATEMENT OF USE PROCESSING COMPLETE	69712
Jun. 08, 2016	USE AMENDMENT FILED	69712
Jun. 28, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69712
Jun. 08, 2016	TEAS STATEMENT OF USE RECEIVED	
Apr. 08, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 06, 2016	EXTENSION 1 GRANTED	98765
Apr. 06, 2016	EXTENSION 1 FILED	98765
Apr. 06, 2016	TEAS EXTENSION RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 06, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 11, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 11, 2015	PUBLISHED FOR OPPOSITION	
Jul. 22, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 08, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jul. 08, 2015	ASSIGNED TO LIE	68171
Jun. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 22, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 22, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 12, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 09, 2017

United States of America

United States Patent and Trademark Office

APPLE WATCH

Reg. No. 5,628,055

Registered Dec. 11, 2018

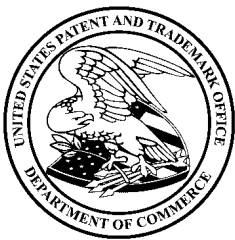
Int. Cl.: 9

Trademark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
One Apple Park Way
Cupertino, CALIFORNIA 95014

CLASS 9: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart



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Director of the United States
Patent and Trademark Office

rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

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

OWNER OF U.S. REG. NO. 3928818, 3317089, 1078312

No claim is made to the exclusive right to use the following apart from the mark as shown:
"WATCH"

SER. NO. 86-390,028, FILED 09-09-2014

Generated on: This page was generated by TSDR on 2020-03-24 14:58:23 EDT

Mark: APPLE WATCH

APPLE WATCH

US Serial Number: 86390028

Application Filing Date: Sep. 09, 2014

US Registration Number: 5628055

Registration Date: Dec. 11, 2018

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Dec. 11, 2018

Publication Date: Sep. 01, 2015

Notice of Allowance Date: Oct. 27, 2015

Mark Information

Mark Literal Elements: APPLE WATCH

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "WATCH"

Related Properties Information

International Registration Number: 1241169

International Application(s) /Registration(s) Based on this Property: A0045008/1241169

Claimed Ownership of US Registrations: 1078312, 3317089, 3928818 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 47997

Foreign Application Filing Date: Mar. 11, 2014

Foreign Application/Registration Country: TRINIDAD AND TOBAGO

Goods and Services

Note:

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

- Brackets [...] indicate deleted goods/services;

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

For: Computers; computers, namely, smartwatches; computer peripheral devices; computer hardware; computer hardware for use in measuring heart rhythm; computer hardware for use in taking electrocardiograms; personal digital assistants; electronic personal organizers; electronic notepads; sound recording and sound reproducing apparatus; MP3 and other digital format audio players; digital audio recorders; radios, radio transmitters, and receivers; audio speakers sold as component features of computers; microphones sold as component features of computers; network communication apparatus, namely, mobile and wearable digital electronic devices for the sending and receiving of text, data, audio, image, and video files across networks; electronic communication equipment and instruments, namely, mobile and wearable digital electronic devices for sending and receiving of text, data, audio, image, and video files; telecommunications apparatus and instruments, namely, speakers and microphones sold as component features of computers, mobile and wearable digital electronic devices for the sending and receiving of telephone calls, text messages, electronic mail, and other digital data, and for use in providing access to the internet; global positioning system (GPS) devices; telephones; wireless communication devices for voice, data or image transmission; cables, namely, charging cables; apparatus for data storage, namely, mobile and wearable digital electronic devices for the storage of text, data, audio, image, and video files; batteries sold as component features of computers; computer software for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; computer software for accessing, browsing and searching online databases; computer software and firmware, namely, operating system programs, database synchronization software, and data synchronization programs; computer software for the redirection of messages, Internet e-mail, and/or other data to one or more electronic wearable wireless communication devices from a data store on or associated with a personal computer or a server; software for the synchronization of data between a remote station or device and a fixed or remote station or device; computer application software for use in connection with configuring and controlling wearable computer hardware and wearable computer peripherals; computer software for monitoring, processing, displaying, storing and transmitting data relating to a user's physical activity; computer software for managing information regarding tracking, compliance and motivation with a health and fitness program; computer game software and electronic games software; electrical and electronic connectors, electric wires, battery chargers, docks, electronic docking stations, interfaces for computers, and adapters for use with all of the aforesaid goods; computer peripheral equipment for use with smartwatches, namely, smartwatch bands and smartwatch straps; electronic apparatus with multimedia functions for use with all of the aforesaid goods, namely, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files; electronic apparatus with interactive functions for use with all of the aforesaid goods, namely, pedometers, altimeters, multifunctional electronic devices for displaying, measuring, and transmitting information including, time, date, heart rate, global positioning, direction, distance, altitude, speed, steps taken, calories burned, navigational information, weather information, temperature, changes in heart rate, and activity level; sensors for scientific use to be worn by a human to gather human biometric data, mobile and wearable digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image and video files

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

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Correspondent

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Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 11, 2018	REGISTERED-PRINCIPAL REGISTER	
Nov. 03, 2018	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Nov. 02, 2018	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 02, 2018	STATEMENT OF USE PROCESSING COMPLETE	66530
Oct. 25, 2018	USE AMENDMENT FILED	66530
Oct. 25, 2018	TEAS STATEMENT OF USE RECEIVED	
May 11, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 10, 2018	EXTENSION 5 GRANTED	66530
Apr. 26, 2018	EXTENSION 5 FILED	66530
Apr. 26, 2018	TEAS EXTENSION RECEIVED	
Apr. 26, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 01, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 31, 2017	EXTENSION 4 GRANTED	66530
Oct. 26, 2017	EXTENSION 4 FILED	66530
Oct. 26, 2017	TEAS EXTENSION RECEIVED	
Oct. 26, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
May 02, 2017	EXTENSION 3 GRANTED	66530
Apr. 26, 2017	EXTENSION 3 FILED	66530
Apr. 26, 2017	TEAS EXTENSION RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 20, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 19, 2016	EXTENSION 2 GRANTED	66530
Oct. 11, 2016	EXTENSION 2 FILED	66530
Oct. 11, 2016	TEAS EXTENSION RECEIVED	
Oct. 11, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 02, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 01, 2016	EXTENSION 1 GRANTED	66530
Apr. 27, 2016	EXTENSION 1 FILED	66530
May 26, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Apr. 27, 2016	TEAS EXTENSION RECEIVED	
Apr. 27, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 27, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Sep. 01, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Sep. 01, 2015	PUBLISHED FOR OPPOSITION	
Aug. 12, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 24, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	73296
Jul. 22, 2015	ASSIGNED TO LIE	73296
Jul. 09, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 23, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889

Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 24, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 24, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 24, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 18, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 12, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Nov. 02, 2018