

ESTTA Tracking number: **ESTTA1059205**

Filing date: **06/01/2020**

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	05/31/2020
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, RWeeks@kilpatricktownsend.com, agarcia@kilpatricktownsend.com, tmadmin@Kilpatricktownsend.com 336-607-7300
----------------------	---

Applicant Information

Application No	88546728	Publication date	12/03/2019
Opposition Filing Date	06/01/2020	Opposition Period Ends	05/31/2020
Applicant	Signs In The Night LLC 8033 Sunset Boulevard #463 Los Angeles, CA 90046 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Audio and video recordings featuring music and artistic performances; digital media, namely, recorded optical discs, downloadable audio files, and downloadable video files featuring music and artistic performances
--

Applicant Information

Application No	88546733	Publication date	12/03/2019
Opposition Filing Date	06/01/2020	Opposition Period Ends	
Applicant	Signs In The Night LLC 8033 Sunset Boulevard #463 Los Angeles, CA 90046		

	UNITED STATES
--	---------------

Goods/Services Affected by Opposition

Class 041. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: Entertainment services in the nature of live musical performances


Grounds for Opposition

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

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	2034964	Application Date	06/26/1995
Registration Date	02/04/1997	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1968/08/00 First Use In Commerce: 1968/08/00 Gramophone records featuring music; [pre-recorded audio tape cassettes featuring music;] audio compact discs featuring music [; pre-recorded video tape cassettes featuring music] [; video laser discs featuring music]		

U.S. Registration No.	3317089	Application Date	06/04/2004
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	APPLE		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 0 First Use In Commerce: 0 Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical videorecords; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, DVDs, CD-ROMs ((and interactive compact discs, all featuring or relating to music and films;)) digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and videorecords featuring or relating to music,entertainment and films))

U.S. Registration No.	5209933	Application Date	06/11/2015
Registration Date	05/23/2017	Foreign Priority Date	05/18/2015
Word Mark	APPLE MUSIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/30 Broadcasting and transmission of voice,data, images, music, audio, video, multimedia, television, and radio by means of telecommunications networks; broadcastand transmission of streamed music, audio, video, and multimedia content by means of telecommunications networks; transfer of music, audio, video, and multimedia to matched users by means of telecommunications networks; provid-		

	ing access to websites, databases, electronic bulletin boards, online forums, directories, music, and audio and video content programs on the Internet by means of telecommunications networks
--	--

U.S. Registration No.	5330141	Application Date	06/10/2015
Registration Date	11/07/2017	Foreign Priority Date	05/18/2015
Word Mark	APPLE MUSIC		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/30 Computer software for use in generating customized recommendations of audio, video, data, text and other multimedia content, including music, concerts, videos, radio, television, cultural events and entertainment-related programs determined from an analysis of user preferences; computer software for creating and sharing playlists of audio and multimedia files; computer software for use in connection with an online music subscription service; database synchronization software; database management software; computer software for use in playing, organizing, downloading, transmitting, manipulating, and reviewing audio files, and media files; computer software for use in the delivery, distribution and transmission of digital music and entertainment-related audio, video, text and multimedia content; computer software for creating searchable databases of information and data for peer-to-peer social networking databases; computer software to enable users to program and distribute audio, video, data, text and other multimedia content, including music, concerts, videos, radio, television, cultural events, and entertainment-related and educational programs via communication networks; computer software for accessing, browsing and searching online databases; computer software for setting up, configuring, operating and controlling mobile devices, wearable devices, mobile phones, computers, and computer peripherals, and audio and video players; downloadable audio and video recordings featuring music, music performances, and music videos</p>		

U.S. Registration No.	4088195	Application Date	03/22/2008
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		

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

U.S. Registration No.	5851764	Application Date	06/15/2015
Registration Date	09/03/2019	Foreign Priority Date	05/21/2015
Word Mark	MUSIC		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "MUSIC".		
Goods/Services	<p>Class 041. First use: First Use: 2015/06/08 First Use In Commerce: 2015/06/30</p> <p>arranging, organizing, conducting, and presenting concerts, live musical performances, entertainment special events in the nature of musical and cultural events, arts and cultural events, theatrical entertainment in the nature of live theatrical performances, and exhibitions for entertainment purposes; production and distribution of radio programs, television programs, and sound recordings; entertainment services, namely, providing ongoing television, radio, audio programs,</p>		

	<p>video programs, podcasts, and webcast programs in the field of entertainment; providing audio and video programming featuring entertainment, sports, music, information, and news by means of telecommunications networks; entertainment services, namely, providing streamed and downloadable audio and video content to users through a subscription service provided online via a communication network; provision of live entertainment and recorded entertainment, namely, musical performances; providing non-downloadable audio and video programming featuring entertainment, sports, music, informational, and current events news programming; providing websites and computer applications featuring entertainment information, sports information, music information, news in the fields of music and entertainment, and arts and culture information; providing websites and computer applications featuring information in the field of entertainment, music, sports, news in the fields of music and entertainment, and arts and culture; entertainment services, namely, providing information, reviews and personalized recommendations of entertainment in the nature of music, arts and cultural events, concerts, live musical and cultural performances, fairs for entertainment purposes, music festivals for cultural or entertainment purposes, and exhibitions for entertainment purposes; entertainment services, namely, providing reviews, and ratings, and providing interactive websites and computer applications for entertainment purposes for the sharing of reviews, and ratings of users all relating to entertainment, art and cultural events, concerts, live musical performances, entertainment fairs, music festivals for cultural or entertainment purposes, and exhibitions for entertainment purposes; providing pre-recorded music, video programs, and graphics for use on mobile communications devices via a global computer network and wireless networks; providing a website for the uploading, storing, sharing and viewing and posting of images, audio, videos, podcasts, and multimedia content; publication of articles, all in the fields of music and entertainment; providing websites featuring non-downloadable publications in the nature of articles, all in the fields of music and entertainment; news reporting in the field of music and entertainment</p>
--	--

U.S. Registration No.	5604598	Application Date	10/16/2017
Registration Date	11/13/2018	Foreign Priority Date	04/18/2017
Word Mark	MUSIC UP NEXT		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the words "music," "up," and "next".		
Goods/Services	Class 041. First use: First Use: 2017/04/20 First Use In Commerce: 2017/04/20 entertainment services in the nature of development, creation, production, and distribution of musical artist video documentary series; entertainment services, namely, providing a website featuring on-line non-downloadable music, interviews, live music performances, and videos featuring musical artists; entertainment services, namely, a multimedia program series featuring musical artists distributed via various platforms across multiple forms of transmission media		

U.S. Registration No.	5291678	Application Date	11/13/2015
Registration Date	09/19/2017	Foreign Priority Date	NONE
Word Mark	APPLE NEWS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2015/06/08 First Use In Commerce: 2016/04/05 Providing web pages featuring information in the field of entertainment, music, sports, current events news, and arts and culture		

U.S. Registration No.	6015367	Application Date	08/01/2019
Registration Date	03/17/2020	Foreign Priority Date	02/08/2019
Word Mark	NEWS+		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "News+".		
Goods/Services	Class 035. First use: First Use: 2019/03/25 First Use In Commerce: 2019/03/25 Retail store services in the field of books, magazines, periodicals, newsletters, journals and other publications on a wide range of topics of general interest, provided via the Internet and other computer, electronic and communications networks; subscription services, namely, providing subscriptions to text, data, image, audio, video, and multimedia content, provided via the Internet and other electronic and communications networks; providing subscription services of downloadable pre-recorded text, data, image, audio, video, and multimedia content for a fee or pre-paid subscription, via the Internet and other electronic and communications networks		

U.S. Registration No.	3359045	Application Date	04/09/2007
Registration Date	12/25/2007	Foreign Priority Date	11/13/2006
Word Mark	APPLE TV		

Design Mark	<h1>APPLE TV</h1>
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21</p> <p>Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content</p>

U.S. Registration No.	5994244	Application Date	03/24/2019
Registration Date	02/25/2020	Foreign Priority Date	NONE
Word Mark	TV		
Design Mark			
Description of Mark	<p>The mark consists of a black square with rounded corners containing a design of an apple with a bite removed and the word "tv", both design and word in shades of green and blue.</p>		

Goods/Services	Class 041. First use: First Use: 2019/05/13 First Use In Commerce: 2019/05/13 distribution of television programs, motion pictures, and multimedia entertainment content; rental and presentation of ongoing television programs, motion pictures, and multimedia entertainment content all in the fields of comedy, drama, children's entertainment, sci-fi, documentary, and sports; providing entertainment, sports, animation, music, news, reality, documentary, current events and arts and culture programming by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; providing non-downloadable entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming; providing interactive guides for searching and selecting multimedia entertainment content; providing websites featuring entertainment, sports, animation, music, news, reality, documentary, current events and arts and culture programming; providing websites featuring information in the field of entertainment, sports, music, news, documentaries, current events, and arts and culture
----------------	--



U.S. Registration No.	6046302	Application Date	09/25/2019
Registration Date	05/05/2020	Foreign Priority Date	NONE


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

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

Description of Mark	The mark consists of a black rectangle with rounded corners containing a design of an apple with a bite removed and the word "tv", both design and word in shades of green and blue.
---------------------	--


Goods/Services	Class 038. First use: First Use: 2019/05/13 First Use In Commerce: 2019/05/13 broadcasting, transmission, and streaming of voice, data, images, audio, video, multimedia, television, by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; subscription and pay-per-view broadcasting, transmission, and streaming services by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; video-on-demand transmission services Class 041. First use: First Use: 2019/05/13 First Use In Commerce: 2019/05/13 distribution of television programs, motion pictures, and multimedia entertainment content; rental and presentation of ongoing television programs, motion pictures, and multimedia entertainment content all in the fields of comedy, drama, children's entertainment, sci-fi, documentary, and sports; providing entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; providing non-downloadable entertainment, sports, animation, music, news, reality,
----------------	---

	documentary, current events, and arts and culture programming		
U.S. Registration No.	5443302	Application Date	09/13/2017
Registration Date	04/10/2018	Foreign Priority Date	NONE
Word Mark	TODAY AT APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2017/05/21 First Use In Commerce: 2017/05/21 Providing seminars, workshops, classes, and training in the fields of music, visual arts, design, photography, videography and filmmaking, business, education, robotics, and technology; providing seminars, workshops, classes, and training in the use and operation of computers, computer software, digital electronic devices, and wearable electronics		
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	NONE


		Date	
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,</p>		

	<p>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 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>
--	--

U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01</p> <p>Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network;</p>

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

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

	audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest
--	---

Attachments	78430230#TMSN.png(bytes) 86659491#TMSN.png(bytes) 86658508#TMSN.png(bytes) 77428980#TMSN.png(bytes) 86663157#TMSN.png(bytes) 87646704#TMSN.png(bytes) 86819705#TMSN.png(bytes) 88559819#TMSN.png(bytes) 77152380#TMSN.png(bytes) 88353795#TMSN.png(bytes) 88631283#TMSN.png(bytes) 87607048#TMSN.png(bytes) 73120444#TMSN.png(bytes) 77172511#TMSN.png(bytes) 76426501#TMSN.png(bytes) 77648705#TMSN.png(bytes) Consolidated NOO-FRANKI PINEAPPLE.pdf(1054700 bytes) EXHIBIT 1-FRANKI PINEAPPLE.pdf(4300968 bytes) EXHIBIT 2-FRANKI PINEAPPLE.pdf(303649 bytes) EXHIBIT 3-FRANKI PINEAPPLE.pdf(2837266 bytes) EXHIBIT 4-FRANKI PINEAPPLE.pdf(2906226 bytes) EXHIBIT 5-FRANKI PINEAPPLE.pdf(4012785 bytes) EXHIBIT 6-FRANKI PINEAPPLE.pdf(435690 bytes) EXHIBIT 7-FRANKI PINEAPPLE.pdf(3106681 bytes) EXHIBIT 8-FRANKI PINEAPPLE.pdf(2193065 bytes) EXHIBIT 9-FRANKI PINEAPPLE.pdf(362792 bytes)
-------------	--

Signature	/William M. Bryner/
Name	William M. Bryner
Date	06/01/2020

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

Application Serial Nos. 88/546,728 and 88/546,733

For the Mark: **FRANKI PINEAPPLE**

Filed: July 29, 2019

Published: December 3, 2019

APPLE INC.,

Opposer,

v.

SIGNS IN THE NIGHT, LLC,

Applicant.

**CONSOLIDATED
NOTICE OF OPPOSITION**

APPLE INC. (“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 registration for the trademark FRANKI PINEAPPLE, as shown in Application Serial Nos. 88/546,728 and 88/546,733 (“Applicant’s Marks”), and hereby opposes the same.

As grounds for its Consolidated Notice of Opposition, Apple alleges as follows:

FACTS

A. Apple and Its World-Famous Apple Marks

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

2. Since at least as early as 1977, Apple has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE or its graphic equivalent, the Apple Logo (shown below) depicting a stylized apple with a detached leaf (collectively, the “Apple Marks”).



3. Apple’s family of Apple Marks are distinctive, arbitrary, and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Apple’s extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and are recognized immediately as identifying Apple’s APPLE-branded goods and services.

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

5. For many years, Apple’s APPLE brand (including the Apple Logo) has consistently been recognized as one of the world’s most famous brands. In May 2019, *Forbes* magazine ranked the APPLE brand as the world’s most valuable brand for the ninth year in a row, with an estimated valuation of \$206 billion. Copies of *Forbes* magazine articles concerning its most valuable brands rankings from 2011 through 2019 are attached as **Exhibit 1**.

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 tied for #1 in the virtual personal assistant category. Attached as

Exhibit 2 is a printout of the *Harris Interactive* report obtained from the website at: <https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-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 (2013-2018). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2010 through 2019. Interbrand has awarded the APPLE brand the following rankings and brand valuations over the past 10 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. In 2019, 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 from 2019 through 2008.

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

B. Apple's Longstanding Use of the Apple Marks In Connection with Music-Related and Entertainment-Related Goods and Services

12. While Apple has revolutionized, and continues to set trends in, personal computing, its pioneering activities extend far beyond computing, particularly in the fields of music, entertainment, and digital content distribution.

a. Class 41 Services and Digital Media Goods & Services

13. Since at least 1981 and continuing through today, Apple has offered training courses and workshops to educate consumers on the use and operation of computers, software, information technology, and consumer electronics.

14. During the late 1980s, Apple jumpstarted the integration of music and technology by introducing APPLE branded computers featuring Musical Digital Interface ("MIDI") card and audio-recording capabilities. This functionality enabled communication between Apple's

computer devices and musical instruments, and ushered in the digital age of music recording and playback.

15. Since the 1980s, Apple has used its Apple Marks in connection with the audio player and audio-recording functionalities of its computers and mobile devices.

16. In 1991, Apple launched its QuickTime computer program which enabled the creation and distribution of combined video, graphics, and sound. This software pioneered the distribution of multimedia content and enabled users to efficiently playback audio and video formats.

17. In 1999, Apple began offering users streamed content, i.e., content played on a user's computer as it is delivered, as opposed to being stored on the computer and played later. Such content—which was played on a user's computer through Apple's QuickTime player— included independent-label music and short films. By April 2000, Apple's QuickTime software was downloaded over 32 million times and offered users over 40 premium channels of music, video, and news from leading content providers.

18. In the early 2000s, Apple revolutionized the music industry by launching its pioneering iPod media player and iTunes suite of technologies and services. These goods and services sparked the digital media revolution and popularized online downloading and streaming services, which are now ubiquitous.

19. In January 2001, Apple announced iTunes, “the world's best and easiest to use jukebox software,” which allowed users to create and manage their own music library, as well as burn their own audio CDs.

20. In October 2001, Apple released its revolutionary iPod portable media player. Apple's iPod devices transformed the way people listen to music, allowing them to carry their entire music collections in their pockets. By 2007, Apple had sold over 100 million iPod players—making the iPod player the fastest selling music player in history.

21. In April 2003, Apple launched its iTunes Music Store (now called the iTunes Store) through which Apple publishes, and distributes online, an unrivaled and comprehensive catalog of music and audiobooks. The unprecedented level of commercial success experienced by Apple's iTunes Store has made Apple the number one music provider in the world.

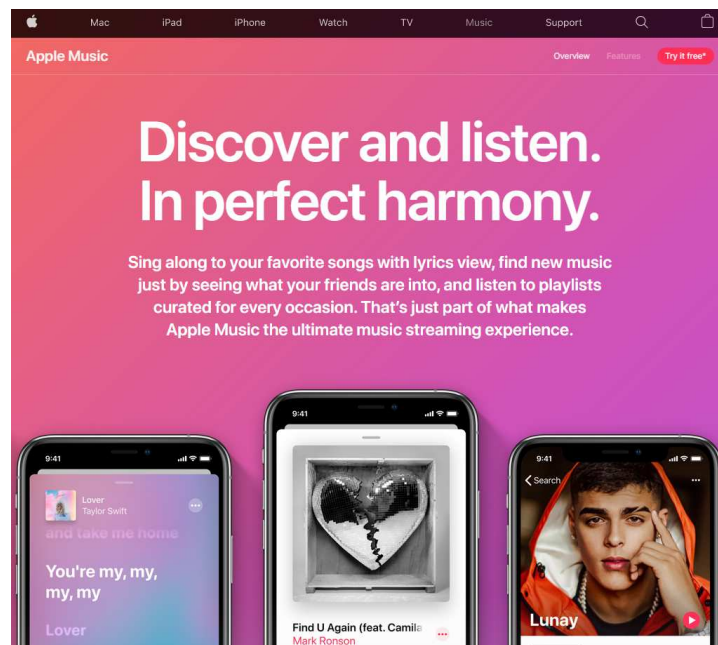
22. Within the first week of launching, the Company's iTunes Music Store sold over one million songs. By February 2013, approximately 10 years after it launched, Apple's iTunes Store services had provided consumers with over 15,000 songs *per minute* and had set an aggregate sales record of 25 billion songs worldwide. Also by that time, Apple's iTunes Store was available in 119 countries and offered a collection of over 26 million songs.

23. In January 2007, Apple launched Apple TV, which is a service and associated device that work together to distribute entertainment content (e.g., movies, television shows, music, podcasts, Internet radio, and lyrics) and premium entertainment content (e.g., live musical performance videos, interviews, interactive galleries, and deleted scenes) to consumers' televisions and other video displays.

24. By 2013, the Apple TV service had been providing consumers with a catalog of over 60,000 movies and 230,000 TV episodes, and Apple was in fact delivering, daily, over 800,000 TV episodes and over 350,000 movies to consumers via Apple TV.

25. Last year, Apple expanded its entertainment distribution services through its launch of Apple TV+ services, an original video subscription service offering a powerful and inspiring lineup of new, exclusive, Apple-produced shows, documentaries, and movies. Apple TV+ programming features some of the world's most celebrated creative artists, including Oprah Winfrey, Steven Spielberg, Jennifer Anniston, and Reese Witherspoon.

26. In June 2015, Apple unveiled Apple Music, a watershed development in entertainment distribution for both consumers and content providers. *See* <https://www.apple.com/apple-music/features/>, selective screenshots of which are depicted below, with complete website printouts attached as **Exhibit 8**.



Apple Music	Overview	Features	Try it free*
	Student ¹ \$4.99/mo.	Individual \$9.99/mo.	Family \$14.99/mo.
	Try it free	Try it free	Try it free
60 million songs, plus your existing music library	✓	✓	✓
Listen online or off	✓	✓	✓
Free trial with no commitment*	✓	✓	✓
Stream ad-free music and music videos	✓	✓	✓
Download 100,000 songs to your library	✓	✓	✓
Access across your devices	✓	✓	✓
See what your friends are listening to	✓	✓	✓
Original shows, concerts, and exclusives	✓	✓	✓
Beats 1 live and on-demand radio shows	✓	✓	✓
Access for up to six people			✓
A personal account for each family member			✓
Sharing what you want, when you want — or not at all ²			✓
Sharing of your existing music library ²			✓

Apple Music

Overview

Features

Try it free*

Apple Music plays on all your devices.



iPhone



iPad



Apple Watch



Apple TV



Mac



HomePod



CarPlay



PC

[Update to the latest iTunes >](#)



Android

[Download on Google Play >](#)



Sonos

[Download the Sonos app >](#)



Amazon Echo

[Download the Amazon Alexa app >](#)



Samsung Smart TV¹

27. Apple Music provides consumers with a personal “jukebox” of music purchased from Apple, with music and entertainment offerings including a subscription-based music

streaming service that provides access to Apple’s music catalog, which now contains 60 million songs, along with an abundance of playlists programmed by world class music experts.

28. Apple Music also provides users with access to radio stations created by some of the world’s most talented DJs, which broadcast radio content 24 hours a day. Apple also partners with music luminaries, such as Drake, Frank Ocean, Taylor Swift, and Katy Perry, to provide dedicated fans exclusive and early release materials through its radio stations.

29. Furthermore, Apple Music delivers a host of additional unique content, such as lyrics, backstage photos, and videos shared by musical artists directly to fans.

30. The Apple Music service has enjoyed tremendous commercial success. Since 2015, Apple has welcomed tens of millions of subscribers to its Apple Music service in 115 countries.

31. Given the meteoric commercial success of Apple’s iTunes Store, Apple’s iPod media player, Apple’s Apple Music services, and Apple’s Apple TV and Apple TV+ services, the APPLE brand long ago became synonymous with digital media services.

b. Production and Promotion of Live Musical Performances

32. Additionally, for decades Apple has used its Apple Marks in connection with the production and promotion of live musical performances.

33. For example, in 1982 and 1983, Apple co-founder Steve Wozniak staged two “Unite Us in Song” festivals, which celebrated technology and music and featured, among other things, a hot-air balloon emblazoned with Apple’s logo and luminaries like The Grateful Dead, The Ramones, and Fleetwood Mac.

34. From 2007 to 2014, Apple held the iTunes Music Festival, an annual multi-day music festivals with live performances from over 550 artists in front of more than half of million

fans, with tens of millions more watching online and on-demand. Performers included Adele, Foo Fighters, Lady Gaga, Katy Perry, and Maroon 5.

35. In 2015, Apple held the first Apple Music Festival, a multi-day event in the U.K. with live performances from the biggest names in music, including Pharrell Williams, One Direction, and Florence + The Machine. Performances were streamed live and available to view afterwards in the U.S. through the Company's Apple Music service. The Apple Music Festival was such a success that it was held again in 2016, featuring headliners such as Elton John, Alicia Keys, Brittany Spears, Calvin Harris, and Michael Bublé.

36. In 2019, Apple produced its Apple Music Up Next Live program, a series of intimate performances from artists, including Khalid, Lewis Capaldi, and Ashley McBryde.

37. Additionally, in connection with its Apple Music services, the Company also regularly partners with musicians to produce and sponsor musical tours, which feature an assortment of live performances spanning many genres.

38. In addition to the frequent festival live performances, Apple has for years produced live musical performances hosted at Apple Store venues.

39. Further, Apple regularly provides live musical performances from various well-known artists during its renowned annual Apple Worldwide Developers Conference.

40. Moreover, Apple regularly hosts Apple Special Events for particularly important occasions that also feature live musical concerts, which have included artists such as U2, Elvis Costello, Bobby Short, Leon Bridges, Foster The People, Sia, Sara Bareilles, and countless others.



41. As a result of Apple’s extensive use of its Apple Marks for products and services pertaining to music and entertainment, Apple has developed extensive common law rights in its marks for such goods and services.



42. Additionally, Apple owns many registrations for its Apple Marks on the Principal Register of the United States Patent and Trademark Office covering products and services relating to music and entertainment, including, without limitation, the following (collectively, the “Apple Registrations”):

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
APPLE	2,034,964	June 26, 1995 / Feb. 4, 1997	9: Gramophone records featuring music; audio compact discs featuring music.
APPLE	3,317,089	June 4, 2004 / Oct. 23, 2007	9: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, gramophone records, video discs, DVDs, CD-ROMs ((and interactive compact discs, all featuring or relating to music and films;)) digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films))).
APPLE MUSIC	5,209,933	Priority: May 18, 2015 / May 23, 2017	38: Broadcasting and transmission of voice, data, images, music, audio, video, multimedia, television, and radio by means of telecommunications networks; broadcast and transmission of streamed music, audio, video, and multimedia content by means of telecommunications networks; transfer of music, audio, video, and multimedia to matched users by means of telecommunications networks; providing access to websites, databases, electronic bulletin boards, online forums, directories, music, and audio and video content programs on the Internet by means of telecommunications networks.
APPLE MUSIC	5,330,141	Priority: May 18, 2015 /	9: Computer software for use in generating customized recommendations of audio, video, data, text and other

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
		Nov. 7, 2017	multimedia content, including music, concerts, videos, radio, television, cultural events and entertainment-related programs determined from an analysis of user preferences; computer software for creating and sharing playlists of audio and multimedia files; computer software for use in connection with an online music subscription service; database synchronization software; database management software; computer software for use in playing, organizing, downloading, transmitting, manipulating, and reviewing audio files, and media files; computer software for use in the delivery, distribution and transmission of digital music and entertainment-related audio, video, text and multimedia content; computer software for creating searchable databases of information and data for peer-to-peer social networking databases; computer software to enable users to program and distribute audio, video, data, text and other multimedia content, including music, concerts, videos, radio, television, cultural events, and entertainment-related and educational programs via communication networks; computer software for accessing, browsing and searching online databases; computer software for setting up, configuring, operating and controlling mobile devices, wearable devices, mobile phones, computers, and computer peripherals, and audio and video players; downloadable audio and video recordings featuring music, music performances, and music videos.
APPLE	4,088,195	Priority: Sept. 28, 2007 / Jan. 17, 2012	41: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics,

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network.
	5,851,764	Priority: May 21, 2015 / Sept. 3, 2019	41: Arranging, organizing, conducting, and presenting concerts, live musical performances, entertainment special events in the nature of musical and cultural events, arts and cultural events, theatrical entertainment in the nature of live theatrical performances, and exhibitions for entertainment purposes; production and distribution of radio programs, television programs, and sound recordings; entertainment services, namely, providing ongoing television, radio, audio programs, video programs, podcasts, and webcast programs in the field of entertainment; providing audio and video programming featuring entertainment, sports, music, information, and news by means of telecommunications networks; entertainment services, namely, providing streamed and downloadable audio and video content to users through a subscription service provided online via a communication network; provision of live entertainment and recorded entertainment, namely, musical performances; providing non-downloadable audio and video programming featuring entertainment, sports, music, informational, and current events news programming; providing websites and computer applications


TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			featuring entertainment information, sports information, music information, news in the fields of music and entertainment, and arts and culture information; providing websites and computer applications featuring information in the field of entertainment, music, sports, news in the fields of music and entertainment, and arts and culture; entertainment services, namely, providing information, reviews and personalized recommendations of entertainment in the nature of music, arts and cultural events, concerts, live musical and cultural performances, fairs for entertainment purposes, music festivals for cultural or entertainment purposes, and exhibitions for entertainment purposes; entertainment services, namely, providing reviews, and ratings, and providing interactive websites and computer applications for entertainment purposes for the sharing of reviews, and ratings of users all relating to entertainment, art and cultural events, concerts, live musical performances, entertainment fairs, music festivals for cultural or entertainment purposes, and exhibitions for entertainment purposes; providing pre-recorded music, video programs, and graphics for use on mobile communications devices via a global computer network and wireless networks; providing a website for the uploading, storing, sharing and viewing and posting of images, audio, videos, podcasts, and multimedia content; publication of articles, all in the fields of music and entertainment; providing websites featuring non-downloadable publications in the nature of articles, all in the fields of music and entertainment; news reporting in the field of music and entertainment.
 MUSIC UPNEXT	5,604,598	Priority: April 18, 2017 / Nov. 13, 2018	41: Entertainment services in the nature of development, creation, production, and distribution of musical artist video documentary series; entertainment services, namely, providing a website featuring on-line non-downloadable music, interviews, live music performances, and videos featuring musical artists; entertainment services, namely, a multimedia program series featuring musical artists distributed via various platforms across multiple forms of transmission media.
APPLE NEWS	5,291,678	Priority: May 13, 2015 / Sept. 19, 2017	41: Providing web pages featuring information in the field of entertainment, music, sports, current events news, and arts and culture.
 News+	6,015,367	Priority: Feb. 8, 2019 / March 17, 2020	35: Retail store services in the field of books, magazines, periodicals, newsletters, journals and other publications on a wide range of topics of general interest, provided via the Internet and other computer, electronic and communications networks; subscription services, namely, providing subscriptions to text, data, image, audio, video, and multimedia content, provided

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			via the Internet and other electronic and communications networks; providing subscription services of downloadable pre-recorded text, data, image, audio, video, and multimedia content for a fee or pre-paid subscription, via the Internet and other electronic and communications networks.
APPLE TV	3,359,045	Priority: Nov. 13, 2006 / Dec. 25, 2007	9: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content.
	5,994,244	March 24, 2019 / Feb. 25, 2020	41: Distribution of television programs, motion pictures, and multimedia entertainment content; rental and presentation of ongoing television programs, motion pictures, and multimedia entertainment content all in the fields of comedy, drama, children's entertainment, sci-fi, documentary, and sports; providing entertainment, sports, animation, music, news, reality, documentary, current events and arts and culture programming by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; providing non-downloadable entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming; providing interactive guides for searching and selecting multimedia entertainment content; providing websites featuring entertainment, sports, animation, music, news, reality, documentary, current events and arts and culture programming; providing websites featuring information in the field of entertainment, sports, music, news, documentaries, current events, and arts and culture.
	6,046,302	Priority: March 25, 2019 / May 5, 2020	38: Broadcasting, transmission, and streaming of voice, data, images, audio, video, multimedia, television, by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; subscription and pay-per-view broadcasting, transmission, and streaming services by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; video-on-demand

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			transmission services. 41: Distribution of television programs, motion pictures, and multimedia entertainment content; rental and presentation of ongoing television programs, motion pictures, and multimedia entertainment content all in the fields of comedy, drama, children's entertainment, sci-fi, documentary, and sports; providing entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; providing non-downloadable entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming.
TODAY AT APPLE	5,443,302	Sept. 13, 2017 / April 10, 2018	41: Providing seminars, workshops, classes, and training in the fields of music, visual arts, design, photography, videography and filmmaking, business, education, robotics, and technology; providing seminars, workshops, classes, and training in the use and operation of computers, computer software, digital electronic devices, and wearable electronics.
APPLE	1,078,312	March 25, 1977 / Nov. 29, 1977	9: Computers; computer programs, namely, computer operating software, computer software development tools, game software, and computer software for creating and editing text and graphics.
APPLE	3,928,818	May 3, 2007 / March 8, 2011	9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			<p>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 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</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			<p>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>
	2,715,578	July 1, 2002 / May 13, 2003	<p>9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			<p>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.</p>
	3,679,056	Jan. 13, 2009 / Sept. 8, 2009	<p>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;</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			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.

Pursuant to 37 C.F.R. § 2.122(d), printouts from the USPTO's electronic TSDR database, showing the current status title of each of the Apple Registrations, are attached to this Notice of Opposition as **Exhibit 9**.

43. 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. 1,078,312¹; 2,034,964; 2,715,578; 3,317,089; 3,359,045; 3,679,056; 3,928,818; and 4,088,195.

C. Applicant's Applications to Register FRANKI PINEAPPLE

44. On July 29, 2019, notwithstanding Apple's prior rights, and well after Apple's Apple Marks became distinctive and/or famous, Applicant filed applications to register the mark FRANKI PINEAPPLE in International Classes 9 and 41 for:

9: Audio and video recordings featuring music and artistic

¹ The affidavit of incontestability applies solely to "computers" in U.S. Reg. No. 1,078,312. The remaining goods were amended under the USPTO technology evolution pilot program.

performances; digital media, namely, recorded optical discs, downloadable audio files, and downloadable video files featuring music and artistic performances; and

41: Entertainment services in the nature of live musical performances (together, “Applicant’s Goods and Services”).

45. Apple is timely filing this Notice of Opposition and hereby opposes the registration of Applicant’s Marks on the grounds that: (a) Applicant’s Marks are 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 Marks are 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

46. Apple hereby incorporates paragraphs 1- 45 as if fully set forth herein.

47. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, well prior to the July 29, 2019 filing date of Applicant’s applications.

48. Consumers encountering Applicant’s Marks are likely to associate the marks with Apple. Applicant’s Marks are similar to Apple’s Apple Marks, both visually and phonetically, as they contains the APPLE mark in its entirety.

49. While the word “apple” and “pineapple” do not have the same meaning, they are both the names of fruits, and thus convey a similar commercial impression. Further, the Apple Marks are so famous and instantly recognizable that the similarities in Applicant’s Marks will overshadow any minor differences and cause consumers to believe that Applicant is related to, affiliated with, or endorsed by Apple.

50. Moreover, Applicant seeks to register its marks for (a) audio and video recordings and digital media featuring music and artistic performances; and (b) entertainment services in the nature of live musical performances, which are identical, highly related, and complementary to certain goods and services for which Apple owns numerous registrations.

51. In light of the fame of the Apple Marks, consumers encountering Applicant's Marks are likely to believe Applicant's Goods and Services offered under Applicant's Marks are associated with, or approved, endorsed, or provided by Apple.

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

53. Apple would be damaged by the registration of Applicant's Marks in connection with Applicant's Goods and Services because Applicant's Marks 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 Goods and 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

54. Apple hereby incorporates paragraphs 1-53 as if fully set forth herein.

55. Apple will also be damaged by registration of Applicant's Marks because the marks are likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Apple, and by otherwise lessening

the capacity of the Apple Marks to identify and distinguish Apple's goods and services, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

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

- (a) Applicant's Marks are similar in appearance, meaning, and commercial impression to Apple's famous Apple Marks;
- (b) Apple's Marks are inherently distinctive and, due to Apple's extensive use and promotion, the Apple Marks also became famous prior to the filing date of Applicant's applications;
- (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 July 29, 2019 filing date.

57. If Applicant's Marks are granted registration, Applicant would obtain a *prima facie* exclusive right to use Applicant's Marks in connection with Applicant's Goods and Services. Such registration would damage Apple.

58. 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 Marks.

WHEREFORE, Apple requests that the Board sustain this opposition in Apple's favor by refusing registration to Application Serial Nos. 88/546,728 and 88/546,733.

This Notice of Opposition and its accompanying opposition fee are being submitted electronically.

Dated: June 1, 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

Rita Weeks
Kilpatrick Townsend & Stockton LLP
The Grace Building
1114 Avenue of the Americas, 21st Floor
New York, New York 10036
Telephone: (212) 775-8700
Facsimile: (212) 775-8800
Attorneys for Opposer Apple Inc.

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

Application Serial Nos. 88/546,728 and 88/546,733

For the Mark: **FRANKI PINEAPPLE**

Filed: July 29, 2019

Published: December 3, 2019

APPLE INC.,

Opposer,

v.

SIGNS IN THE NIGHT, LLC,

Applicant.

**CONSOLIDATED
NOTICE OF OPPOSITION**

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, June 1, 2020

/s/ Alberto Garcia
Alberto Garcia

EXHIBIT 1

Billionaire Secrets

The World's Most Valuable Brands

It's your network, so design it to meet your needs

Explore the flexibility of Managed SD-WAN

[Get started](#)

Spectrum
ENTERPRISE

The List

[Spreadsheet](#)
[Reprints](#)
[Logo Licensing](#)


Filter list by:

Rank





Company

All industries ▼

Search by brand name



	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

Inside Forbes



The 10 Biggest Fintech Companies In America

These unicorns are forever changing the way we interact with money.



PODCAST: Why Cristiano Ronaldo Is The World's Highest-Earning Athlete



2017 Grateful Grads Index: Top 200 Best-Loved Colleges



Full List: The World's Highest-Paid Actors And Actresses 2017



Meet The Richest Self-Made Women On Wall Street 2017

BILLIONAIRES INNOVATION LEADERSHIP MONEY CONSUMER INDUSTRY LIFESTYLE

Conferences

2019 Shook/ Top Advisor Summit
2019 #BoardForward Awards
2019 U30 Global
2019 CIO Summit
2019 Philanthropy Summit

Products

Steve Forbes Podcast
Forbes Magazine
Forbes Marketplace
ForbesSpeakers
ForbesBooks

Forbes Councils

Forbes Technology Council
Forbes Agency Council
Forbes Coaches Council
Forbes Nonprofit Council



2 Free Issues | Subscriber Services | Gift Subscription

2019 Women's Summit
2019 CIO Summit Europe
2019 AgTech Summit
2019 Under 30 Summit
2019 CMO Summit
2019 CMO Summit Europe
2019 Healthcare Summit

Newsletters

Forbes Investor
Forbes Billionaire's Portfolio
Forbes Real Estate Investor
Special Situation Survey
Forbes Dividend Investor
Forbes Premium Income Report
Forbes CryptoAsset & Blockchain Advisor
Investing Newsletters

Forbes Insights
Forbes Custom
Reprints, Permissions & Licensing
Forbes Newsfeeds
Forbes8

Company Info

Advertise
Forbes Careers
Forbes Press Room
Forbes Quote of the Day
Contact Us
Sitemap
Send Us Feedback
Share a News Tip with Forbes
Forbes Real-Time

Forbes Business Development Council
Forbes Communications Council
Forbes Human Resources Council
Forbes Real Estate Council
Forbes Finance Council
Forbes New York Business Council
Forbes Los Angeles Business Council
Forbes Boston Business Council
Forbes Dallas Business Council
Forbes Chicago Business Council
Forbes San Francisco Business Council

Education

Forbes School of Business & Technology at Ashford University
Learn@Forbes Online Courses

Forbes Georgia
Forbes Brazil
Forbes China
Forbes Czech
Forbes France
Forbes Hungary
Forbes India
Forbes Israel
Forbes Japan
Forbes Kazakhstan
Forbes Mexico
Forbes Middle East

Forbes Poland
Forbes Romania
Forbes Russia
Forbes Spain
Forbes Thailand
Forbes Vietnam
Forbes Argentina
Forbes Austria
Forbes Slovakia
Forbes Greece
Forbes Africa
Forbes Italy
Forbes Afrique



Billionaire Secrets

The World's Most Valuable Brands



REVOLVE






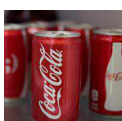

The List

[Spreadsheet](#)
[Reprints](#)
[Logo Licensing](#)


Filter list by:

Rank[Company](#)[All industries ▼](#)



	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#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

Forbes

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



#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

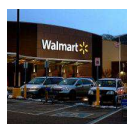
\$25.5 B

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

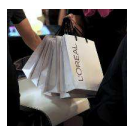
\$18.4 B

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

Nescafé

\$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

FUN & INVITING
[shop now](#)

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



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



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



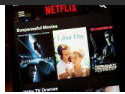
#53 Nestle \$11.7 B 5% \$8.6 B - Consumer Packaged Goods



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

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

MAKE A STATEMENT

shop now

marble
outdoor
bistr...
\$599

#71 Rolex

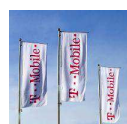
\$9.3 B

7%

\$4.6 B

-

Luxury



#72 T-Mobile

\$9 B

18%

\$38.7 B

\$1.8 B

Telecom



#73 Kraft

\$8.8 B

-4%

\$6.5 B

\$629 M

Consumer Packaged Goods



#74 Corona

\$8.8 B

16%

\$5.7 B

-

Alcohol



#75 Hyundai

\$8.7 B

-2%

\$81.8 B

\$2.1 B

Automotive



#76 Santander

\$8.7 B

5%

\$49.5 B

\$820 M

Financial Services



#77 BASF

\$8.6 B

9%

\$69.9 B

-

Diversified



#78 Lowe's

\$8.5 B

16%

\$68.6 B

\$968 M

Retail



#79

Huawei

\$8.4 B

15%

\$85.9 B

-

Technology



#80

Adobe

\$8.3 B

13%

\$7.3 B

\$142 M

Technology



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

Henrique Albuquerque, Bradesco Bank

[See how →](#)



#81

FedEx

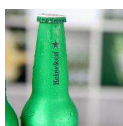
\$8.3 B

11%

\$63.9 B

\$458 M

Transportation



#82

Heineken

\$8.2 B

7%

\$5.6 B

-

Alcohol



#83

Goldman Sachs

\$8.2 B

11%

\$42.3 B

-

Financial Services



#84

Kellogg's

\$8.2 B

-3%

\$5.8 B

\$731 M

Consumer Packaged Goods



#85

Boeing

\$8.1 B

14%

\$93.4 B

-

Aerospace



#86

Costco

\$8 B

15%

\$136 B

-

Retail



#87

Chanel

\$8 B

10%

\$5.6 B

-

Luxury



#88

Lancôme

\$8 B

13%













\$5.3 B

\$8 B

Consumer Packaged Goods

Forbes

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

These unicorns are forever changing the way we interact with money.



PODCAST: Why Cristiano Ronaldo Is The World's Highest-Earning Athlete



2017 Grateful Grads Index: Top 200 Best-Loved Colleges



Full List: The World's Highest-Paid Actors And Actresses 2017



Meet The Richest Self-Made Women On Wall Street 2017

Forbes

BUSINESS INVESTING TECHNOLOGY ENTREPRENEURS OP/ED LEADERSHIP LIFESTYLE LISTS

Conferences

- 2018 Under 30 Global
- 2018 I.D.E.A
- 2018 CIO Europe
- 2018 Basel ArtTech + Blockchain Connect
- 2018 Impact
- 2018 Women's
- 2018 AgTech Salinas
- 2018 Under 30 Europe
- 2018 Cloud 100
- 2018 AgTech Indianapolis
- 2018 Under 30
- 2018 CIO Next
- 2018 Small Giants
- 2018 CMO
- 2018 CMO Europe
- 2018 Healthcare

Newsletters

- Forbes Investor
- Forbes Billionaire's Portfolio
- Forbes Real Estate Investor
- Special Situation Survey
- Forbes Dividend Investor
- Forbes Premium Income Report
- Investing Newsletters

Products

- Forbes Magazine
- Forbes Marketplace
- ForbesBooks
- Forbes Book Of Quotations
- Forbes Five-Year Journal
- The Intelligent REIT Investor
- Forbes eBooks
- Forbes Insights
- Forbes Custom
- Reprints, Permissions & Licensing
- Forbes Newsfeeds
- Forbes Custom Covers

Company Info

- Advertise
- Forbes Careers
- Forbes Press Room
- Forbes Quote of the Day
- Contact Us
- Sitemap
- Send Us Feedback
- Share a News Tip with Forbes

Forbes Councils

- Forbes Technology Council
- Forbes Agency Council
- Forbes Coaches Council
- Forbes Nonprofit Council
- Forbes Business Development Council
- Forbes Communications Council
- Forbes Human Resources Council
- Forbes Real Estate Council
- Forbes Finance Council
- Forbes New York Business Council
- Forbes Los Angeles Business Council
- Forbes Boston Business Council
- Forbes Dallas Business Council

Education

- Forbes School of Business & Technology at Ashford University
- Learn@Forbes Online Courses



2 Free Issues | Subscriber Services | Gift Subscription

- | | |
|--------------------|------------------|
| Forbes Georgia | Forbes Poland |
| Forbes Brazil | Forbes Romania |
| Forbes China | Forbes Russia |
| Forbes Czech | Forbes Spain |
| Forbes France | Forbes Thailand |
| Forbes Hungary | Forbes Vietnam |
| Forbes India | Forbes Argentina |
| Forbes Israel | Forbes Austria |
| Forbes Japan | Forbes Finland |
| Forbes Kazakhstan | Forbes Slovakia |
| Forbes Mexico | Forbes Greece |
| Forbes Middle East | Forbes Africa |
| | Forbes Italy |



2 Free Issues of Forbes

Log in | Sign up | Connect < >

The World's Most Valuable Brands

Tweet

G+1

The List

Spreadsheet

Reprints

Logo Licensing



Filter list by:

Rank





Company

All industries ▼

Search by brand name



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

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#7	Disney					
	#8	Toyota	\$41.1 B	-2%	\$168.8 B	\$4.3 B	Automotive
	#9	McDonald's	\$40.3 B	3%	\$85 B	\$646 M	Restaurants
	#10	Samsung	\$38.2 B	6%	\$166.7 B	\$3.7 B	Technology

Inside Forbes



A Troll Is Helping To Pick Your Next Government

Internet troll Charles "Chuck" Johnson is helping to pick members of the incoming administration.



Russian Billionaires Got \$29B Since Trump's Win



Trump Admin Hasn't Asked Palantir To Build Registry



Inside The 10 Most Stressful Jobs In 2017



Real-Time Billionaires

BUSINESS INVESTING TECHNOLOGY ENTREPRENEURS OP/ED LEADERSHIP LIFESTYLE LISTS

Conferences

2017 Under 30 EMEA Jerusalem & Tel Aviv
 2017 Forbes CIO Summit
 2017 Forbes Women's Summit
 2017 Forbes AgTech Summit
 2017 Forbes CMO Summit
 2017 Forbes Global CEO Conference
 2017 Forbes Healthcare Summit

Products

Forbes Magazine
 Forbes Marketplace
 ForbesBooks
 Forbes Book Of Quotations
 Forbes Five-Year Journal
 The Intelligent REIT Investor
 Forbes eBooks
 Forbes Insights
 Forbes Custom

Forbes Councils

Forbes Technology Council
 Forbes Agency Council
 Forbes Coaches Council
 Forbes Nonprofit Council
 Forbes Business Development Council
 Forbes Communications Council
 Forbes Human Resources Council



2 Free Issues | Subscriber Services | Gift Subscription

Forbes Brazil
 Forbes China

Forbes Kazakhstan
 Forbes Mexico



2017 Forbes SHOOK Top Advisors Summit

Newsletters

Forbes Investor
Forbes Billionaire's Portfolio
Forbes Real Estate Investor
Special Situation Survey
Forbes Dividend Investor
Forbes Premium Income Report
Investing Newsletters

Reprints, Permissions & Licensing

Forbes Newsfeeds

Forbes Custom Covers

Company Info

Advertise
Forbes Press Room
Forbes Careers
Contact Us
Sitemap
Send Us Feedback
Share a News Tip with Forbes

Forbes Real Estate Council
Forbes Finance Council

Education

Forbes School of Business & Technology at Ashford University

Forbes Czech
Forbes France
Forbes Hungary
Forbes India
Forbes Israel
Forbes Japan

Forbes Middle East
Forbes Poland
Forbes Romania
Forbes Russia
Forbes Spain
Forbes Thailand
Forbes Vietnam

© 2017 Forbes Media LLC. All Rights Reserved.

[Terms and Conditions](#) | [Privacy Statement](#) | [Market Data by Morningstar](#) | [AdChoices](#)

Forbes



Kurt BadenhausenForbes Staff

I cover sports business with rare dips in education & local economies

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



Licensing Options

- [Logo Licensing](#) • [Reprints/E-Prints](#)
- [Order Spreadsheet Products](#)

-

Follow me on [Twitter](#) or [Facebook](#). Read all of my Forbes stories [here](#).

RECOMMENDED BY FORBES

[The World's 100 Most Valuable Brands 2016: Behind The Numbers](#)

[The Most Iconic Ad Campaigns And What Marketers Today Can Learn From Them](#)

[The Richest Person In Every State](#)

[More States To Expand Medicaid Now That Obamacare Remains Law](#)

[The Toughest Jobs To Fill In 2017](#)

This article is available online at:

2017 Forbes.com LLC™ All Rights Reserved

**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](#)

-

Follow me on [Twitter](#) or [Facebook](#). Read all of my Forbes stories [here](#).

RECOMMENDED BY FORBES

[The Richest Person In Every State](#)

[More States To Expand Medicaid Now That Obamacare Remains Law](#)

**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.

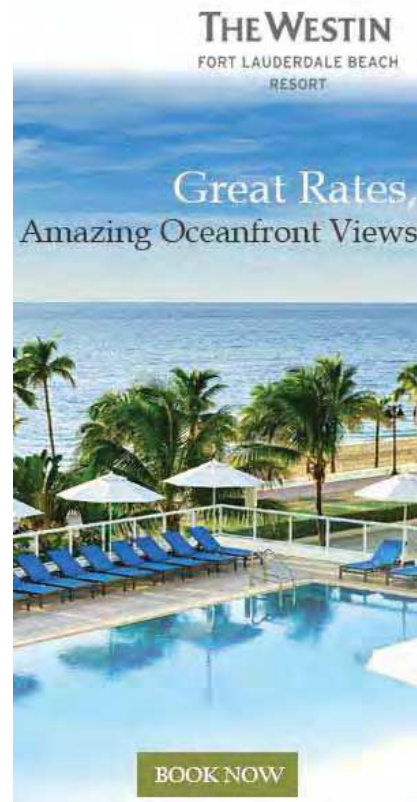
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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](#)

-

Follow me on [Twitter](#) or [Facebook](#). Read all of my Forbes stories [here](#).

RECOMMENDED BY FORBES

[The Richest Person In Every State](#)

**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***BUSINESS** 11/06/2013 @ 11:56AM | 167,981 views

Apple Dominates List Of The World's Most Valuable Brands

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

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

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

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

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn

to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

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



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

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

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

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Proctor & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

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

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

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

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

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

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

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

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

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

Research: Courtney Retter

—

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

RECOMMENDED BY FORBES

[Here's What The Marketing Organization Of The Future Should Look Like](#)

['The Transformational CMO' Takes Center Stage At Forbes' 9th Annual CMO Su...](#)

[The Richest Person In Every State](#)

[More States To Expand Medicaid Now That Obamacare Remains Law](#)

[The Toughest Jobs To Fill In 2017](#)

This article is available online at: <http://onforb.es/17bwmi3>

2017 Forbes.com LLC™ All Rights Reserved

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

Apple Tops List Of The World's Most Powerful Brands

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

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

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

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

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

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

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

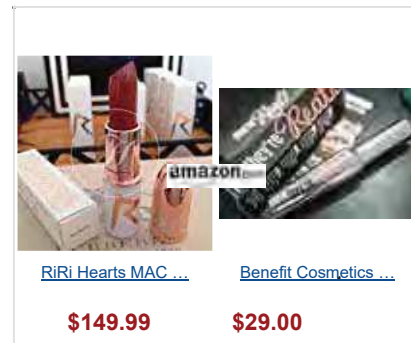
In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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



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

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

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

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

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft. "Consumers, especially Americans, trust, and find comfort in their food brands," says Mann. The maker of Cheerios and Wheaties scored highly on attributes like "makes communities a better place" and "cares about the issues that matter to me."

In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

-

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

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

Opinions expressed by Forbes Contributors are their own.

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).

[Follow me on Twitter.](#)

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





















□

EXHIBIT 3

01		02		03		04		05	
	+9% 234,241 \$m		+8% 187,713 \$m		+24% 125,263 \$m		+17% 105,947 \$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% 17,005 \$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% 11,322 \$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% 8,535 \$m		+10% 8,383 \$m
66		67		68		69		70	
	+2% 8,624 \$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% 6,664 \$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% 5,356 \$m		+5% 5,332 \$m
91		92		93		94		95	
	-4% 5,526 \$m		+7% 5,516 \$m		+1% 5,509 \$m		-5% 5,336 \$m		+12% 5,297 \$m
96		97		98		99		100	
	+4% 5,025 \$m		-3% 5,105 \$m		New 4,526 \$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  +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  +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 Johannes-Johannes +3% 6,231 \$m	78 LAND-ROVER +2% 6,221 \$m	79 DHL +3% 5,861 \$m	80 Ferrari +18% 5,760 \$m
81 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				

Pages

[Work](#)
[Views](#)
[Best Brands](#)
[Services](#)
[News](#)
[About](#)
[Join](#)
[Offices](#)
[Contact](#)

Follow

[in](#) LinkedIn
[t](#) Twitter
[f](#) Facebook
[@](#) Instagram














Companies




















[InterbrandHealth](#)
[HMKM](#)
[C Space](#)
[brandchannel](#)


















[Work](#) [Views](#) [Best Brands](#) [Services](#) [About](#) [Contact](#)
Global  [Return to 2017 report home](#)













Best Global Brands 2017 Rankings


















Filter +











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%			6,026 \$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

Pages

[Work](#)
[Views](#)
[Best Brands](#)
[Services](#)
[News](#)
[About](#)
[Join](#)
[Offices](#)
[Contact](#)

Offices

[Beijing](#)
[Buenos Aires](#)
[Canada](#)
[Cincinnati](#)
[Cologne](#)
[India](#)
[Japan](#)
[London](#)
[Madrid](#)
[Melbourne](#)
[Mexico City](#)
[Milan](#)
[New York](#)
[New Zealand](#)

Follow

[in](#) LinkedIn
[t](#) Twitter
[f](#) Facebook
[i](#) Instagram

Companies

[InterbrandHealth](#)
[Interbrand Design Forum](#)
[HMKM](#)
[brandchannel](#)

Interbrand

[Work](#)

[Views](#)

[Best Brands](#)

Paris

San Francisco

São Paulo

Seoul

Shanghai

Singapore

Sydney

[Services](#)

[About](#)

[Contact](#)

Global  

© 2017 Interbrand. All Rights Reserved.













[Site Map](#) [Privacy Policy](#)

Interbrand















[Return to 2016 report home](#)

Best Global Brands 2016 Rankings

















Filter +

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













Interbrand

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
















Interbrand

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












Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

Work
Views
Best Brands
Contact
About

Services
Join
Offices
Newsroom

LinkedIn
Twitter
Facebook
Instagram














brandchannel
Privacy Policy
Site Map

© 2017 Interbrand. All Rights Reserved.
















Interbrand

Rankings
















Filter +

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
















Interbrand

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

















Interbrand

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
















Interbrand

45		9,784 \$m	+12%
44		10,328 \$m	+5%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50		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

Work
Views
Best Brands
Contact
About

Services
Join
Offices
Newsroom

LinkedIn
Twitter
Facebook
Instagram












brandchannel
Privacy Policy
Site Map

© 2017 Interbrand. All Rights Reserved.
















Interbrand

Rankings
















Filter +

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















Interbrand

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

















Interbrand

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

Interbrand

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

Interbrand

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



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








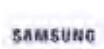






















			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants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

[Work](#)
[Views](#)
[Best Brands](#)
[Contact](#)
[Services](#)
[Join](#)
[Offices](#)
[Newsroom](#)
[LinkedIn](#)
[Twitter](#)
[Facebook](#)
[Instagram](#)
[brandchannel](#)
[Privacy Policy](#)
[Site Map](#)











Interbrand**Best Global Brands 2013
Rankings**

Filter +





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

Interbrand

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

Interbrand

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

Work
Views
Best Brands
Contact
About

Services
Join
Offices
Newsroom














LinkedIn
Twitter
Facebook
Instagram

brandchannel
Privacy Policy
Site Map
















© 2017 Interbrand. All Rights Reserved.

Interbrand**Best Global Brands 2012
Rankings**
















Filter +

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






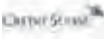





Interbrand

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

Work
Views
Best Brands
Contact
About

Services
Join
Offices
Newsroom














LinkedIn
Twitter
Facebook
Instagram

brandchannel
Privacy Policy
Site Map




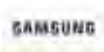










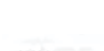
© 2017 Interbrand. All Rights Reserved.

Interbrand**Best Global Brands 2011
Rankings**







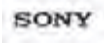








Filter +

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

[Work](#)[Views](#)[Best Brands](#)[Contact](#)[About](#)[Services](#)[Join](#)[Offices](#)[Newsroom](#)[LinkedIn](#)[Twitter](#)[Facebook](#)[Instagram](#)[brandchannel](#)[Privacy Policy](#)[Site Map](#)









© 2017 Interbrand. All Rights Reserved.

Interbrand**Best Global Brands 2010
Rankings**
















Filter +

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











Interbrand

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






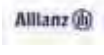





Interbrand

29		+29%	12,314 \$m
30		+4%	12,252 \$m
31		+2%	11,826 \$m
32		+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

Work
Views
Best Brands
Contact
About

Services
Join
Offices
Newsroom

LinkedIn
Twitter
Facebook
Instagram

brandchannel
Privacy Policy
Site Map

© 2017 Interbrand. All Rights Reserved.

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	Domino's	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	CRISPER	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	













































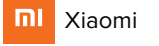



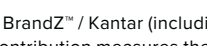

Source: BrandZ™ / Kantar (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

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	WUJIA	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	LV	Luxury	41,138	5	+41%	3	
27	Spectrum	Telecom Providers	39,372	2	NEW		
28	GE	Conglomerate	39,041	2	-22%	-9	
29	Nike	Apparel	38,479	4	+13%	-3	
30	PayPal	Payments	35,440	5	+85%	22	
31	Walmart	Retail	34,002	2	+22%	0	
32	accenture	Technology	33,723	3	+24%	0	
33	SAMSUNG	Technology	32,191	4	+34%	4	
34	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	 Linked in	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		Technology	245,581	4	7%	0
2		Technology	234,671	4	3%	0
3		Technology	143,222	4	18%	0
4		Retail	139,286	4	41%	3
5		Technology	129,800	4	27%	0
6		Telecom Providers	115,112	3	7%	-2
7		Payments	110,999	4	10%	-1
8		Technology	108,292	5	27%	3
9		Technology	102,088	4	18%	1
10		Fast Food	97,723	4	10%	-1
11		Telecom Providers	89,279	3	-4%	-3
12		Tobacco	87,519	3	4%	0
13		Soft Drinks	78,142	5	-3%	0
14		Retail	59,127	2	20%	4
15		Regional Banks	58,424	3	0%	-1
16		Logistics	58,275	4	17%	1
17		Telecom Providers	56,535	4	1%	-2
18		Entertainment	52,040	4	6%	1
19		Conglomerate	50,208	2	-7%	-3
20		Payments	49,928	4	8%	0
21		Technology	45,194	3	16%	1
22		Fast Food	44,230	4	2%	-1
23		Telecom Providers	41,808	3	NEW ENTRY	
24		Retail	40,327	3	11%	2
25		Telecom Providers	38,493	3	2%	-2

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

BrandZ™ Top 100 Most Valuable Global Brands 2017

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

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

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
51		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	 HUGO BOSS	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	 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



















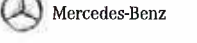






BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	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		Telecom Providers	17,384	3	12%	1
62	 中国人寿 China Life	Insurance	17,365	3	44%	19
63		Oil & Gas	17,267	1	21%	4
64	 IKEA	Retail	17,025	3	-12%	-14
65	 中國銀行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 DHL	Logistics	16,301	4	19%	7
67	 CISCO	Technology	16,060	2	17%	5
68	 中國平安 PING AN	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71		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 China Mobile	Telecoms	49,899	3	-10%	-5
16 DHL	Logistics	47,738	4	12%	-1
17 ICBC 中国工商银行	Regional Banks	42,101	2	2%	-1
18 Citigroup	Credit Card	39,497	3	42%	2
19 SAP	Technology	36,390	2	6%	0
20 Vodafone	Telecoms	36,277	3	-9%	-3
21 Facebook	Technology	35,740	4	68%	10
22 Walmart	Retail	35,325	2	-2%	-4
23 Disney	Entertainment	34,538	4	44%	3
24 American Express	Credit Card	34,430	4	46%	4
25 Intel	Technology	29,768	4	46%	8

Source: Valuation is included data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, and a top 50 list 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 Toyota	Cars	29,598	3	21%	-3
27 T-Mobile	Telecoms	28,756	2	20%	0
28 HSBC	Global Banks	27,051	3	13%	-3
29 Samsung	Technology	25,892	3	21%	1
30 L'Oréal Paris	Luxury	25,873	4	14%	-1
31 Starbucks	Fast Food	25,779	3	44%	13
32 Ford	Cars	25,730	4	7%	-8
33 China Construction Bank	Regional Banks	25,008	2	-7%	-11
34 Nike	Apparel	24,579	4	53%	22
35 Heineken	Beer	24,414	4	20%	-1
36 L'ORÉAL	Personal Care	23,356	4	30%	6
37 ZARA	Apparel	23,140	3	15%	-2
38 Citigroup	Regional Banks	22,620	4	13%	0
39 Pampers	Baby Care	22,598	5	10%	-7
40 H&M	Retail	22,165	2	20%	1
41 Rolex	Luxury	21,844	5	14%	-1
42 Mercedes-Benz	Cars	21,535	4	20%	1
43 Subway	Fast Food	21,020	4	26%	8
44 Commonwealth Bank	Regional Banks	21,001	3	18%	4
45 Oracle	Technology	20,913	2	4%	-9
46 Movistar	Telecoms	20,809	2	56%	20
47 TD Bank	Regional Banks	19,950	3	12%	-1
48 ExxonMobil	Oil & Gas	19,745	1	3%	-9
49 HP	Technology	19,469	2	19%	5
50 IKEA	Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Light, 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 Euromonitor.
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	BMW	24,015	4	-2%	-1
25 Global Banks	HSBC	23,970	3	24%	6

Excludes the value of the brand from the brand's total value. Brand's total value is the sum of the brand's value and the value of the brand's equity.



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	Prada	19,129	4	0%	-8
41 Retail	Target	18,486	2	43%	21
42 Personal Care	L'ORÉAL	17,971	4	30%	15
43 Cars	Mercedes-Benz	17,952	4	11%	3
44 Fast Food	Starbucks	17,892	4	5%	-2
45 Personal Care	Gillette	17,823	4	-6%	-12
46 Regional Banks	TD Bank	17,781	4	22%	5
47 Retail	eBay	17,749	2	40%	17
48 Regional Banks	Bank of China	17,745	3	36%	12
49 Oil & Gas	Shell	17,578	1	-1%	-10
50 Personal Care	Colgate	17,250	4	15%	1

The brand's value is the sum of the brand's value and the value of the brand's equity.

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		14,236	2	10%	3
59 Regional Banks	ICICI Bank	14,186	1	12%	4
60 Telecoms		13,829	2	-10%	-10
61 Technology	intel	13,757	2	-12%	-12
62 Logistics	FedEx	13,732	4	17%	8
63 Regional Banks	usbank	13,716	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	ARMANI	12,732	2	-6%	-11
70 Regional Banks	SBERBANK	12,655	3	19%	4
71 Cars		12,401	3	-2%	-6
72 Technology	SIEMENS	12,331	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 based on the brand's contribution to the company's earnings, taking into account the influence of brand alone on earnings, on a scale of 1 to 5 & beyond.

© 2013 Millward

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	10,836	3	26%	11
82 Telecoms		10,633	3	11%	3
83 Soft Drinks	Red Bull	10,686	3	8%	-3
84 Insurance	PING AN	10,609	3	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

© 2013 Millward
The BrandZ Top 100 Most Valuable Global Brands 2013 are ranked by their brand value, based on the brand's contribution to the company's earnings, taking into account the influence of brand alone on earnings, on a scale of 1 to 5 & beyond.

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	18%	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: Millward Brown

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


























BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
51	Personal Care	 Colgate	14,948	4	7	5%	4
52	Fast Food	 SUBWAY	14,843	4	11	4%	2
53	Insurance	 中国平安 PING AN	14,587	3	9	-25%	-20
54	Financial	 TD	14,561	4	3	-14%	-12
55	Technology	 阿里巴巴 ALIBABA	14,164	3	9	16%	12
56	Oil & Gas	 Shell	13,940	1	10	N/A	New
57	Personal Care	 L'ORÉAL	13,773	4	5	-12%	-11
58	Apparel	 H&M	13,485	2	7	4%	4
59	Technology	 CISCO	13,317	2	7	-18%	-15
60	Financial	 Standard Chartered	13,083	3	7	N/A	New
61	Financial	 中国银行 BANK OF CHINA	12,982	2	6	-26%	-24
62	Retail	 Walmart	12,968	2	5	31%	27
63	Financial	 ICICI Bank	12,665	2	2	-15%	-10
64	Retail	 eBay	12,662	3	11	18%	18
65	Cars	 Volkswagen	12,647	3	3	-11%	-9
66	Apparel	 ZARA	12,616	3	3	22%	20
67	Soft Drinks	 pepsi ***	12,598	4	4	-3%	-4
68	Oil & Gas	 Exxon	12,105	1	10	7%	10
69	Alcohol	 Heineken	11,838	3	8	N/A	New
70	Logistics	 FedEx	11,723	4	9	0%	3
71	Telecoms	 airtel	11,531	3	8	N/A	New
72	Financial	 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	 BP	10,424	1	3	-17%	-13
78	Insurance	 中国平安 PING AN	10,174	3	9	-3%	5
79	Financial	 Standard Chartered	10,064	2	1	-16%	-10
80	Soft Drinks	 Red Bull ****	9,984	3	6	8%	13
81	Cars	 Volkswagen	9,853	2	6	-2%	7
82	Financial	 citi	9,760	2	1	-38%	-35
83	Financial	 Scotiabank*	9,627	2	3	-4%	4
84	Telecoms	 TELECOM CHINA	9,572	3	8	-18%	-9
85	Telecoms	 HTC	9,553	3	5	-12%	-5
86	Technology	 SONY *****	9,444	4	4	-10%	-1
87	Retail	 Walmart	9,310	2	6	1%	7
88	Telecoms	 中国移动 CHINA MOBILE	9,273	3	8	N/A	New
89	Retail	 IKEA	9,206	3	9	26%	New
90	Telecoms	 中国电信 CHINA TELECOM	9,191	3	9	-4%	1
91	Fast Food	 McDonald's	8,852	3	8	8%	New
92	Financial	 CHASE	8,644	3	3	-28%	-24
93	Oil & Gas	 Exxon	8,599	1	8	6%	New
94	Telecoms	 O2	8,562	2	3	-27%	-20
95	Financial	 HSBC	8,546	3	2	-25%	-18
96	Cars	 BMW	8,519	3	6	15%	New
97	Telecoms	 France Telecom	8,449	3	6	-27%	-21
98	Retail	 Carrefour	7,836	3	5	-43%	-39
99	Insurance	 State Farm	7,813	2	5	-7%	New
100	Logistics	 DHL	7,601	3	5	N/A	New

Source:  Millward Brown

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

BrandZ Top 100 Most Valuable Global Brands 2011



















































#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		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	Louis Vuitton	19,781	2%	
5	Coca-Cola	67,983	1%		30	三星	18,746	16%	
6	McDonald's	66,005	-1%		31	华为	18,012	12%	
7	Marlboro	57,047	15%		32	Nintendo	17,834	-2%	
8	三星	52,616	-14%		33	英特尔	17,434	-8%	
9	三星	45,054	-25%		34	谷歌	17,283	N/A	
10	三星	44,404	-17%		35	Cisco	16,719	-7%	
11	ICBC	43,927	15%		36	三星	16,608	12%	
12	hp	39,717	-47%		37	三星	16,393	0%	
13	Walmart	39,421	-4%		38	三星	15,991	20%	
14	BlackBerry	30,708	12%		39	ExxonMobil	15,476	N/A	
15	amazon.com	27,459	29%		40	三星	15,112	N/A	
16	三星	26,492	-5%		41	Disney	15,000	-35%	
17	TESCO	25,741	12%		42	三星	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	三星	14,303	-2%	
22	at&t	23,714	18%		47	Colgate	14,224	15%	
23	HSBC	23,408	23%		48	Intel	14,210	-38%	
24	中国银行	21,960	4%		49	L'OREAL	14,129	-6%	
25	三星	21,816	-9%		50	三星	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	三星	13,935	N/A	76	eBay	9,328	-26%
52	三星	13,912	-7%	77	SIEMENS	9,293	-31%
53	三星	13,736	-11%	78	三星	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	三星	8,971	-3%
57	docomo	12,969	-18%	82	Red Bull	8,917	9%
58	pepsi	12,752	-15%	83	三星	8,747	1%
59	三星	12,597	5%	84	NISSAN	8,607	-16%
60	三星	12,434	14%	85	三星	8,490	17%
61	CHASE	12,426	17%	86	HERO	8,457	8%
62	三星	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	三星	12,021	-31%	90	三星	8,236	2%
66	三星	11,938	-23%	91	三星	8,214	19%
67	三星	11,659	57%	92	EuroRSCG	8,160	-8%
68	三星	11,351	-50%	93	J.P.Morgan	8,159	-4%
69	三星	10,850	NA	94	SONY	8,147	30%
70	O2	10,593	23%	95	三星	8,003	18%
71	TD	10,274	-7%	96	Auchan	7,848	NA
72	MTS	9,723	6%	97	GUCCI	7,588	2%
73	三星	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	三星	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 original value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero
 ** The original 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 Brown

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	SIEMENS	13,562	-8%	76	ZARA	8,609	-1%
52	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	8%
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

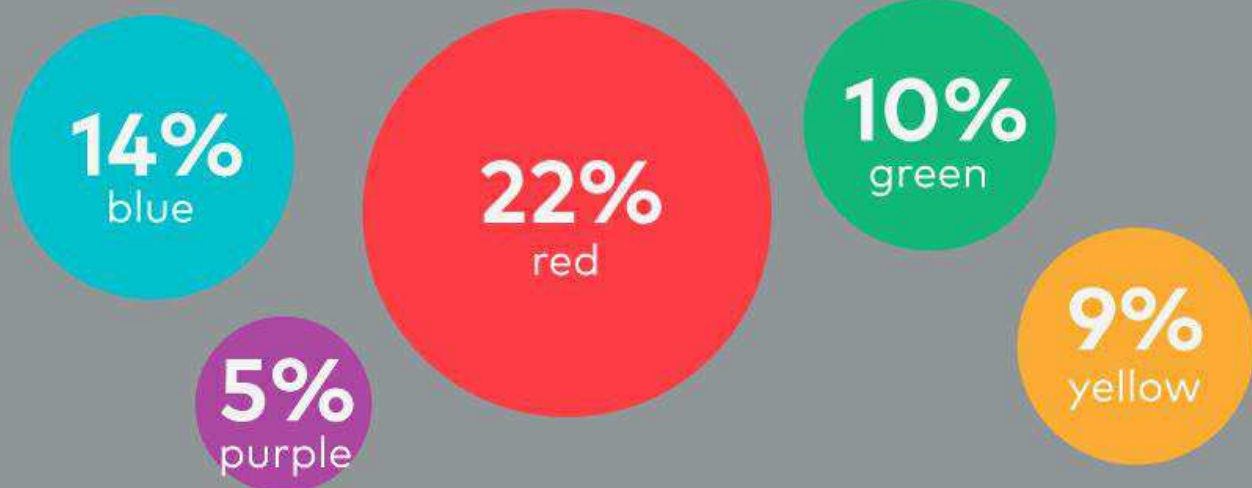
Half

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'



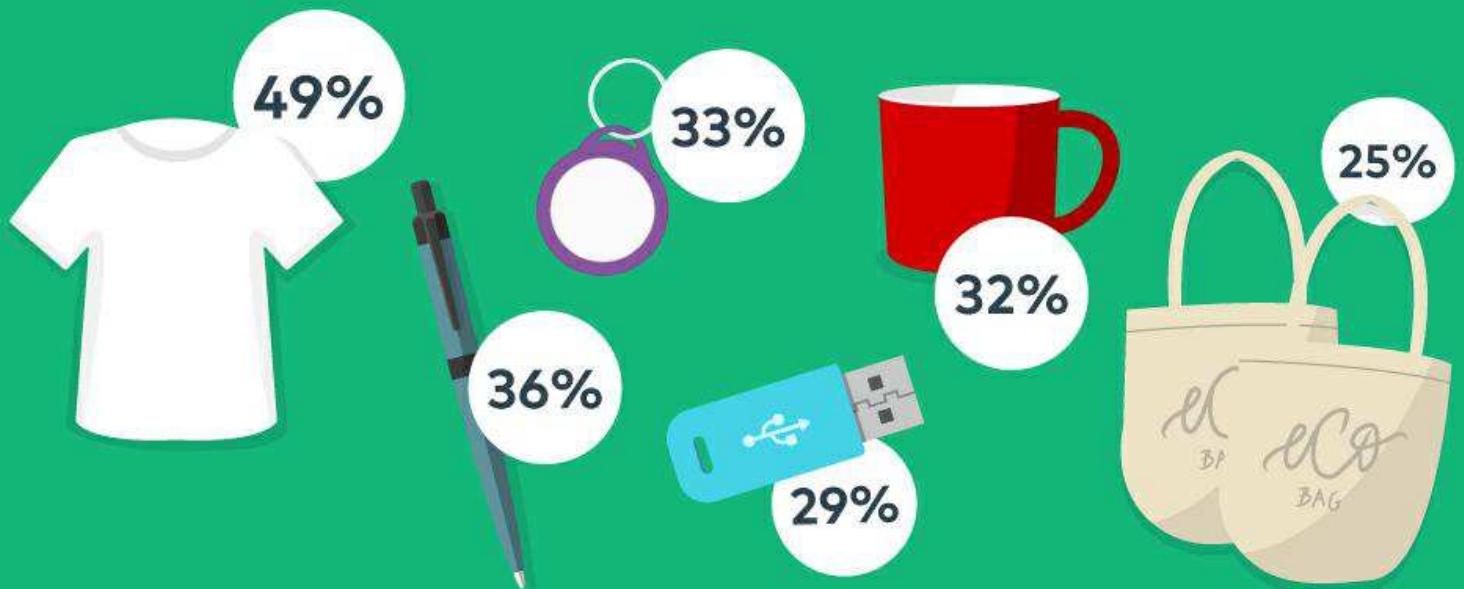
the first thing
3 in 10
notice when they
see a product is the
logo

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

Promotique, Vistaprint, Cimpres, the Cimpres logo and the Vistaprint logo are trademarks of Cimpres plc or its subsidiaries. All other brand and product names appearing in this infographic may be trademarks or registered trademarks of their respective holders to which we have no affiliation with or sponsorship from.

Promotique™
by vistaprint®

EXHIBIT 7

No fees.



Apply in minutes >

Annual fees.
Late fees.
Over-the-limit fees.
Processing fees.
Maintenance fees.
Statement fees.
Reward redemption fees.
Foreign transaction fees.
Hidden fees.
Just-because fees.

Not Apple Card

FORTUNE

RANKINGS

MAGAZINE

NEWSLETTERS

VIDEO

CONFERENCES

SEARCH SIGN IN

Subscribe

The World's Most Admired Companies

RANK
1

Next: 2 >

Apple



NOAH BERGEN—AFP/GETTY IMAGES



FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

Jobs

Director, Logistics Engineering
arvato - Louisville, KY

Marketing Director
AXEL - Las Vegas, NV

Vice President of Product Strategy
Randall-Railly - Charlotte, NC

Commodity Manager
Boyd Gaming Corporation - Woburn, MA

Find high paying jobs

Engineering & Construction

Engineering Management

Consumer Technology-jobs

View All Jobs →

No fees.



Apply in minutes >

Every possible fee.

Not Apple Card

FORTUNE

RANKINGS ▾

MAGAZINE

NEWSLETTERS

VIDEO

CONFERENCES

SEARCH SIGN IN

Subscribe



FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

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

Find high paying jobs

Engineering & Construction

Engineering Management

Consumer Technology-jobs

[View All Jobs →](#)

Verizon
keeps
business
ready.

[Learn more >](#)



verizon business ready
Verizon is a registered trademark of Verizon Corporation in the US and/or other countries.

FORTUNE ON DEMAND
NEWS, CONFERENCES, SERIES,
& INSIGHTS. **WATCH NOW.**

FORTUNE
NEWSLETTERS
The latest news, insights, and analysis you need,
straight to your inbox. **SIGN UP NOW**

Rankings

40 Under 40
100 Best Companies
Fortune 500
Global 500

Most Powerful Women
World's Greatest Leaders
World's Most Admired
Companies
[See All Rankings](#)

Sections

Automotives
Careers
Design
Executive
Travel

The Ledger
Venture
Finance
Energy &
Environment

Health
International
Leadership
Lifestyle
Luxury

Retail
Sports
Technology
Commentary

Photography
Magazine
Newsletters
Podcasts

Customer Support

Frequently Asked
Questions
Customer Service Portal
US Privacy Policy
Terms of Use

Commercial Services

FORTUNE Knowledge Group
FORTUNE Branded Content
Fortune Data Store
Fortune Conferences
Advertising

About Us

About Us
Online Behavioral Advertising
Notice
FORTUNE Website and
Application Terms and
Conditions of Use
Careers

© 2019 Fortune Media IP Limited. All Rights Reserved. Use of this site constitutes acceptance of our Terms of Use and Privacy Policy (Your California Privacy Rights) | CCPA Do Not Sell My Information

Fortune may receive compensation for some links to products and services on this website. Offers may be subject to change without notice.

Quotes delayed at least 15 minutes. Market data provided by Interactive Data, ETF and Mutual Fund data provided by Morningstar, Inc. Dow Jones Terms & Conditions: <http://www.djindexes.com/indepth/html/terms/indexstandards.html>.

S&P Index data is the property of Chicago Mercantile Exchange Inc. and its licensors. All rights reserved. Terms & Conditions: [Powered and implemented by Interactive Data Managed Solutions](#) | [EU Data Subject Requests](#)



The World's Most Admired Companies

RANK
1

Next: 2 >

Apple



CHRIS J. RATCLIFFE—AFP/GETTY IMAGES



Sponsored

#1 Stock to 0
Banyan Hill**5 Fintech Tre**
Changing the
Banking
MUFG**Smart Busine**
Cutting Costs
Tracker
Expert Market**Billionaire bo**
Trump and BI
on Twitter
Financial Times

FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

Company Info

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

Key Attributes of Reputation

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

En
AI

Learn



Sponsored

#1 Stock to 0
Banyan Hill

5 Fintech Tre
Changing the
Banking
MUFG

Smart Busine
Cutting Costs
Tracker
Expert Market

Billionaire bo
Trump and Bl
on Twitter
Financial Times

FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

Company Info

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

Key Attributes of Reputation

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

En
AI

Learn

EXPLORE
THE NEW FORTUNE.
THE BEST OF BUSINESS, ALL IN ONE PLACE.

REGISTER NOW

FORTUNE
NEWSLETTER
The latest news, insights, and analysis
straight to your inbox. **SIGN UP NOW**

Rankings

40 Under 40
100 Best Companies
Fortune 500
Global 500

Most Powerful Women
World's Greatest Leaders
World's Most Admired
Companies
See All Rankings

Sections

Automotives
Careers
Design
Executive
Travel

The Ledger
Venture
Finance
Energy &
Environment

Health
International
Leadership
Lifestyle
Luxury

Retail
Sports
Technology
Commentary

Photography
Magazine
Newsletters
Podcasts

Customer Support

Digital Registration FAQ
Magazine Customer
Service
EU Customer Service
US Privacy Policy

Commercial Services

FORTUNE Knowledge Group
FORTUNE Branded Content
Fortune Data Store
Fortune Conferences
Advertising

About Us

About Us
Online Behavior
Notice
FORTUNE Website
Application Terms
Conditions of Use
Careers

© 2018 Fortune Media IP Limited. All Rights Reserved. Use of this site constitutes acceptance of our [Terms of Use and Privacy Policy](#) (Your California Privacy Rights).

Fortune may receive compensation for some links to products and services on this website. Offers may be subject to change without notice.

Quotes delayed at least 15 minutes. Market data provided by Interactive Data, EFX and Mutual Fund data provided by Morningstar, Inc. (See Jones Terms & Conditions: <http://www.sifindex.com/mfd/index/index/index/index.html>).

S&P Index data is the property of Chicago Mercantile Exchange Inc. and its licensors. All rights reserved. [Terms & Conditions](#). Powered and implemented by Interactive Data Managed Solutions. | EU Data Subject Requests

The World's Most Admired Companies

RANK
1

Next: 2 >

Apple



TAYFUN COSKUN — ANADOLU AGENCY/GETTY IMAGES

FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

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	-

Sponsored

How to open :
brokerage ac
NerdWallet

5 Fintech Tre
Changing the
Banking
MUFG

#1 Stock to O
Banyan Hill

People With 5
Have Discove
Tracker
Expert Market



EXPLORE
THE NEW FORTUNE.
THE BEST OF BUSINESS, ALL IN ONE PLACE.

REGISTER NOW

FORTUNE
NEWSLETTER
The latest news, insights, and analysis
straight to your inbox. **SIGN UP**

Apple



TAYFUN COSKUN— ANADOLU AGENCY/BETTY IMAGES

FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

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

Sponsored

How to open a brokerage account
NerdWallet

5 Fintech Trends Changing the Banking
MUFG

#1 Stock to Watch
Banyan Hill

People With the Most Influence
Have Discover Tracker
Expert Market



EXPLORE
THE NEW FORTUNE.
THE BEST OF BUSINESS, ALL IN ONE PLACE.

REGISTER NOW

FORTUNE
NEWSLETTER
The latest news, insights, and analysis
straight to your inbox. **SIGN UP NOW**

Rankings

40 Under 40
100 Best Companies
Fortune 500
Global 500

Most Powerful Women
World's Greatest Leaders
World's Most Admired
Companies
See All Rankings

Sections

Automotives
Careers
Design
Executive
Travel

The Ledger
Venture
Finance
Energy &
Environment

Health
International
Leadership
Lifestyle
Luxury

Retail
Sports
Technology
Commentary

Photography
Magazine
Newsletters
Podcasts

Customer Support

Digital Registration FAQ
Magazine Customer
Service
EU Customer Service
US Privacy Policy

Commercial Services

FORTUNE Knowledge Group
FORTUNE Branded Content
Fortune Data Store
Fortune Conferences
Advertising

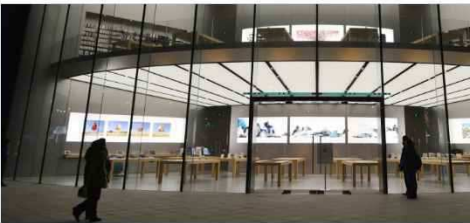
About Us

About Us
Online Behavior
Notice
FORTUNE Website
Application Terms
Conditions of Use
Careers

© 2019 Fortune Media IP Limited. All Rights Reserved. Use of this site constitutes acceptance of our Terms of Use and Privacy Policy (Your California Privacy Rights).

Fortune may receive compensation for some links to products and services on this website. Offers may be subject to change without notice.

Quotes delayed at least 15 minutes. Market data provided by Interactive Data, L.P. and Mutual Fund data provided by Morningstar, Inc. (see Jones Terms & Conditions, <http://www.d/i/indexes.com/mqsd/htm/stando/indexesindex.html>).
S&P Index data is the property of Chicago Mercantile Exchange Inc. and its licensors. All rights reserved. Terms & Conditions. Powered and implemented by Interactive Data Managed Solutions | EU Data Subject Requests



PHOTOGRAPH BY CHINAFOTOPRESS — GETTY IMAGES

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

FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

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

Sponsored

**Billionaire bo
Trump and BI
on Twitter**
Financial Times

**5 Fintech Tre
Changing the
Banking**
MUFG

**Thinking abo
business? Dis
three-point g
UBS**

**6 Credit Card
Not Ignore If
Excellent Cre
NerdWallet**



EXPLORE
THE NEW FORTUNE.
THE BEST OF BUSINESS, ALL IN ONE PLACE.

REGISTER NOW

FORTUNE
NEWSLETTER
The latest news, insights, and analysis
straight to your inbox. SIGN UP NOW

Rankings

40 Under 40
100 Best Companies
Fortune 500
Global 500

Most Powerful Women
World's Greatest Leaders
World's Most Admired
Companies
See All Rankings

Sections

Automotives
Careers
Design
Executive
Travel

The Ledger
Venture
Finance
Energy &
Environment

Health
International
Leadership
Lifestyle
Luxury

Retail
Sports
Technology
Commentary

Photography
Magazine
Newsletters
Podcasts

Customer Support

Digital Registration FAQ
Magazine Customer
Service
EU Customer Service
US Privacy Policy

Commercial Services

FORTUNE Knowledge Group
FORTUNE Branded Content
Fortune Data Store
Fortune Conferences
Advertising

About Us

About Us
Online Behavior
Notice
FORTUNE Website
Application Term
Conditions of Use
Careers

World's Most Admired Companies

RANK
1

Next: 2 >

Apple



PHOTOGRAPH BY CHINAFOTOPRESS — GETTY IMAGES

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

FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

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

Sponsored

Billionaire bo
Trump and Bl
on Twitter
Financial Times

5 Fintech Tre
Changing the
Banking
MUFG

Thinking abo
business? Dis
three-point g
UBS

6 Credit Card
Not Ignore If
Excellent Cre
NerdWallet

EXPLORE
THE NEW FORTUNE.FORTUNE
NEWS & FTI

Most Admired 2015

RANK
1

Next: 2 >

Apple



PHOTOGRAPH BY YURIKO NAKAO — BLOOMBERG VIA GETTY IMAGES

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.

FORTUNE DATASTORE

Looking for leads, investment insights, or competitive intelligence?

BUY NOW

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

Sponsored

5 Fintech Tre
Changing the
Banking

MUFG

Smart Busine
Cutting Costs
Tracker

Expert Market

2020's Best C
Deals That O
Rest

NerdWallet

Billionaire bo
Trump and B
on Twitter

Financial Times

EXPLORE
THE NEW FORTUNE.
THE BEST OF BUSINESS, ALL IN ONE PLACE.

REGISTER NOW

FORTUNE
NEWSLETTER
The latest news, insights, and analysis
straight to your inbox. **SIGN UP NOW**

Rankings

40 Under 40
100 Best Companies
Fortune 500
Global 500

Most Powerful Women
World's Greatest Leaders
World's Most Admired
Companies

Sections

Automotives
Careers
Design

The Ledger
Venture
Finance

Health
International
Leadership

Retail
Sports
Technology

Photography
Magazine
Newsletters

Customer Support

Digital Registration FAQ
Magazine Customer
Service
EU Customer Service

Commercial
Services

FORTUNE Knowledge Group
FORTUNE Branded Content
Fortune Data Store

About Us

About Us
Online Behaviors
Notice
FORTUNE Website

FORTUNE

SEARCH

SIGN IN

Subscribe Now

Most Admired 2014

RANK

1

Next: 2 ➤

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.

FORTUNE DATASTORE

Looking for leads, investment insights, or
competitive intelligence?

BUY NOW

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

Sponsored Financial Content

Top 3 Travel Cards of 2020 - All With No Annual Fee

CompareCards.com



Coronavirus: Best and Worst Stocks to Own Now

Banyan Hill



Earn a "Paycheck" Every Month With This 12-Stock Dividend Portfolio

Wealthy Retirement



Top 10 Credit Cards That Can't Be Beat In 2020

NerdWallet



dianomi

Rankings

40 Under 40	Global 500	Most Powerful Women	See All Rankings
100 Best Companies		World's Greatest Leaders	
Fortune 500		World's Most Admired Companies	

2013 ▼

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

1 of 50

Apple

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

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

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

Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

[How we pick the Most Admired](#)

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

WORLD'S MOST ADMIRABLE COMPANIES 2012 ▾

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

[Top 50](#)
[358 Most Admired companies](#)
[All companies](#)
[Regional winners](#)
[States](#)
[Countries](#)

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

Top 50

For the 50 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

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

Galleries & video

**Who's more admired?**

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

[Take the quiz](#)

Where are the Most Admired?

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

Winning streaks

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

Find companies you most admire

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

[See All](#)

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

[See All](#)

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

[See All](#)

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

(HOW THIS TOOL WORKS)

[Submit](#)

Readers' choice

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



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

How we pick the Most Admired

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

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

From the March 19, 2012 issue

* A tie in the rankings.

WORLD'S MOST ADMIRABLE COMPANIES

2011 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRABLE

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

(Previous rank: 1)

Overall score: 8.16

Why it's admired

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

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

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

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



COURTESY: APPLE

Find companies you most admire

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

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

(HOW THIS TOOL WORKS)

Submit

Top 3

INNOVATION

PEOPLE
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](#)

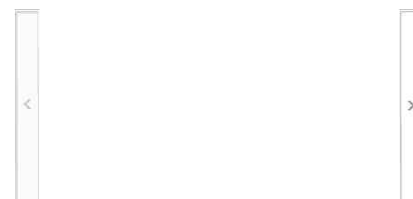
Select Country(s)

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

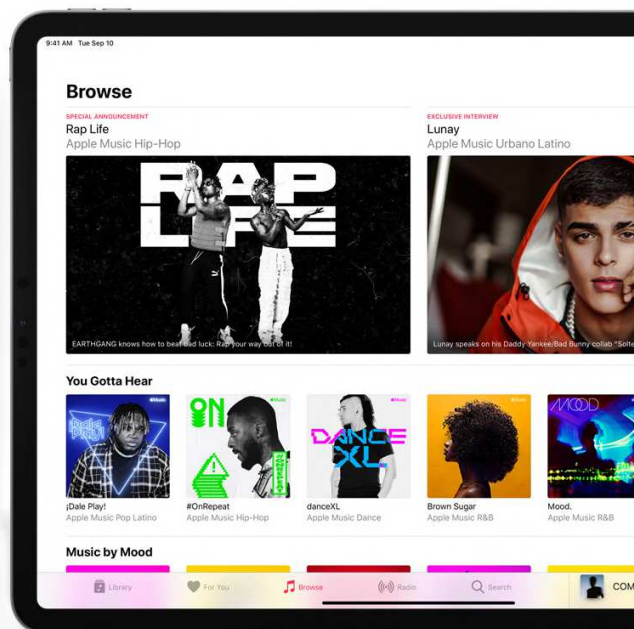
EXHIBIT 8



Lose yourself in 60 million songs.

Try it free

Apple Music is available in iTunes, and for iOS and Android devices.



It hits all the right notes.

Stream 60 million songs ad-free.

Download your favorite tracks. Play them offline.

Get exclusive and original content.

Listen across all of your devices.

Try it free

Apple Music is available in iTunes, and for iOS and Android devices.

It's as easy as it sounds.

New

Give us your feedback

New

Sing along, tap ahead, or just listen with lyrics view.



New

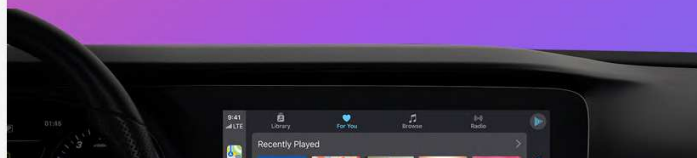
Listen live to local radio stations from around the world.



Download and stream music straight to your Apple Watch when you're away from your iPhone.

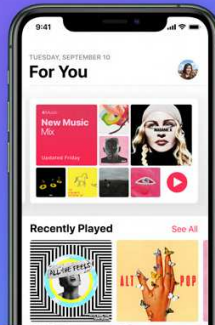


Enjoy your Apple Music experience in the car with CarPlay.

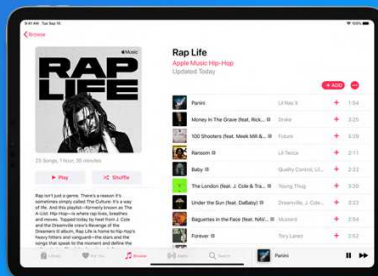




Discover songs you'll love from music
picked just for you.



Tap into new music with curated
playlists from our editors.



Ask Siri to search for songs.
Even by lyrics.



[Learn more about Apple Music features >](#)

[Learn more about Apple Music features >](#)

New and noteworthy.

Now Playing



Featured Collection

Stars across the diaspora take over our playlists for Black Music Month.



Celebrating

Pride Essentials



Listen Now

50 Cent doles out street-smart business tips in his new audiobook.



At Home With Apple Music

Stuck-at-home stars tell Zane Lowe what they're listening to.



Watch Now

The doctors are Weezy's house

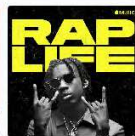
Featured Playlists



New Music Daily



Today's Hits



Rap Life



Up Next



Jdale Play!



A-list Pop



#onrepeat



In My Room



The Plug



Start your free 3-month trial.

No commitment. Cancel anytime.

Apple Music is available in iTunes, and for iOS and Android devices.

	Student ¹ \$4.99/mo.	Individual \$9.99/mo.	Family \$14.99/mo.
	Try it free	Try it free	Try it free
60 million songs, plus your existing music library	✓	✓	✓
Listen online or off	✓	✓	✓
Free trial with no commitment*	✓	✓	✓
Stream ad-free music and music videos	✓	✓	✓
Download 100,000 songs to your library	✓	✓	✓
Access across your devices	✓	✓	✓
See what your friends are listening to	✓	✓	✓
Original shows, concerts, and exclusives	✓	✓	✓

No commitment. Cancel anytime.

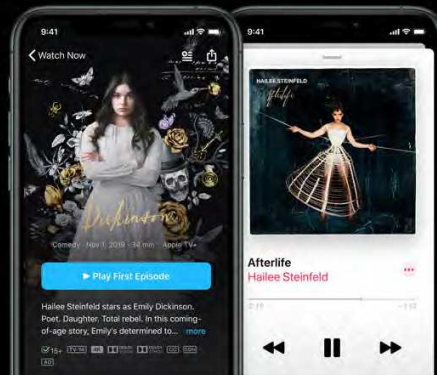
Apple Music is available in iTunes, and for iOS and Android devices.

	Student ¹ \$4.99/mo.	Individual \$9.99/mo.	Family \$14.99/mo.
	Try it free	Try it free	Try it free
60 million songs, plus your existing music library	✓	✓	✓
Listen online or off	✓	✓	✓
Free trial with no commitment*	✓	✓	✓
Stream ad-free music and music videos	✓	✓	✓
Download 100,000 songs to your library	✓	✓	✓
Access across your devices	✓	✓	✓
See what your friends are listening to	✓	✓	✓
Original shows, concerts, and exclusives	✓	✓	✓
Beats 1 live and on-demand radio shows	✓	✓	✓
Access for up to six people			✓
A personal account for each family member			✓
Sharing what you want, when you want — or not at all ²			✓
Sharing of your existing music library ²			✓

Apple Music Student Plan now comes with Apple TV+ for free.³

[Try it free](#)

[Learn more about Apple TV+ >](#)



* \$9.99/month after free trial. No commitment. Plan automatically renews after trial until cancelled.

1. College students only. Verification required.

2. Requires iCloud Family Sharing. See [apple.com/family-sharing](#) for more information.

3. Limited-time offer; offer may end at any time. Free Apple TV+ access for students ends when you no longer qualify or do not renew your Apple Music Student subscription. Offer good for verified college students only and does not extend to a Family Sharing group.

"COMPLEXITIES" written by Matthew Leon, Alex Ernwein, Ethan Ashby, Lisa Yohannes, and Liam Mitro.

	Music	Apple Music		
Shop and Learn	Services	Apple Store	For Business	Apple Values
Mac	Apple Music	Find a Store	Apple and Business	Accessibility
iPad	Apple News+	Shop Online	Shop for Business	Education
iPhone	Apple TV+	Genius Bar		Environment
Watch	Apple Arcade	Today at Apple	For Education	Inclusion and Diversity
TV	Apple Books	Apple Camp	Apple and Education	Privacy
Music	Apple Card	Field Trip	Shop for K-12	Supplier Responsibility
AirPods	iCloud	Apple Store App	Shop for College	
HomePod	Account	Refurbished and Clearance	For Healthcare	About Apple
iPod touch	Manage Your Apple ID	Financing	Apple in Healthcare	Newsroom
Accessories	Apple Store Account	Apple Trade In	Health on Apple Watch	Apple Leadership
Gift Cards	iCloud.com	Order Status	Health Records on iPhone	Job Opportunities
		Shopping Help	For Government	Investors
			Shop for Government	Events
			Shop for Veterans and Military	Contact Apple

More ways to shop: Find an Apple Store or other retailer near you. Or call 1-800-MY-APPLE.

Copyright © 2020 Apple Inc. All rights reserved. [Privacy Policy](#) [Terms of Use](#) [Sales and Refunds](#) [Legal](#) [Site Map](#)

United States

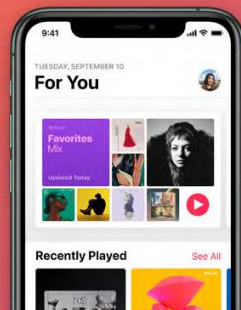
Discover and listen. In perfect harmony.

Sing along to your favorite songs with lyrics view, find new music just by seeing what your friends are into, and listen to playlists curated for every occasion. That's just part of what makes Apple Music the ultimate music streaming experience.



Discover

Get recommendations every day — from artists, playlists, and tracks to radio stations made just for you.



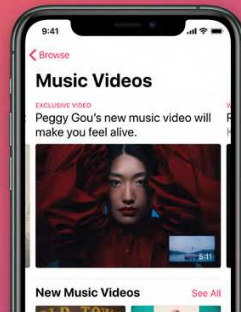
New
Dial in local broadcast radio stations by call sign, name, or frequency — or just ask Siri.



Watch top music videos and check out curated music video playlists.

Tune in to breaking news and exclusive programming with an all-access pass to Beats 1.

Watch top music videos and check out curated music video playlists.



Tune in to breaking news and exclusive programming with an all-access pass to Beats 1.

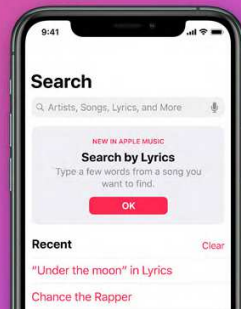


blonded RADIO
Frank Ocean



Zane Lowe
On-Demand

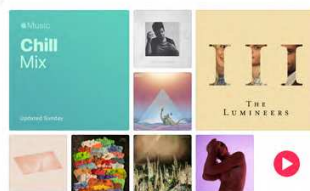
Now you can search for music by lyrics right in the app — or just ask Siri.



Tap into our latest editors' picks with curated playlists featuring rap to country, new hits to classics.



Explore playlists for every mood, inspired by the songs you listen to most.



Keep track of what's hot all over the world with global charts.



Top 100: Global
Apple Music Global

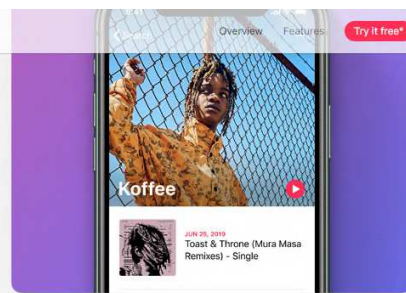
Just ask Siri to play songs by any artist — or mood.

Hey Siri, play
something chill

Play your favorite artist's latest releases, playlists, and collaborations, all from one page.



Hey Siri, play
something chill



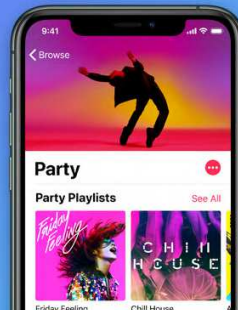
Listen

New

Sing along, tap ahead, and listen to millions of songs with lyrics view.



Set your mood to music. Get a playlist for any occasion, from motivation to party to chill.



Tap to add your favorite songs to your library and listen on any device — online or off.



Stream Apple Music to AirPlay-enabled speakers or Apple TV effortlessly.



Apple Music plays on all
your devices.

Apple Music plays on all your devices.



iPhone



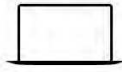
iPad



Apple Watch



Apple TV



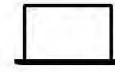
Mac



HomePod



CarPlay



PC

[Update to the latest iTunes >](#)



Android

[Download on Google Play >](#)



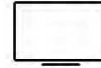
Sonos

[Download the Sonos app >](#)



Amazon Echo

[Download the Amazon Alexa app >](#)

Samsung Smart TV¹

Start your free 3-month trial.

No commitment. Cancel anytime.

Apple Music is available in iTunes, and for iOS and Android devices.

Student**
\$4.99/mo.

[Try it free](#)

Individual
\$9.99/mo.

[Try it free](#)

Family
\$14.99/mo.

[Try it free](#)

* \$9.99/month after free trial. No commitment. Plan automatically renews after trial until cancelled.

** College students only. Verification required.

¹ Apple Music will be supported on Samsung TVs that support the Apple TV app. See Samsung devices here: apple.com/apple-tv-app/devices

Some features will be available with iOS 13 on September 19, 2019, iPadOS on September 24, 2019, and macOS Catalina in October 2019.

¹ "Lover" written by Taylor Swift.

² "Rainbow" written by Kacey Musgraves, Stoney McAnally, and Natalie Hemby.



Music Apple Music Features

Shop and Learn

Mac
iPad
iPhone
Watch
TV
Music
AirPods
HomePod
iPod touch

Services

Apple Music
Apple News+
Apple TV+
Apple Arcade
Apple Books
Apple Card
iCloud

Account

Manage Your Apple ID

Apple Store

Find a Store
Shop Online
Genius Bar
Today at Apple
Apple Camp
Field Trip
Apple Store App
Refurbished and Clearance
Financing

For Business

Apple and Business
Shop for Business

For Education

Apple and Education
Shop for K-12
Shop for College

For Healthcare

Apple in Healthcare

Apple Values

Accessibility
Education
Environment
Inclusion and Diversity
Privacy
Supplier Responsibility

About Apple

Newsroom
Apple Leadership

iPhone

iPad

Apple Watch

Apple TV

Mac

HomePod

CarPlay

PC

Update to the latest iTunes >

Android

Download on Google Play >

Sonos

Download the Sonos app >

Amazon Echo

Download the Amazon Alexa app >

Samsung
Smart TV[†]

Start your free 3-month trial.

No commitment. Cancel anytime.

Apple Music is available in iTunes, and for iOS and Android devices.

Student**
\$4.99/mo.

Try it free

Individual
\$9.99/mo.

Try it free

Family
\$14.99/mo.

Try it free

** \$9.99/month after free trial. No commitment. Plan automatically renews after trial until cancelled.

** College students only. Verification required.

† Apple Music will be supported on Samsung TVs that support the Apple TV app. See Samsung device lists: apple.com/apple-tv-app/devices.

Some features will be available with iOS 13 on September 19, 2019, iPadOS on September 24, 2019, and macOS Catalina in October 2019.

"Lover" written by Taylor Swift.

"Rainbow" written by Katy Perry, Meghan Trainor, and Maroon 5.



Music Apple Music Features

Shop and Learn

Mac
iPad
iPhone
Watch
TV
Music
AirPods
HomePod
iPad touch
Accessories
Gift Cards

Services

Apple Music
Apple News+
Apple TV+
Apple Arcade
Apple Books
Apple Card
iCloud

Account

Manage Your Apple ID
Apple Trade In
Apple Store Account
iCloud.com

Apple Store

Find a Store
Shop Online
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 K-12
Shop for College

For Healthcare

Apple in Healthcare
Health on Apple Watch
Health Records on iPhone

For Government

Shop for Government
Shop for Veterans and Military

Apple Values

Accessibility
Education
Environment
Inclusion and Diversity
Privacy
Supplier Responsibility

About Apple

Newsroom
Apple Leadership
Job Opportunities
Investors
Events
Contact Apple

More ways to shop: Find an Apple Store or other retailer near you. Or call 1-800-MY-APPLE.

Copyright © 2020 Apple Inc. All rights reserved.

Privacy Policy

Terms of Use

Sales and Refunds

Legal

Site Map

United States

EXHIBIT 9

Generated on: This page was generated by TSDR on 2020-06-01 16:26:21 EDT

Mark: APPLE

US Serial Number: 74693839

Application Filing Date: Jun. 26, 1995

US Registration Number: 2034964

Registration Date: Feb. 04, 1997

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. 02, 2017

Publication Date: Nov. 12, 1996

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

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

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: Gramophone records featuring music; [pre-recorded audio tape cassettes featuring music;] audio compact discs featuring music [; pre-recorded video tape cassettes featuring music] [; video laser discs featuring music]

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Aug. 1968

Use in Commerce: Aug. 1968

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

Phone: 408-974-2385

Correspondent e- trademarkdocket@apple.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative

Domestic Thomas R. La Perle
Representative
Name:

Phone: 408-974-2385

Fax: 408-253-0186

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	
Oct. 25, 2017	REGISTERED - SEC. 7 REQUEST ABANDONED	67723
Sep. 01, 2017	PETITION TO DIRECTOR - DISMISSED	71999
Aug. 28, 2017	ASSIGNED TO PETITION STAFF	71999
May 03, 2017	ASSIGNED TO PETITION STAFF	78049
Feb. 03, 2017	PETITION TO DIRECTOR RECEIVED	72574
Apr. 24, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Apr. 18, 2017	OTQR WITHDRAWAL FROM PUBLICATION	70853
Apr. 02, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 02, 2017	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	67723
Apr. 02, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Apr. 02, 2017	POST REGISTRATION ACTION CORRECTION	67723
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 31, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Feb. 03, 2017	TEAS SECTION 8 & 9 RECEIVED	
Feb. 03, 2017	TEAS SECTION 7 REQUEST 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. 04, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 11, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 05, 2007	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Apr. 05, 2007	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 26, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Mar. 26, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 20, 2007	ASSIGNED TO PARALEGAL	73376
Jan. 22, 2007	TEAS SECTION 8 & 9 RECEIVED	
Dec. 27, 2006	CASE FILE IN TICRS	
Sep. 24, 2003	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Aug. 04, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 04, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 04, 2003	PAPER RECEIVED	
Feb. 04, 1997	REGISTERED-PRINCIPAL REGISTER	
Nov. 12, 1996	PUBLISHED FOR OPPOSITION	
Oct. 11, 1996	NOTICE OF PUBLICATION	
Aug. 14, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 01, 1996	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 01, 1996	NON-FINAL ACTION MAILED	
Jan. 25, 1996	ASSIGNED TO EXAMINER	70729
Jan. 04, 1996	ASSIGNED TO EXAMINER	72005
Jan. 02, 1996	ASSIGNED TO EXAMINER	73344
Jan. 02, 1996	ASSIGNED TO EXAMINER	72619

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Oct. 25, 2017

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Corps Limited

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [3516/0288](#)

Pages: 5

Date Recorded: Apr. 05, 2007

Supporting Documents: [assignment-tm-3516-0288.pdf](#)

Assignor

Name: [APPLE CORPS LIMITED](#)

Execution Date: Feb. 02, 2007

Legal Entity Type: COMPANY

State or Country Where Organized: UNITED KINGDOM

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

Generated on: This page was generated by TSDR on 2020-06-01 16:27:04 EDT

Mark: APPLE

APPLE

US Serial Number: 78430230

Application Filing Date: Jun. 04, 2004

US Registration Number: 3317089

Registration Date: Oct. 23, 2007

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. 28, 2018

Publication Date: Oct. 04, 2005

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: 1413880

International Application(s) /Registration(s) Based on this Property: A0075598/1413880

Claimed Ownership of US Registrations: 2034964

Foreign Information

Foreign Registration Number: 00218990

Foreign Registration Date: Nov. 16, 2000

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

Foreign Expiration Date: Apr. 01, 2016

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: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies,

interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, DVDs, CD-ROMs ((and interactive compact discs, all featuring or relating to music and films;)) digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films))

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: Yes

Filed 44E: Yes

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

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 15, 2019	SEC. 15 ACKNOWLEDGEMENT - E-MAILED	
Jul. 15, 2019	REGISTERED - SEC. 15 ACKNOWLEDGED	77315
Apr. 28, 2018	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Apr. 28, 2018	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	77315
Apr. 28, 2018	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77315
Apr. 28, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Apr. 19, 2018	TEAS SECTION 8 & 9 RECEIVED	
Apr. 19, 2018	TEAS SECTION 15 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. 23, 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	
Oct. 30, 2013	SEC. 15 ACKNOWLEDGEMENT - MAILED	
Oct. 30, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 - MAILED	
Oct. 30, 2013	REGISTERED - SEC. 15 ACKNOWLEDGED	76873
Oct. 23, 2013	REGISTERED - SEC. 15 AFFIDAVIT FILED	76873
Oct. 30, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED	76873
Oct. 23, 2013	REGISTERED - SEC. 8 (6-YR) FILED	76873
Oct. 28, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Oct. 23, 2013	TEAS SECTION 15 RECEIVED	
Oct. 23, 2013	TEAS SECTION 8 RECEIVED	
Feb. 22, 2012	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 12, 2008	AMENDMENT UNDER SECTION 7 - ISSUED	
Jun. 09, 2008	ASSIGNED TO PARALEGAL	60132
May 05, 2008	SEC 7 REQUEST FILED	
May 05, 2008	PAPER RECEIVED	
Jan. 16, 2008	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 07, 2008	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 07, 2008	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 23, 2007	REGISTERED-PRINCIPAL REGISTER	
Sep. 18, 2007	ELECTRONIC RECORD REVIEW COMPLETE	77975
Sep. 10, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 08, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 06, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 06, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 06, 2007	NON-FINAL ACTION MAILED	
Apr. 05, 2007	NON-FINAL ACTION WRITTEN	76731
Apr. 02, 2007	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Mar. 16, 2007	ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED	
Mar. 01, 2007	OPPOSITION TERMINATED NO. 999999	169004
Mar. 01, 2007	OPPOSITION DISMISSED NO. 999999	169004
Feb. 02, 2006	OPPOSITION INSTITUTED NO. 999999	169004
Oct. 19, 2005	EXTENSION OF TIME TO OPPOSE RECEIVED	
Oct. 04, 2005	PUBLISHED FOR OPPOSITION	
Sep. 14, 2005	NOTICE OF PUBLICATION	
Aug. 23, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	76523
Aug. 23, 2005	ASSIGNED TO LIE	76523
Aug. 12, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 05, 2005	AMENDMENT FROM APPLICANT ENTERED	76523
Jul. 25, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	76523
Jul. 25, 2005	PAPER RECEIVED	
Jan. 24, 2005	NON-FINAL ACTION MAILED	
Jan. 24, 2005	NON-FINAL ACTION WRITTEN	76731
Jan. 06, 2005	ASSIGNED TO EXAMINER	76731
Jun. 09, 2004	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Jul. 15, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Corps Limited

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: [3691/0084](#)

Pages: 4

Date Recorded: Jan. 07, 2008

Supporting Documents: [assignment-tm-3691-0084.pdf](#)

Assignor

Name: [APPLE CORPS LIMITED](#)

Execution Date: Jan. 07, 2008

Legal Entity Type: COMPANY

State or Country: UNITED KINGDOM
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

Generated on: This page was generated by TSDR on 2020-06-01 16:27:56 EDT

Mark: APPLE MUSIC

APPLE MUSIC

US Serial Number: 86659491

Application Filing Date: Jun. 11, 2015

US Registration Number: 5209933

Registration Date: May 23, 2017

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: May 23, 2017

Publication Date: May 03, 2016

Notice of Allowance Date: Jun. 28, 2016

Mark Information

Mark Literal Elements: APPLE MUSIC

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: "MUSIC"

Related Properties Information

International Registration Number: 1290632

International Application(s) /Registration(s) Based on this Property: A0051241/1290632

Claimed Ownership of US Registrations: 2079765, 3710912, 4088195

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 67176

Foreign Application Filing Date: May 18, 2015

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: Broadcasting and transmission of voice, data, images, music, audio, video, multimedia, television, and radio by means of telecommunications networks; broadcast and transmission of streamed music, audio, video, and multimedia content by means of telecommunications networks; transfer of music, audio, video, and multimedia to matched users by means of telecommunications networks; providing access to websites, databases, electronic bulletin boards, online forums, directories, music, and audio and video content programs on the Internet by means of telecommunications networks

International Class(es): 038 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 08, 2015

Use in Commerce: Jun. 30, 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	
May 23, 2017	REGISTERED-PRINCIPAL REGISTER	
Apr. 18, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Apr. 17, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Mar. 24, 2017	STATEMENT OF USE PROCESSING COMPLETE	65362
Mar. 13, 2017	USE AMENDMENT FILED	65362
Mar. 23, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Mar. 13, 2017	TEAS STATEMENT OF USE RECEIVED	

Dec. 23, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 21, 2016	EXTENSION 1 GRANTED	98765
Dec. 21, 2016	EXTENSION 1 FILED	98765
Dec. 21, 2016	TEAS EXTENSION RECEIVED	
Sep. 21, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 21, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 28, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 03, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 03, 2016	PUBLISHED FOR OPPOSITION	
Apr. 13, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 29, 2016	ELECTRONIC RECORD REVIEW COMPLETE	68065
Mar. 25, 2016	ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED	
Mar. 18, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 18, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 17, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 17, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 19, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 19, 2015	NON-FINAL ACTION E-MAILED	6325
Sep. 19, 2015	NON-FINAL ACTION WRITTEN	69222
Sep. 19, 2015	ASSIGNED TO EXAMINER	69222
Jun. 15, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 15, 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: Apr. 17, 2017

Proceedings

Summary

Number of 1
Proceedings:

Type of Proceeding: Opposition

Proceeding [91241441](#)
Number:

Filing Date: May 29, 2018

Status: Terminated

Status Date: Sep 18, 2019

Interlocutory MARY B MYLES
Attorney:

Defendant

Name: Neharia, Inc.

Correspondent RICHARD GURAK

Address: ADVITAM IP LLC
150 S WACKER DRIVE, SUITE 2400
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: RJGdocket@AdvitamIP.com , TValente@AdvitamIP.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
AS APPLE PIE	First Extension - Granted	87318526	

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 , smanes@ktslaw.com , tmadmin@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78943482	3298028
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE MUSIC	Registered	86659491	5209933
MUSIC	Registered	86663019	5209941
APPLE MUSIC	Registered	86658508	5330141
MUSIC	Registered	86663005	5330145

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 29, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 29, 2018	Jul 08, 2018
3	PENDING, INSTITUTED	May 29, 2018	
4	STIP FOR EXT	Jul 06, 2018	
5	EXTENSION OF TIME GRANTED	Jul 06, 2018	
6	STIP FOR EXT	Aug 07, 2018	
7	EXTENSION OF TIME GRANTED	Aug 07, 2018	
8	P MOT FOR EXT W/ CONSENT	Sep 05, 2018	
9	EXTENSION OF TIME GRANTED	Sep 05, 2018	
10	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 05, 2018	
11	SUSPENDED	Oct 05, 2018	
12	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 05, 2018	
13	SUSPENDED	Nov 05, 2018	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 10, 2018	
15	SUSPENDED	Dec 13, 2018	
16	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jan 07, 2019	
17	SUSPENDED	Jan 14, 2019	
18	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 06, 2019	
19	SUSPENDED	Feb 06, 2019	
20	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 11, 2019	
21	SUSPENDED	Mar 11, 2019	
22	CORRECTION TO BD ORDER	Mar 18, 2019	
23	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 08, 2019	
24	SUSPENDED	Apr 08, 2019	
25	D MOT FOR EXT W/ CONSENT	May 09, 2019	
26	EXTENSION OF TIME GRANTED	May 09, 2019	
27	D MOT FOR EXT W/ CONSENT	Jun 08, 2019	
28	EXTENSION OF TIME GRANTED	Jun 14, 2019	
29	D MOT FOR EXT W/O CONSENT	Jul 08, 2019	
30	D MOT FOR EXT W/O CONSENT	Aug 07, 2019	
31	MOT TO AMEND APPLICATION	Aug 25, 2019	
32	BD DECISION: OPP DISMISSED W/O PREJ	Sep 09, 2019	
33	TERMINATED	Sep 18, 2019	

Generated on: This page was generated by TSDR on 2020-06-01 16:28:29 EDT

Mark: APPLE MUSIC

APPLE MUSIC

US Serial Number: 86658508

Application Filing Date: Jun. 10, 2015

US Registration Number: 5330141

Registration Date: Nov. 07, 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: Nov. 07, 2017

Publication Date: May 03, 2016

Notice of Allowance Date: Jun. 28, 2016

Mark Information

Mark Literal Elements: APPLE MUSIC

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: "MUSIC"

Related Properties Information

International Registration Number: 1261757

International Application(s) /Registration(s) Based on this Property: A0051092/1261757

Claimed Ownership of US Registrations: 1078312, 2034964, 3928818

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 67176

Foreign Application Filing Date: May 18, 2015

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: Computer software for use in generating customized recommendations of audio, video, data, text and other multimedia content, including music, concerts, videos, radio, television, cultural events and entertainment-related programs determined from an analysis of user preferences; computer software for creating and sharing playlists of audio and multimedia files; computer software for use in connection with an online music subscription service; database synchronization software; database management software; computer software for use in playing, organizing, downloading, transmitting, manipulating, and reviewing audio files, and media files; computer software for use in the delivery, distribution and transmission of digital music and entertainment-related audio, video, text and multimedia content; computer software for creating searchable databases of information and data for peer-to-peer social networking databases; computer software to enable users to program and distribute audio, video, data, text and other multimedia content, including music, concerts, videos, radio, television, cultural events, and entertainment-related and educational programs via communication networks; computer software for accessing, browsing and searching online databases; computer software for setting up, configuring, operating and controlling mobile devices, wearable devices, mobile phones, computers, and computer peripherals, and audio and video players; downloadable audio and video recordings featuring music, music performances, and music videos

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 08, 2015

Use in Commerce: Jun. 30, 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	
Nov. 07, 2017	REGISTERED-PRINCIPAL REGISTER	
Oct. 05, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	

Oct. 04, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Sep. 05, 2017	STATEMENT OF USE PROCESSING COMPLETE	65362
Aug. 08, 2017	USE AMENDMENT FILED	65362
Aug. 28, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	65362
Aug. 08, 2017	TEAS STATEMENT OF USE RECEIVED	
Jun. 29, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 27, 2017	EXTENSION 2 GRANTED	98765
Jun. 27, 2017	EXTENSION 2 FILED	98765
Jun. 27, 2017	TEAS EXTENSION RECEIVED	
Dec. 23, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 21, 2016	EXTENSION 1 GRANTED	98765
Dec. 21, 2016	EXTENSION 1 FILED	98765
Dec. 21, 2016	TEAS EXTENSION RECEIVED	
Sep. 21, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 21, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 28, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 03, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 03, 2016	PUBLISHED FOR OPPOSITION	
Apr. 13, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 28, 2016	ELECTRONIC RECORD REVIEW COMPLETE	68065
Mar. 25, 2016	ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED	
Mar. 18, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 18, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 17, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 17, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 19, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 19, 2015	NON-FINAL ACTION E-MAILED	6325
Sep. 19, 2015	NON-FINAL ACTION WRITTEN	69222
Sep. 19, 2015	ASSIGNED TO EXAMINER	69222
Jun. 15, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 13, 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: Oct. 04, 2017

Proceedings

Summary

Number of Proceedings: 6

Type of Proceeding: Opposition

Proceeding Number: [91254696](#)

Filing Date: Mar 11, 2020

Status: Pending

Status Date: Mar 17, 2020

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Carl K. Mcbeath

Correspondent CARL K MCBEATH

Address: 12227 SKILLEN ST #11
MAPLE RIDGE BC CANADA , V2X4X4

Correspondent e-mail: carlmcbeath@gmail.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLEWHITE	Opposition Pending	88518094	
Plaintiff(s)			

Name: Apple Inc.

Correspondent WILLIAM M BRYNER
Address: KILPATRICK TOWNSEND & STOCKTON LLP
1001 WEST FOURTH STREET
WINSTON SALEM NC UNITED STATES , 27101

Correspondent e-mail: bbryner@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , HYang@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@Kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE MUSIC	Registered	86658508	5330141
MUSIC	Registered	86663005	5330145
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
MUSIC	Registered	86663157	5851764
APPLE	REGISTERED AND RENEWED	74693839	2034964
APPLE	REGISTERED AND RENEWED	78430230	3317089
	REGISTERED AND RENEWED	74693838	2036537
	REGISTERED AND RENEWED	74693680	2041653
	REGISTERED AND RENEWED	78430266	3221275
	REGISTERED AND RENEWED	78430282	3200354

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 17, 2020	Apr 26, 2020
3	INSTITUTED	Mar 17, 2020	
4	D FILING	Apr 24, 2020	
5	RESPONSE DUE 30 DAYS (DUE DATE)	Apr 27, 2020	May 27, 2020

Type of Proceeding: Opposition

Proceeding Number: [91249757](#)

Filing Date: Jul 22, 2019

Status: Suspended

Status Date: May 06, 2020

Interlocutory Attorney: LAWRENCE (LARRY) T STANLEY

Defendant

Name: The Trustees of the Van Andel Institute

Correspondent JAMES L SCOTT
Address: WARNER NORCROSS + JUDD LLP
111 LYON STREET NW, 900 FIFTH THIRD CENTER
GRAND RAPIDS MI UNITED STATES , 49503-2487

Correspondent e-mail: trademarks@wnj.com , jscott@wnj.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number

BLUE APPLE

Opposition Pending

[88112456](#)

Opposition Pending

[88112473](#)**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 , BBRYNER@kilpatricktownsend.com , ndrake@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	77648705	3679056
MUSIC	Registered	86663005	5330145
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
TODAY AT APPLE	Registered	87607048	5443302
APPLE MUSIC	Registered	86658508	5330141
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	REGISTERED AND RENEWED	78157042	2870477
APPLE	REGISTERED AND RENEWED	74660120	2079765
	REGISTERED AND RENEWED	78155196	2951270
	REGISTERED AND RENEWED	76117498	2657931
APPLE	REGISTERED AND RENEWED	76116541	3226289
	REGISTERED AND RENEWED	73566767	1401154

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2019	Sep 03, 2019
3	INSTITUTED	Jul 25, 2019	
4	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 03, 2019	
5	SUSPENDED	Sep 03, 2019	
6	D MOT FOR EXT W/ CONSENT	Oct 04, 2019	
7	EXTENSION OF TIME GRANTED	Oct 04, 2019	
8	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 04, 2019	
9	SUSPENDED	Nov 04, 2019	
10	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 04, 2019	
11	SUSPENDED	Dec 04, 2019	
12	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jan 06, 2020	
13	SUSPENDED	Jan 06, 2020	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 04, 2020	
15	SUSPENDED	Feb 04, 2020	
16	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 06, 2020	
17	SUSPENDED	Mar 06, 2020	
18	DUPLICATE FILING (NOT CONSIDERED)	Mar 06, 2020	
19	D MOT FOR EXT W/ CONSENT	Apr 06, 2020	
20	EXTENSION OF TIME GRANTED	Apr 06, 2020	
21	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 06, 2020	
22	SUSPENDED	May 06, 2020	
23	P CHANGE OF CORRESP ADDRESS	May 06, 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 , 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
	REGISTERED AND RENEWED	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: [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 , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	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	

Type of Proceeding: Opposition

Proceeding Number: [91241441](#)

Filing Date: May 29, 2018

Status: Terminated

Status Date: Sep 18, 2019

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Neharia, Inc.

Correspondent Address: RICHARD GURAK

ADVITAM IP LLC
150 S WACKER DRIVE, SUITE 2400
CHICAGO IL UNITED STATES , 60606

Correspondent e-mail: RJGdocket@AdvitamIP.com , TValente@AdvitamIP.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
AS APPLE PIE	First Extension - Granted	87318526	

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 , smanes@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial	Registration
------	--------------------	--------	--------------

		Number	Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78943482	3298028
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE MUSIC	Registered	86659491	5209933
MUSIC	Registered	86663019	5209941
APPLE MUSIC	Registered	86658508	5330141
MUSIC	Registered	86663005	5330145

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 29, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 29, 2018	Jul 08, 2018
3	PENDING, INSTITUTED	May 29, 2018	
4	STIP FOR EXT	Jul 06, 2018	
5	EXTENSION OF TIME GRANTED	Jul 06, 2018	
6	STIP FOR EXT	Aug 07, 2018	
7	EXTENSION OF TIME GRANTED	Aug 07, 2018	
8	P MOT FOR EXT W/ CONSENT	Sep 05, 2018	
9	EXTENSION OF TIME GRANTED	Sep 05, 2018	
10	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 05, 2018	
11	SUSPENDED	Oct 05, 2018	
12	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 05, 2018	
13	SUSPENDED	Nov 05, 2018	
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 10, 2018	
15	SUSPENDED	Dec 13, 2018	
16	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jan 07, 2019	
17	SUSPENDED	Jan 14, 2019	
18	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 06, 2019	
19	SUSPENDED	Feb 06, 2019	
20	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 11, 2019	
21	SUSPENDED	Mar 11, 2019	
22	CORRECTION TO BD ORDER	Mar 18, 2019	
23	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 08, 2019	
24	SUSPENDED	Apr 08, 2019	
25	D MOT FOR EXT W/ CONSENT	May 09, 2019	
26	EXTENSION OF TIME GRANTED	May 09, 2019	
27	D MOT FOR EXT W/ CONSENT	Jun 08, 2019	
28	EXTENSION OF TIME GRANTED	Jun 14, 2019	
29	D MOT FOR EXT W/O CONSENT	Jul 08, 2019	
30	D MOT FOR EXT W/O CONSENT	Aug 07, 2019	
31	MOT TO AMEND APPLICATION	Aug 25, 2019	
32	BD DECISION: OPP DISMISSED W/O PREJ	Sep 09, 2019	
33	TERMINATED	Sep 18, 2019	

Type of Proceeding: Opposition

Proceeding [91239995](#)
Number:

Filing Date: Dec 22, 2017

Status: Terminated

Status Date: Feb 10, 2020

Interlocutory WENDY COHEN
Attorney:

Defendant

Name: The Cartoon Network, Inc.

Correspondent Address: JEANENE L JOBST
TRADEMARK GROUP OF TBS INC
1050 TECHWOOD DRIVE NW, THE GATE, 3RD FLOOR
ATLANTA GA UNITED STATES , 30318

Correspondent e-mail: tcnuspto@turner.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE & ONION	Notice of Allowance - Issued	87340382	
Plaintiff(s)			

Name: Apple Inc.

Correspondent Address: GLENN GUNDERSEN
DECHERT LLP
CIRA CENTRE, 2929 ARCH STREET
PHILADELPHIA PA UNITED STATES , 19104-2808

Correspondent e-mail: trademarks@dechert.com , glenn.gundersen@dechert.com , jennifer.insley-pruitt@dechert.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	Cancellation Pending	77428980	4088195
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE MUSIC	Registered	86658508	5330141
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE NEWS	Registered	86819705	5291678

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 22, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 13, 2018	Apr 22, 2018
3	PENDING, INSTITUTED	Mar 13, 2018	
4	P CHANGE OF CORRESP ADDRESS	Mar 15, 2018	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 17, 2018	
6	SUSPENDED	Apr 17, 2018	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jul 12, 2018	
8	SUSPENDED	Jul 13, 2018	
9	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 10, 2018	
10	SUSPENDED	Sep 10, 2018	
11	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 10, 2018	
12	SUSPENDED	Dec 10, 2018	
13	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 13, 2019	
14	SUSPENDED	Mar 20, 2019	
15	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 17, 2019	
16	SUSPENDED	Apr 25, 2019	
17	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 17, 2019	
18	REQ FOR PROG ON SETTL - SUSPENDED	May 30, 2019	
19	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jun 18, 2019	
20	SUSPENDED	Jun 18, 2019	
21	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jul 19, 2019	
22	SUSPENDED	Jul 23, 2019	
23	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Aug 19, 2019	
24	SUSPENDED	Aug 22, 2019	
25	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 20, 2019	
26	SUSPENDED	Sep 24, 2019	
27	D CHANGE OF CORRESP ADDRESS	Oct 08, 2019	

28	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 21, 2019	
29	SUSPENDED	Nov 01, 2019	
30	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 18, 2019	
31	SUSPENDED	Dec 11, 2019	
32	MOT TO AMEND APPLICATION	Dec 17, 2019	
33	RESPONSE DUE 30 DAYS (DUE DATE)	Jan 15, 2020	Feb 14, 2020
34	W/DRAW OF OPPOSITION	Jan 17, 2020	
35	BD DECISION: OPP DISMISSED W/O PREJ	Feb 10, 2020	
36	TERMINATED	Feb 10, 2020	

Generated on: This page was generated by TSDR on 2020-06-01 16:29:04 EDT

Mark: APPLE

APPLE

US Serial Number: 77428980

Application Filing Date: Mar. 22, 2008

US Registration Number: 4088195

Registration Date: Jan. 17, 2012

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Cancellation/Invalidation Pending

This trademark application has been registered with the Office, but it is currently undergoing a challenge which may result in its removal from the registry.

Status: A cancellation proceeding is pending at the Trademark Trial and Appeal Board. For further information, see TTABVue on the Trademark Trial and Appeal Board web page.

Status Date: Mar. 27, 2018

Publication Date: Feb. 16, 2010

Notice of Allowance Date: May 11, 2010

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

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

Related Properties Information

International Registration Number: 0978171

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

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

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 6313316

Foreign Application Filing Date: Sep. 28, 2007

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

Goods and Services

Note:

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

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

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

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

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 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 laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 11, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 11, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	30006
Mar. 08, 2019	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Dec. 13, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	30006
Dec. 12, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	30006
Sep. 27, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	86331
Aug. 29, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	86331
Aug. 21, 2018	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Mar. 27, 2018	CANCELLATION INSTITUTED NO. 999999	68213
Feb. 22, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	85319
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 01, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	85319
Jan. 17, 2018	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 17, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 17, 2012	REGISTERED-PRINCIPAL REGISTER	
Dec. 13, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Dec. 12, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Dec. 12, 2011	ASSIGNED TO LIE	77312
Nov. 22, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 17, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 16, 2011	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 11, 2011	USE AMENDMENT FILED	69302
Nov. 16, 2011	EXTENSION 3 GRANTED	69302
Nov. 11, 2011	EXTENSION 3 FILED	69302
Nov. 11, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 11, 2011	TEAS EXTENSION RECEIVED	
Nov. 11, 2011	TEAS STATEMENT OF USE RECEIVED	
May 12, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
May 11, 2011	EXTENSION 2 GRANTED	69302
May 10, 2011	EXTENSION 2 FILED	69302
May 10, 2011	TEAS EXTENSION RECEIVED	
Nov. 18, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 17, 2010	EXTENSION 1 GRANTED	69302
Nov. 08, 2010	EXTENSION 1 FILED	69302
Nov. 17, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 08, 2010	TEAS EXTENSION RECEIVED	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 16, 2010	PUBLISHED FOR OPPOSITION	
Jan. 27, 2010	NOTICE OF PUBLICATION	
Jan. 12, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Jan. 11, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Jun. 23, 2009	INQUIRY AS TO SUSPENSION MAILED	
Jun. 22, 2009	SUSPENSION INQUIRY WRITTEN	82420

Jun. 09, 2009	LIE CHECKED SUSP - TO ATTY FOR ACTION	76985
Jun. 09, 2009	ASSIGNED TO LIE	76985
Dec. 09, 2008	LETTER OF SUSPENSION MAILED	
Dec. 08, 2008	SUSPENSION LETTER WRITTEN	82420
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 27, 2008	NON-FINAL ACTION MAILED	
May 27, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Mar. 27, 2008	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Mar. 27, 2008	TEAS VOLUNTARY AMENDMENT RECEIVED	
Mar. 26, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Mar. 11, 2019

Generated on: This page was generated by TSDR on 2020-06-01 16:31:13 EDT

Mark: MUSIC



US Serial Number: 86663157

Application Filing Date: Jun. 15, 2015

US Registration Number: 5851764

Registration Date: Sep. 03, 2019

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: Sep. 03, 2019

Publication Date: May 10, 2016

Notice of Allowance Date: Jul. 05, 2016

Mark Information

Mark Literal Elements: MUSIC

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 "MUSIC".

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

Disclaimer: "MUSIC"

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1283405

International Application(s) /Registration(s) Based on this Property: A0052308/1283405

Claimed Ownership of US Registrations: 2753069, 2870477, 3298028

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 67211

Foreign Application Filing Date: May 21, 2015

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: arranging, organizing, conducting, and presenting concerts, live musical performances, entertainment special events in the nature of musical and cultural events, arts and cultural events, theatrical entertainment in the nature of live theatrical performances, and exhibitions for entertainment purposes; production and distribution of radio programs, television programs, and sound recordings; entertainment services, namely, providing ongoing television, radio, audio programs, video programs, podcasts, and webcast programs in the field of entertainment; providing audio and video programming featuring entertainment, sports, music, information, and news by means of telecommunications networks; entertainment services, namely, providing streamed and downloadable audio and video content to users through a subscription service provided online via a communication network; provision of live entertainment and recorded entertainment, namely, musical performances; providing non-downloadable audio and video programming featuring entertainment, sports, music, informational, and current events news programming; providing websites and computer applications featuring entertainment information, sports information, music information, news in the fields of music and entertainment, and arts and culture information; providing websites and computer applications featuring information in the field of entertainment, music, sports, news in the fields of music and entertainment, and arts and culture; entertainment services, namely, providing information, reviews and personalized recommendations of entertainment in the nature of music, arts and cultural events, concerts, live musical and cultural performances, fairs for entertainment purposes, music festivals for cultural or entertainment purposes, and exhibitions for entertainment purposes; entertainment services, namely, providing reviews, and ratings, and providing interactive websites and computer applications for entertainment purposes for the sharing of reviews, and ratings of users all relating to entertainment, art and cultural events, concerts, live musical performances, entertainment fairs, music festivals for cultural or entertainment purposes, and exhibitions for entertainment purposes; providing pre-recorded music, video programs, and graphics for use on mobile communications devices via a global computer network and wireless networks; providing a website for the uploading, storing, sharing and viewing and posting of images, audio, videos, podcasts, and multimedia content; publication of articles, all in the fields of music and entertainment; providing websites featuring non-downloadable publications in the nature of articles, all in the fields of music and entertainment; news reporting in the field of music and entertainment

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 08, 2015

Use in Commerce: Jun. 30, 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 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 karenmarie@apple.com
amy.shelton@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 19, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Dec. 19, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 03, 2019	REGISTERED-PRINCIPAL REGISTER	
Aug. 01, 2019	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jul. 31, 2019	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jul. 09, 2019	STATEMENT OF USE PROCESSING COMPLETE	66530
Jun. 28, 2019	USE AMENDMENT FILED	66530
Jun. 28, 2019	TEAS STATEMENT OF USE RECEIVED	
Jan. 11, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jan. 10, 2019	EXTENSION 5 GRANTED	66530
Dec. 21, 2018	EXTENSION 5 FILED	66530
Jan. 10, 2019	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66530
Dec. 21, 2018	TEAS EXTENSION RECEIVED	
Jun. 12, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 08, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 08, 2018	EXTENSION 4 GRANTED	98765
Jun. 08, 2018	EXTENSION 4 FILED	98765
Jun. 08, 2018	TEAS EXTENSION RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Dec. 26, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 22, 2017	EXTENSION 3 GRANTED	98765
Dec. 22, 2017	EXTENSION 3 FILED	98765
Dec. 22, 2017	TEAS EXTENSION RECEIVED	
Jul. 05, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jul. 03, 2017	EXTENSION 2 GRANTED	98765
Jul. 03, 2017	EXTENSION 2 FILED	98765
Jul. 03, 2017	TEAS EXTENSION RECEIVED	
Dec. 23, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 21, 2016	EXTENSION 1 GRANTED	98765
Dec. 21, 2016	EXTENSION 1 FILED	98765
Dec. 21, 2016	TEAS EXTENSION RECEIVED	
Sep. 21, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 21, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 05, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 10, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 10, 2016	PUBLISHED FOR OPPOSITION	
Apr. 20, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Apr. 06, 2016	ELECTRONIC RECORD REVIEW COMPLETE	70108
Apr. 01, 2016	ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED	
Mar. 25, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 25, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 24, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 24, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 26, 2015	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325

Sep. 26, 2015	NON-FINAL ACTION E-MAILED	6325
Sep. 26, 2015	NON-FINAL ACTION WRITTEN	69222
Sep. 19, 2015	ASSIGNED TO EXAMINER	69222
Jun. 19, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jun. 18, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 18, 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: Jul. 31, 2019

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: [91254696](#)

Filing Date: Mar 11, 2020

Status: Pending

Status Date: Mar 17, 2020

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Carl K. Mcbeath

Correspondent Address: CARL K MCBEATH
12227 SKILLEN ST #11
MAPLE RIDGE BC CANADA , V2X4X4

Correspondent e-mail: carlmcbeath@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLEWHITE	Opposition Pending	88518094	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: WILLIAM M BRYNER
KILPATRICK TOWNSEND & STOCKTON LLP
1001 WEST FOURTH STREET
WINSTON SALEM NC UNITED STATES , 27101

Correspondent e-mail: bbryner@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , HYang@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@Kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE MUSIC	Registered	86658508	5330141
MUSIC	Registered	86663005	5330145
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
MUSIC	Registered	86663157	5851764
APPLE	REGISTERED AND RENEWED	74693839	2034964
APPLE	REGISTERED AND RENEWED	78430230	3317089

REGISTERED AND RENEWED	74693838	2036537
REGISTERED AND RENEWED	74693680	2041653
REGISTERED AND RENEWED	78430266	3221275
REGISTERED AND RENEWED	78430282	3200354

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 11, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 17, 2020	Apr 26, 2020
3	INSTITUTED	Mar 17, 2020	
4	D FILING	Apr 24, 2020	
5	RESPONSE DUE 30 DAYS (DUE DATE)	Apr 27, 2020	May 27, 2020

Generated on: This page was generated by TSDR on 2020-06-01 16:32:04 EDT

Mark: MUSIC UP NEXT



US Serial Number: 87646704

Application Filing Date: Oct. 16, 2017

US Registration Number: 5604598

Registration Date: Nov. 13, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

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: Nov. 13, 2018

Publication Date: Aug. 28, 2018

Mark Information

Mark Literal Elements: MUSIC UP NEXT

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 "music," "up," and "next".

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

Disclaimer: "MUSIC"

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1380283

International Application(s) /Registration(s) Based on this Property: A0070753/1380283

Claimed Ownership of US Registrations: 2870477, 3298028, 5209941 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 072296

Foreign Application Filing Date: Apr. 18, 2017

Foreign Application/Registration: JAMAICA

Country:

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: entertainment services in the nature of development, creation, production, and distribution of musical artist video documentary series; entertainment services, namely, providing a website featuring on-line non-downloadable music, interviews, live music performances, and videos featuring musical artists; entertainment services, namely, a multimedia program series featuring musical artists distributed via various platforms across multiple forms of transmission media

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 20, 2017

Use in Commerce: Apr. 20, 2017

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

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 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

Correspondent e-mail: trademarkdocket@apple.com
keckhart@apple.com vtom@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Nov. 13, 2018	REGISTERED-PRINCIPAL REGISTER	
Aug. 28, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 28, 2018	PUBLISHED FOR OPPOSITION	
Aug. 08, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	

Jul. 17, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 16, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 15, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 15, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 18, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 18, 2018	NON-FINAL ACTION E-MAILED	6325
Jan. 18, 2018	NON-FINAL ACTION WRITTEN	68603
Jan. 13, 2018	ASSIGNED TO EXAMINER	68603
Oct. 26, 2017	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Oct. 25, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 19, 2017	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. 13, 2018

Generated on: This page was generated by TSDR on 2020-06-01 16:32:32 EDT

Mark: APPLE NEWS

APPLE NEWS

US Serial Number: 86819705

Application Filing Date: Nov. 13, 2015

US Registration Number: 5291678

Registration Date: Sep. 19, 2017

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: Sep. 19, 2017

Publication Date: Apr. 26, 2016

Notice of Allowance Date: Jun. 21, 2016

Mark Information

Mark Literal Elements: APPLE NEWS

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: "NEWS"

Related Properties Information

International Registration Number: 1281682

International Application(s) /Registration(s) Based on this Property: A0054638/1281682

Claimed Ownership of US Registrations: 3317089, 3928818, 4088195

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 67139

Foreign Application Filing Date: May 13, 2015

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: Providing web pages featuring information in the field of entertainment, music, sports, current events news, and arts and culture

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 08, 2015

Use in Commerce: Apr. 05, 2016

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	
Sep. 19, 2017	REGISTERED-PRINCIPAL REGISTER	
Aug. 16, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Aug. 15, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 14, 2017	STATEMENT OF USE PROCESSING COMPLETE	71906
Apr. 12, 2017	USE AMENDMENT FILED	71906
May 04, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	71906
Apr. 12, 2017	TEAS STATEMENT OF USE RECEIVED	
Dec. 23, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 21, 2016	EXTENSION 1 GRANTED	98765
Dec. 21, 2016	EXTENSION 1 FILED	98765

Dec. 21, 2016	TEAS EXTENSION RECEIVED	
Jun. 21, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 26, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 26, 2016	PUBLISHED FOR OPPOSITION	
Apr. 06, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 19, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	69712
Mar. 16, 2016	ASSIGNED TO LIE	69712
Feb. 26, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 26, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 26, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 26, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 26, 2016	EXAMINERS AMENDMENT -WRITTEN	92558
Feb. 24, 2016	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Feb. 23, 2016	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Feb. 23, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 23, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 23, 2016	NON-FINAL ACTION E-MAILED	6325
Feb. 23, 2016	NON-FINAL ACTION WRITTEN	92558
Feb. 19, 2016	ASSIGNED TO EXAMINER	92558
Nov. 18, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 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: Aug. 15, 2017

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: [91253248](#)

Filing Date: Jan 02, 2020

Status: Terminated

Status Date: Feb 12, 2020

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: AppleSlice, LLC

Correspondent Address: KEITH P TABOADA
PATTERSON & SHERIDAN LLP
24 GREENWAY PLAZA SUITE 1600
HOUSTON TX UNITED STATES , 77046

Correspondent e-mail: psdocketing@pattersonsheridan.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLESLICE	Abandoned - After Inter-Partes Decision	88417510	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: WILLIAM M BRYNER
KILPATRICK TOWNSEND & STOCKTON LLP
1001 WEST FOURTH STREET
WINSTON SALEM NC UNITED STATES , 27101

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	78943482	3298028
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
APPLE NEWS	Registered	86819705	5291678
TODAY AT APPLE	Registered	87607048	5443302
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
	REGISTERED AND RENEWED	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 02, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 02, 2020	Feb 11, 2020
3	INSTITUTED	Jan 02, 2020	
4	W/DRAW OF APPLICATION	Feb 10, 2020	
5	EXAMINER'S REQ FOR REMAND	Jan 16, 2020	
6	BD DECISION: OPP SUSTAINED	Feb 12, 2020	
7	TERMINATED	Feb 12, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91239995](#)

Filing Date: Dec 22, 2017

Status: Terminated

Status Date: Feb 10, 2020

Interlocutory Attorney: WENDY COHEN

Defendant

Name: The Cartoon Network, Inc.

Correspondent Address: JEANENE L JOBST
TRADEMARK GROUP OF TBS INC
1050 TECHWOOD DRIVE NW, THE GATE, 3RD FLOOR
ATLANTA GA UNITED STATES , 30318

Correspondent e-mail: tcnuspto@turner.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE & ONION	Notice of Allowance - Issued	87340382	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: GLENN GUNDERSEN
DECHERT LLP
CIRA CENTRE, 2929 ARCH STREET
PHILADELPHIA PA UNITED STATES , 19104-2808

Correspondent e-mail: trademarks@dechert.com , glenn.gundersen@dechert.com , jennifer.insley-pruitt@dechert.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE	Cancellation Pending	77428980	4088195

APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE MUSIC	Registered	86658508	5330141
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE NEWS	Registered	86819705	5291678

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 22, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 13, 2018	Apr 22, 2018
3	PENDING, INSTITUTED	Mar 13, 2018	
4	P CHANGE OF CORRESP ADDRESS	Mar 15, 2018	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 17, 2018	
6	SUSPENDED	Apr 17, 2018	
7	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jul 12, 2018	
8	SUSPENDED	Jul 13, 2018	
9	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 10, 2018	
10	SUSPENDED	Sep 10, 2018	
11	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 10, 2018	
12	SUSPENDED	Dec 10, 2018	
13	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 13, 2019	
14	SUSPENDED	Mar 20, 2019	
15	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 17, 2019	
16	SUSPENDED	Apr 25, 2019	
17	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 17, 2019	
18	REQ FOR PROG ON SETTL - SUSPENDED	May 30, 2019	
19	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jun 18, 2019	
20	SUSPENDED	Jun 18, 2019	
21	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jul 19, 2019	
22	SUSPENDED	Jul 23, 2019	
23	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Aug 19, 2019	
24	SUSPENDED	Aug 22, 2019	
25	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 20, 2019	
26	SUSPENDED	Sep 24, 2019	
27	D CHANGE OF CORRESP ADDRESS	Oct 08, 2019	
28	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Oct 21, 2019	
29	SUSPENDED	Nov 01, 2019	
30	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 18, 2019	
31	SUSPENDED	Dec 11, 2019	
32	MOT TO AMEND APPLICATION	Dec 17, 2019	
33	RESPONSE DUE 30 DAYS (DUE DATE)	Jan 15, 2020	Feb 14, 2020
34	W/DRAW OF OPPOSITION	Jan 17, 2020	
35	BD DECISION: OPP DISMISSED W/O PREJ	Feb 10, 2020	
36	TERMINATED	Feb 10, 2020	

Generated on: This page was generated by TSDR on 2020-06-01 16:33:01 EDT

Mark: NEWS+



US Serial Number: 88559819

Application Filing Date: Aug. 01, 2019

US Registration Number: 6015367

Registration Date: Mar. 17, 2020

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

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. 17, 2020

Publication Date: Oct. 29, 2019

Notice of Allowance Date: Dec. 24, 2019

Mark Information

Mark Literal Elements: NEWS+

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 "News+".

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

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

Related Properties Information

International Registration Number: 1511726

International Application(s)/Registration(s) Based on this Property: A0088382/1511726

Claimed Ownership of US Registrations: 2926853, 3298028, 3679056 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2019-122

Foreign Application Filing Date: Feb. 08, 2019

Foreign Application/Registration: LIECHTENSTEIN

Country:

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: Retail store services in the field of books, magazines, periodicals, newsletters, journals and other publications on a wide range of topics of general interest, provided via the Internet and other computer, electronic and communications networks; subscription services, namely, providing subscriptions to text, data, image, audio, video, and multimedia content, provided via the Internet and other electronic and communications networks; providing subscription services of downloadable pre-recorded text, data, image, audio, video, and multimedia content for a fee or pre-paid subscription, via the Internet and other electronic and communications networks

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 25, 2019

Use in Commerce: Mar. 25, 2019

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 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
Mar. 17, 2020	REGISTERED-PRINCIPAL REGISTER	
Feb. 08, 2020	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 07, 2020	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 16, 2020	STATEMENT OF USE PROCESSING COMPLETE	76538

Jan. 02, 2020	USE AMENDMENT FILED	76538
Jan. 16, 2020	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Jan. 02, 2020	TEAS STATEMENT OF USE RECEIVED	
Dec. 24, 2019	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 29, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 29, 2019	PUBLISHED FOR OPPOSITION	
Oct. 09, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 23, 2019	ASSIGNED TO LIE	68552
Sep. 18, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 11, 2019	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 10, 2019	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 10, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 09, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 09, 2019	NON-FINAL ACTION E-MAILED	6325
Sep. 09, 2019	NON-FINAL ACTION WRITTEN	86336
Aug. 26, 2019	ASSIGNED TO EXAMINER	86336
Aug. 20, 2019	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Aug. 19, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Aug. 05, 2019	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. 07, 2020

Generated on: This page was generated by TSDR on 2020-06-01 16:41:09 EDT

Mark: APPLE TV

APPLE TV

US Serial Number: 77152380

Application Filing Date: Apr. 09, 2007

US Registration Number: 3359045

Registration Date: Dec. 25, 2007

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: Aug. 29, 2017

Publication Date: Oct. 09, 2007

Mark Information

Mark Literal Elements: APPLE TV

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: "TV"

Related Properties Information

International Registration Number: 0928475

International Application(s) /Registration(s) Based on this Property: A0008054/0928475

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

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 37955

Foreign Application Filing Date: Nov. 13, 2006

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: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 21, 2007

Use in Commerce: Mar. 21, 2007

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

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

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	
Sep. 06, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 06, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 29, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 29, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723

Aug. 29, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Aug. 29, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Jul. 19, 2017	TEAS SECTION 8 & 9 RECEIVED	
Dec. 25, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 09, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Feb. 09, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70131
Feb. 09, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Jan. 28, 2013	TEAS SECTION 8 & 15 RECEIVED	
Dec. 25, 2007	REGISTERED-PRINCIPAL REGISTER	
Oct. 09, 2007	PUBLISHED FOR OPPOSITION	
Sep. 19, 2007	NOTICE OF PUBLICATION	
Sep. 04, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Sep. 04, 2007	ASSIGNED TO LIE	68552
Jul. 25, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 24, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 24, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 24, 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
Apr. 13, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 29, 2017

Generated on: This page was generated by TSDR on 2020-06-01 16:41:36 EDT

Mark: TV



US Serial Number: 88353795

Application Filing Date: Mar. 24, 2019

US Registration Number: 5994244

Registration Date: Feb. 25, 2020

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

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: Feb. 25, 2020

Publication Date: Dec. 10, 2019

Mark Information

Mark Literal Elements: TV

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 a black square with rounded corners containing a design of an apple with a bite removed and the word "tv", both design and word in shades of green and blue.

Color Drawing: Yes

Color(s) Claimed: The color(s) black, blue and green is/are claimed as a feature of the mark.

Disclaimer: "TV"

Design Search Code(s): 05.09.05 - Apples

26.09.08 - Squares comprised of letters, numerals or punctuation and letters, numerals or punctuation forming the perimeter of a square or bordering the perimeter of a square
26.09.09 - Squares made of geometric figures, objects, humans, plants or animals
26.09.25 - Squares with curved sides

Related Properties Information

International Registration Number: 1486743

International Application(s) /Registration(s) Based on this Property: A0085427/1486743

Claimed Ownership of US Registrations: 2753069, 3298028, 5604598

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: distribution of television programs, motion pictures, and multimedia entertainment content; rental and presentation of ongoing television programs, motion pictures, and multimedia entertainment content all in the fields of comedy, drama, children's entertainment, sci-fi, documentary, and sports; providing entertainment, sports, animation, music, news, reality, documentary, current events and arts and culture programming by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; providing non-downloadable entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming; providing interactive guides for searching and selecting multimedia entertainment content; providing websites featuring entertainment, sports, animation, music, news, reality, documentary, current events and arts and culture programming; providing websites featuring information in the field of entertainment, sports, music, news, documentaries, current events, and arts and culture

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: May 13, 2019

Use in Commerce: May 13, 2019

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

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 25, 2020	REGISTERED-PRINCIPAL REGISTER	
Dec. 10, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Dec. 10, 2019	PUBLISHED FOR OPPOSITION	
Nov. 20, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Nov. 05, 2019	ASSIGNED TO LIE	66213
Oct. 30, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	

Oct. 22, 2019	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Oct. 21, 2019	USE AMENDMENT ACCEPTED	83173
Oct. 15, 2019	AMENDMENT TO USE PROCESSING COMPLETE	88889
Oct. 15, 2019	USE AMENDMENT FILED	88889
Oct. 14, 2019	TEAS AMENDMENT OF USE RECEIVED	
Oct. 12, 2019	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 22, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
May 22, 2019	NON-FINAL ACTION E-MAILED	6325
May 22, 2019	NON-FINAL ACTION WRITTEN	83173
May 16, 2019	ASSIGNED TO EXAMINER	83173
Apr. 11, 2019	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Apr. 10, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 27, 2019	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. 25, 2020

Generated on: This page was generated by TSDR on 2020-06-01 16:43:09 EDT

Mark: TV



US Serial Number: 88631283

Application Filing Date: Sep. 25, 2019

US Registration Number: 6046302

Registration Date: May 05, 2020

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

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: May 05, 2020

Publication Date: Feb. 18, 2020

Mark Information

Mark Literal Elements: TV

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 a black rectangle with rounded corners containing a design of an apple with a bite removed and the word "tv", both design and word in shades of green and blue.

Color Drawing: Yes

Color(s) Claimed: The color(s) black, blue and green is/are claimed as a feature of the mark.

Disclaimer: "TV"

Design Search 05.09.05 - Apples

Code(s): 26.11.21 - Rectangles that are completely or partially shaded

Related Properties Information

International Registration Number: 1501694

International Application(s) /Registration(s) Based on this Property: A0089994/1501694

Claimed Ownership of US Registrations: 2753069, 3298028, 5603336

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 77261

Foreign JAMAICA

Foreign Application Filing Date: Mar. 25, 2019

Application/Registration
Country:

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: broadcasting, transmission, and streaming of voice, data, images, audio, video, multimedia, television, by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; subscription and pay-per-view broadcasting, transmission, and streaming services by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; video-on-demand transmission services

International Class(es): 038 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: May 13, 2019

Use in Commerce: May 13, 2019

For: distribution of television programs, motion pictures, and multimedia entertainment content; rental and presentation of ongoing television programs, motion pictures, and multimedia entertainment content all in the fields of comedy, drama, children's entertainment, sci-fi, documentary, and sports; providing entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming by means of telecommunications networks, computer networks, the Internet, and wireless communications networks; providing non-downloadable entertainment, sports, animation, music, news, reality, documentary, current events, and arts and culture programming

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: May 13, 2019

Use in Commerce: May 13, 2019

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- trademarkdocket@apple.com laperle@apple.com

Correspondent e- Yes

mail:

mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 05, 2020	REGISTERED-PRINCIPAL REGISTER	
Feb. 18, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 18, 2020	PUBLISHED FOR OPPOSITION	
Jan. 29, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 14, 2020	ELECTRONIC RECORD REVIEW COMPLETE	79148
Jan. 10, 2020	ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED	
Jan. 03, 2020	NOTICE OF ACCEPTANCE OF AMENDMENT TO ALLEGE USE E-MAILED	
Jan. 02, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 02, 2020	USE AMENDMENT ACCEPTED	83189
Jan. 01, 2020	AMENDMENT TO USE PROCESSING COMPLETE	88889
Jan. 01, 2020	USE AMENDMENT FILED	88889
Dec. 31, 2019	TEAS AMENDMENT OF USE RECEIVED	
Dec. 27, 2019	ASSIGNED TO EXAMINER	83189
Oct. 02, 2019	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Oct. 01, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 28, 2019	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: May 05, 2020

Generated on: This page was generated by TSDR on 2020-06-01 16:43:37 EDT

Mark: TODAY AT APPLE

TODAY AT APPLE

US Serial Number: 87607048

Application Filing Date: Sep. 13, 2017

US Registration Number: 5443302

Registration Date: Apr. 10, 2018

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: Apr. 10, 2018

Publication Date: Jan. 23, 2018

Mark Information

Mark Literal Elements: TODAY AT 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: 1373424

International Application(s) /Registration(s) Based on this Property: A0069994/1373424

Claimed Ownership of US Registrations: 3710912, 4009791, 4088195 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: Providing seminars, workshops, classes, and training in the fields of music, visual arts, design, photography, videography and filmmaking, business, education, robotics, and technology; providing seminars, workshops, classes, and training in the use and operation of computers, computer software, digital electronic devices, and wearable electronics

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: May 21, 2017

Use in Commerce: May 21, 2017

Basis Information (Case Level)

Filed Use: Yes

Filed ITU: No

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.
1 INFINITE LOOP
MS: 169-3IPL
CUPERTINO, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

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

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 10, 2018	REGISTERED-PRINCIPAL REGISTER	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 23, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 23, 2018	PUBLISHED FOR OPPOSITION	
Jan. 03, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 14, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 14, 2017	ASSIGNED TO EXAMINER	83280
Sep. 19, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 16, 2017	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: Apr. 10, 2018

Proceedings

Summary

Number of 6
Proceedings:

Type of Proceeding: Opposition

Proceeding Number: [91256042](#)

Filing Date: May 26, 2020

Status: Pending

Status Date: May 28, 2020

Interlocutory Attorney: JILL M MCCORMACK

Defendant

Name: 3.14 Academy Inc.

Correspondent KEVIN OLIVEIRA
Address: ODIN FELDMAN & PITTLEMAN PC
1775 WIEHLE AVENUE , SUITE 400
RESTON VA UNITED STATES , 20190-5159

Correspondent e-mail: kevin.oliveira@ofplaw.com , sue.williams@ofplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	88527558	
3.14 ACADEMY	Opposition Pending	88527569	

Plaintiff(s)

Name: Apple Inc.

Correspondent WILLIAM M BRYNER
Address: KILPATRICK TOWNSEND & STOCKTON LLP
1001 WEST FOURTH STREET
WINSTON-SALEM NC UNITED STATES , 27101

Correspondent e-mail: BBRYNER@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , NDrake@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Cancellation Pending	77428980	4088195
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
TODAY AT APPLE	Registered	87607048	5443302

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 26, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 28, 2020	Jul 07, 2020
3	INSTITUTED	May 28, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91254549](#)

Filing Date: Mar 09, 2020

Status: Pending

Status Date: May 18, 2020

Interlocutory Attorney: LAWRENCE (LARRY) T STANLEY

Defendant

Name: Latrina Walden

Correspondent KATHLEEN HART, ESQ.
Address: ANDERSEN, TATE & CARR, P.C.
ONE SUGARLOAF CENTRE, SUITE 4000 1960 SATELLITE BLVD.
DULUTH GA , 30097

Correspondent e-mail: khart@atclawfirm.com , apaesani@atclawfirm.com , jdarden@atclawfirm.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	88443136	
Plaintiff(s)			
Name: Apple Inc. Correspondent Address: WILLIAM M. BRYNER KILPATRICK TOWNSEND & STOCKTON LLP 1001 WEST FOURTH STREET WINSTON-SALEM NC UNITED STATES , 27101 Correspondent e-mail: bbryner@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , NDrake@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com			
Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Cancellation Pending	77428980	4088195
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
TODAY AT APPLE	Registered	87607048	5443302
Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 09, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 09, 2020	Apr 18, 2020
3	INSTITUTED	Mar 09, 2020	
4	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 17, 2020	
5	SUSPENDED	Apr 17, 2020	
6	D MOT FOR EXT W/ CONSENT	May 18, 2020	
7	EXTENSION OF TIME GRANTED	May 18, 2020	
Type of Proceeding: Opposition			
Proceeding Number:	91253689	Filing Date:	Jan 27, 2020
Status:	Consolidated/Child Case	Status Date:	Apr 10, 2020
Interlocutory Attorney:	JENNIFER KRISP		
Defendant			
Name: Education Associates, Inc. Correspondent Address: AMY SULLIVAN CAHILL CAHILL IP PLLC 6013 BROWNSBORO PARK BOULEVARD , SUITE B LOUISVILLE KY UNITED STATES , 40207 Correspondent e-mail: acahill@cahill-ip.com , cryan@cahill-ip.com			
Associated marks			
Mark	Application Status	Serial Number	Registration Number
EDUCATION: ASSOCIATES JOB READY. LIFE READY.	Opposition Pending	88195244	
Plaintiff(s)			
Name: Apple Inc. Correspondent Address: WILLIAM M BRYNER KILPATRICK TOWNSEND & STOCKTON LLP 1001 WEST FOURTH STREET WINSTON-SALEM NC UNITED STATES , 27101 Correspondent e-mail: BBRYNER@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , Imcandrews@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com			
Associated marks			
Mark	Application Status	Serial Number	Registration Number

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
	REGISTERED AND RENEWED	77648705	3679056
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	78943482	3298028
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
TODAY AT APPLE	Registered	87607048	5443302
	REGISTERED AND RENEWED	78157042	2870477

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 27, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 27, 2020	Mar 07, 2020
3	INSTITUTED	Jan 27, 2020	
4	ANSWER	Mar 04, 2020	
5	P MOT TO CONSOLIDATE	Apr 06, 2020	
6	CONSOLIDATED (CHILD OF 91253579)	Apr 10, 2020	

Type of Proceeding: Opposition

Proceeding Number:	91253579	Filing Date:	Jan 21, 2020
Status:	Pending	Status Date:	Jan 21, 2020
Interlocutory Attorney:	JENNIFER KRISP		

Defendant	
Name:	Education Associates, Inc.
Correspondent Address:	AMY SULLIVAN CAHILL CAHILL IP PLLC 6013 BROWNSBORO PARK BLVD, UNIT B LOUISVILLE KY UNITED STATES , 40207
Correspondent e-mail:	acahill@cahill-ip.com , cryan@cahill-ip.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	88205441	

Plaintiff(s)	
Name:	Apple Inc.
Correspondent Address:	WILLIAM M BRYNER KILPATRICK TOWNSEND & STOCKTON LLP 1001 WEST FOURTH STREET WINSTON-SALEM NC UNITED STATES , 27101
Correspondent e-mail:	bbryner@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , smanes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	78943482	3298028
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
TODAY AT APPLE	Registered	87607048	5443302
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
REGISTERED AND RENEWED	77648705	3679056
REGISTERED AND RENEWED	78157042	2870477

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 21, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 21, 2020	Mar 01, 2020
3	INSTITUTED	Jan 21, 2020	
4	ANSWER	Mar 02, 2020	
5	P MOT TO CONSOLIDATE	Apr 06, 2020	
6	CONSOLIDATED (PARENT) TRIAL DATES RESET	Apr 10, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91253248](#)

Filing Date: Jan 02, 2020

Status: Terminated

Status Date: Feb 12, 2020

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: AppleSlice, LLC

Correspondent Address: KEITH P TABOADA
PATTERSON & SHERIDAN LLP
24 GREENWAY PLAZA SUITE 1600
HOUSTON TX UNITED STATES , 77046

Correspondent e-mail: psdocketing@pattersonsheridan.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLESLICE	Abandoned - After Inter-Partes Decision	88417510	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: WILLIAM M BRYNER
KILPATRICK TOWNSEND & STOCKTON LLP
1001 WEST FOURTH STREET
WINSTON SALEM NC UNITED STATES , 27101

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	78943482	3298028
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
APPLE NEWS	Registered	86819705	5291678
TODAY AT APPLE	Registered	87607048	5443302
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
	REGISTERED AND RENEWED	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 02, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 02, 2020	Feb 11, 2020

3	INSTITUTED	Jan 02, 2020
4	W/DRAW OF APPLICATION	Feb 10, 2020
5	EXAMINER'S REQ FOR REMAND	Jan 16, 2020
6	BD DECISION: OPP SUSTAINED	Feb 12, 2020
7	TERMINATED	Feb 12, 2020

Type of Proceeding: Opposition

Proceeding Number: [91249757](#)

Filing Date: Jul 22, 2019

Status: Suspended

Status Date: May 06, 2020

Interlocutory Attorney: LAWRENCE (LARRY) T STANLEY

Defendant

Name: The Trustees of the Van Andel Institute

Correspondent Address: JAMES L SCOTT
WARNER NORCROSS + JUDD LLP
111 LYON STREET NW, 900 FIFTH THIRD CENTER
GRAND RAPIDS MI UNITED STATES , 49503-2487

Correspondent e-mail: trademarks@wnj.com , jscott@wnj.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BLUE APPLE	Opposition Pending	88112456	
	Opposition Pending	88112473	

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 , BBRYNER@kilpatricktownsend.com , ndrake@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	77648705	3679056
MUSIC	Registered	86663005	5330145
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
TODAY AT APPLE	Registered	87607048	5443302
APPLE MUSIC	Registered	86658508	5330141
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	REGISTERED AND RENEWED	78157042	2870477
APPLE	REGISTERED AND RENEWED	74660120	2079765
	REGISTERED AND RENEWED	78155196	2951270
	REGISTERED AND RENEWED	76117498	2657931
APPLE	REGISTERED AND RENEWED	76116541	3226289
	REGISTERED AND RENEWED	73566767	1401154

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2019	Sep 03, 2019

3	INSTITUTED	Jul 25, 2019
4	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 03, 2019
5	SUSPENDED	Sep 03, 2019
6	D MOT FOR EXT W/ CONSENT	Oct 04, 2019
7	EXTENSION OF TIME GRANTED	Oct 04, 2019
8	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Nov 04, 2019
9	SUSPENDED	Nov 04, 2019
10	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 04, 2019
11	SUSPENDED	Dec 04, 2019
12	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jan 06, 2020
13	SUSPENDED	Jan 06, 2020
14	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 04, 2020
15	SUSPENDED	Feb 04, 2020
16	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 06, 2020
17	SUSPENDED	Mar 06, 2020
18	DUPLICATE FILING (NOT CONSIDERED)	Mar 06, 2020
19	D MOT FOR EXT W/ CONSENT	Apr 06, 2020
20	EXTENSION OF TIME GRANTED	Apr 06, 2020
21	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 06, 2020
22	SUSPENDED	May 06, 2020
23	P CHANGE OF CORRESP ADDRESS	May 06, 2020

Generated on: This page was generated by TSDR on 2020-06-01 16:46:09 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

Generated on: This page was generated by TSDR on 2020-06-01 16:46:40 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 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

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

Generated on: This page was generated by TSDR on 2020-06-01 16:47:06 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

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
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

Generated on: This page was generated by TSDR on 2020-06-01 16:47:34 EDT

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: The registration has been renewed.

Status Date: May 13, 2020

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
May 13, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 13, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
May 13, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
May 13, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
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: GENERIC WEB UPDATE

Date in Location: May 13, 2020