

ESTTA Tracking number: **ESTTA1066382**

Filing date: **07/06/2020**

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	07/05/2020
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 Primary Email: bbryner@kilpatricktownsend.com Secondary Email(s): BBRYNER@kilpatricktownsend.com, lmcandrews@kilpatricktownsend.com, JPetersen@kilpatricktownsend.com, Agarcia@kilpatricktownsend.com, tmadmin@kilpatricktownsend.com 336-607-7300
Docket Number	

Applicant Information

Application No.	88592451	Publication date	01/07/2020
Opposition Filing Date	07/06/2020	Opposition Period Ends	07/05/2020
Applicant	Appleton Area School District SUITE 1A 122 EAST COLLEGE AVENUE APPLETON, WI 54911 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: educational services, namely, providing courses of instruction at the early childhood, primary, and secondary level and distribution of course material in connection therewith

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
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3298028	Application Date	08/02/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics</p> <p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events</p>		

U.S. Registration	4088195	Application Date	03/22/2008
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No.			
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; 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.	3710912	Application Date	02/04/2008
Registration Date	11/17/2009	Foreign Priority Date	NONE


Word Mark	APPLE STORE
Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 037. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices</p> <p>Class 038. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunication systems featuring telephones, cellular telephones and wireless telecommunications devices</p> <p>Class 041. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices</p> <p>Class 042. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices</p>

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


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

U.S. Registration No.	5443302	Application Date	09/13/2017
Registration Date	04/10/2018	Foreign Priority Date	NONE
Word Mark	TODAY AT APPLE		
Design Mark	TODAY AT APPLE		
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.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a 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</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</p>

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


	mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above
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U.S. Registration No.	2951270	Application Date	08/16/2002
Registration Date	05/17/2005	Foreign Priority Date	02/26/2002
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of the design of an apple with a bite removed.
Goods/Services	Class 028. First use: First Use: 0 First Use In Commerce: 0 Stand alone video game machines; [pinball and arcade game machines;] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys;] electronic educational game machines for children; musical toys[; battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards]

U.S. Registration No.	3621571	Application Date	02/05/2008
Registration Date	05/19/2009	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 0 First Use In Commerce: 0 Toys, games and playthings, namely, hand-held units for playing electronic games; hand-held units for playing video games; stand alone video game machines; electronic games other than those adapted for use with television receivers only; LCD game machines; electronic educational game machines for chil-		

	dren; toys, namely, battery-powered computer games with display screens which feature animation and sound effects
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U.S. Registration No.	2870477	Application Date	08/22/2002
Registration Date	08/03/2004	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 038. First use: First Use: 1994/04/09 First Use In Commerce: 1994/04/09 Telecommunication services, namely, electronic transmission of data and images via computer networks; electronic mail services; providing on-line electronic bulletin boards for transmission of messages among computer users in the fields of business, creative design, education, computers, information technology, word processing, database management, entertainment, electronic commerce and telecommunications; telecommunications consultation; delivery of messages by electronic transmission; electronic transmission of data and information by computer, radio, mail, providing Internet access		

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Signature	/William M. Bryner/
Name	William M. Bryner
Date	07/06/2020

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

Application Serial No. 88/592,451



For the Mark:

Filed: August 26, 2019

Published: January 7, 2020

APPLE INC.,

Opposer,

v.

APPLETON AREA SCHOOL DISTRICT,

Applicant.

NOTICE OF OPPOSITION

APPLE INC. (“Opposer” or “Apple”), a California corporation with a principal place of business at One Apple Park Way, Cupertino, California 95014, will be damaged by the issuance of registration for the trademark shown in Application Serial No. **88/592,451** (“Applicant’s Mark”) for the services identified in Class 41 and hereby opposes the same.

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

FACTS

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

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



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

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

5. For many years, Apple’s APPLE brand (including the Apple Logo) has consistently been recognized as one of the world’s most famous brands. In May 2019, *Forbes* magazine ranked the APPLE brand as the world’s most valuable brand for the ninth year in a row, with an estimated valuation of \$206 billion. Attached as **Exhibit 1** are printouts of *Forbes* magazine articles regarding its list of the most valuable brands from 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2019, for the eighth consecutive year, Apple won the *Harris Interactive* “Brand of the Year” award in the tablet computer category. Apple was also named the #1 brand in the smart phone category and the virtual personal assistant category. Attached as **Exhibit 2** is a

printout of the *Harris Interactive* report obtained from the website at <https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year/>.

7. Additionally, Interbrand has consistently recognized the APPLE brand in the top 50 of its “Best Global Brands” annual rankings, increasing in value each year. After being named the second most valuable brand in the world in 2012, the next year the APPLE brand was ranked as the most valuable, and Apple has maintained that top position every year since (2013-2019). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2010 through 2019, in reverse chronological order. 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. In 2018, the inaugural year of MBO’s U.S. rankings, and in 2020, APPLE was named the second most valuable brand in the United States. Copies of MBO’s 2020, 2019, and 2018 “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings are attached as **Exhibit 4**.

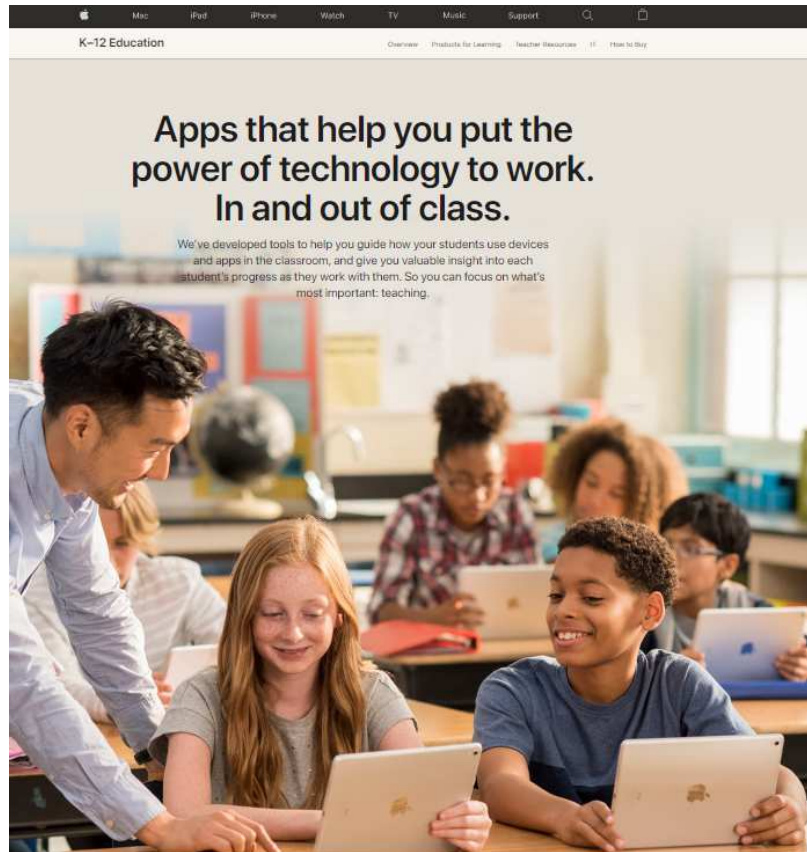
9. Moreover, over the past 12 years, MBO has named APPLE as one of the world’s top brands in its “Brandz™ Top 100 Most Valuable Global Brands” annual rankings. In MBO’s 2020 and 2019 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with values of \$352.2 and \$309.5 billion respectively. In MBO’s 2018 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$300.6 billion. In MBO’s 2017 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$234.67 billion. The 2016 rankings also ranked Apple’s APPLE brand the second most valuable brand in the world with a value of \$228.46 billion. In 2015, MBO named Apple the world’s most valuable brand, a rank it also held in 2011, 2012, and 2013. Apple’s APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating recognition of the APPLE brand as one of the world’s most valuable for more than a decade. Attached as **Exhibit 5** are copies of relevant pages of MBO’s rankings in reverse chronological order from 2020 through 2008.

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

11. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of “Most Admired Companies.” Apple has featured prominently in these rankings each year, and for 10 years in a row from 2009 to 2019, Apple has been named the “World’s Most Admired Company” for the year. Before 2009, *Fortune Magazine*’s list was limited to “America’s Most Admired Companies,” and Apple also topped that list in 2008. Attached as **Exhibit 7** are copies of printouts of relevant pages of *Fortune Magazine*’s “Most Admired Companies” rankings in reverse chronological order from 2019 through 2008.

12. Apple has extensively used the Apple Marks in connection with goods and services in the field of education and, accordingly, has acquired broad common law rights with respect to such goods and services. In 1984, Apple first introduced its MAC computers to the classroom, providing teachers access to various platforms and educational software applications that help students learn and create. As Apple has grown and its products have evolved, so too has its involvement with education.

13. Indeed, Apple now provides educators and students with a vast array of technology products and services that are powerful educational tools, as detailed on its website at www.apple.com/education, screenshots of which are reflected below, and a printout of which is attached as **Exhibit 8**.



K-12 Education

Overview Products for Learning Teacher Resources IT How to Buy

Find lesson ideas and learn how to bring iPad, Mac, and apps into the classroom in meaningful ways.



14. Apple also provides educators with technology support services and resources, such as tips and lesson plans that use Apple's devices and software, to bring fresh ideas to the classroom. Educators and students of every level, from elementary, to secondary, to post-secondary school education, use Apple's wide array of software programs together with Apple's devices to aid the education process.

15. Further, Apple provides online educational services via the free ITUNES U software application, through which educators can create classes and tutorials and share them online with their students or with a global audience. Apple's ITUNES U application provides extensive course material for the creation of these courses. In addition, Apple's IPAD device is marketed to and used by educators to easily customize students' learning experience and make learning more interactive, with materials created by the educator through Apple's Classroom software application, IBOOKS AUTHOR software, and GARAGEBAND software for music education.


16. Moreover, since at least as early as July 2008, Apple's APP STORE online marketplace has featured education software applications that cover a wide range of subjects for every grade level and learning style. Within the 200,000 educational applications offered through Apple's APP STORE marketplace, including Apple's Classroom software application for Apple's IPAD device, there are numerous software applications geared specifically for teachers and students.

17. Apple has also joined the ConnectED initiative and pledged \$100 million of teaching and learning solutions to 114 underserved schools across the country, by donating an IPAD device to every student, a MAC computer and IPAD devices to every teacher, and an APPLE TV digital media extender to every classroom, and implementing a process that provides planning,

professional learning, and ongoing guidance. See initiative details at <https://www.apple.com/connectED/>, true and correct printouts of which are attached as **Exhibit 9**.



18. Since 2001, Apple also has been offering education and training services at its APPLE STORE retail store locations, including classes, workshops, and seminars in the fields of computers, computer software, online services, information technology, internet website design, music, photography, video products, and consumer electronics. Apple has more than 270 APPLE STORE retail locations in the United States, providing these educational and training services daily around the country, including through its TODAY AT APPLE educational sessions at APPLE STORE retail locations offering customers a hands-on learning experience with Apple's products. Apple is also offering TODAY AT APPLE at Home videos through its website. See <https://www.apple.com/today/>, and <https://www.apple.com/today/feature/today-at-home/>, printouts of which are attached as **Exhibit 10**.

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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	3,298,028	Aug. 2, 2006/ Sept. 25, 2007	41: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events. (first use: Mar. 1, 1981)
APPLE	4,088,195	Mar. 22, 2008/ 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, 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



TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network. (first use: Mar. 1, 1981)
APPLE STORE	3,710,912	Feb. 4, 2008/ Nov. 17, 2009	41: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices. (first use: May 19, 2001)
APPLECARE	4,009,791	Jun. 16, 2008/ Aug. 9, 2011	41: Education services, namely, providing classes, and online educational programs and tutorials in the field of computer hardware, computer peripherals and computer software, and distribution of course material in connection therewith; training services in the field of computer hardware, computer peripherals and computer software. (first use: Dec. 31, 1992)
TODAY AT APPLE	5,443,302	Sept. 13, 2017/ Apr. 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. (first use: May 21, 2017)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (first use: January 31, 1977)
	2,715,578	July 1, 2002/ May 13, 2003	9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and

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

APPLE	3,928,818	May 3, 2007/ Mar. 8, 2011	<p>9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adaptors; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone</p>
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			<p>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</p>
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TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (first use: April 1, 1976)
	2,951,270	Aug. 15, 2002/ May 17, 2005	28: Stand alone video game machines; [pinball and arcade game machines;] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys;] electronic educational game machines for children; musical toys; battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards] (foreign priority: February 26, 2002)
APPLE	3,621,571	Feb. 5, 2008/ May 19, 2009	28: Toys, games and playthings, namely, hand-held units for playing electronic games; hand-held units for playing video games; stand alone video game machines; electronic games other than those adapted for use with television receivers only; LCD game machines; electronic educational game machines for children; toys, namely, battery-powered computer games with display screens which feature animation and sound effects (foreign priority: August 7, 2003)
	2,870,477	Aug. 22, 2002/ Aug. 3, 2004	38: Telecommunication services, namely, electronic transmission of data and images via computer networks; electronic mail services; providing on-line electronic bulletin boards for transmission of messages among computer users in the fields of business, creative design, education, computers, information technology, word processing, database management, entertainment, electronic commerce and telecommunications; telecommunications consultation; delivery of messages by electronic transmission; electronic transmission of data and information by computer, radio, mail, providing Internet access (first use: April 9, 1994)

True and correct copies of the registration certificates and/or printouts from the United States Patent and Trademark Office online database for the above-identified registrations and/or applications are attached as **Exhibit 11**.

20. 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 U.S. Registrations Nos. 2,715,578; 2,870,477; 3,298,028; 3,621,571; 3,679,056; 3,710,912; 3,928,818; 4,009,791; and 4,088,195.

21. On August 26, 2019, notwithstanding Apple's prior rights, and well after Apple's Apple Marks became distinctive and/or famous, Appleton Area School District ("Applicant") filed Application Serial No. 88/592,451 to register the following mark, with a disclaimer for "APPLETON AREA SCHOOL DISTRICT" later added by Examiner's Amendment:



22. Applicant seeks to register Applicant's Mark in International Class 41 for "educational services, namely, providing courses of instruction at the early childhood, primary, and secondary level and distribution of course material in connection therewith" ("Applicant's Services").

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

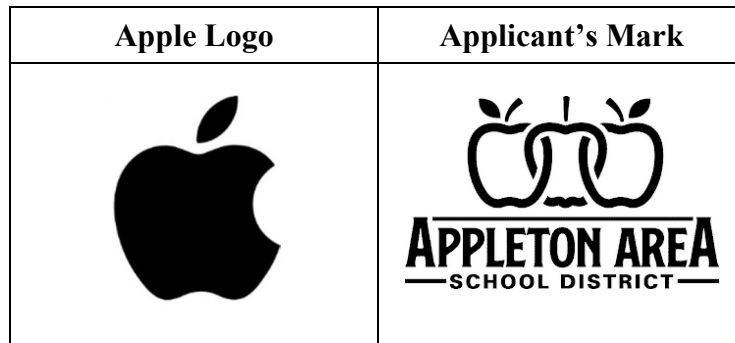
FIRST GROUND FOR OPPOSITION
LIKELY TO CAUSE CONFUSION, OR TO CAUSE MISTAKE, OR TO DECEIVE

24. Apple hereby incorporates paragraphs 1-23 as if fully set forth herein.

25. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, well prior to Applicant's August 26, 2019 filing date.

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

27. Consumers encountering Applicant's Mark are likely to associate the mark with Apple because the mark contains minimalistic apple designs with concave tops and bottoms and detached, angled leaves, which readily call to mind Apple's famous Apple Logo, and overall creates a similar commercial impression (in relevant part due to the mark's disclaimer of APPLETON AREA SCHOOL DISTRICT), as shown in the following side-by-side comparison:



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

29. Since long before Applicant's filing date, Apple has offered identical and/or highly related goods and services under its Apple Marks. Specifically, (1) Apple has long offered under and/or owns multiple registrations for, and/or owns common law rights with respect to, its Apple Marks covering goods and services related to education (*see, e.g.*, Apple's registrations identified in Paragraph 19 above and associated services highlighted in bold in that paragraph).

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

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

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

SECOND GROUND FOR OPPOSITION
DILUTION OF A FAMOUS MARK

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

34. For years prior to Applicant's filing date, Apple has offered and become famous for the provision of software and other goods and services under its Apple Marks. *See, e.g., Apple Inc. v. Homer Martin Peavy*, No. 91229208, 2019 WL 5595078 (T.T.A.B. Sept. 30, 2019) ("... Opposer's very well-known APPLE mark . . ."); *Apple Inc. v. Relix LLC Apple Corps Ltd. v. Relix*

LLC, No. 78822935, 2012 WL 4460466 (T.T.A.B. Sept. 12, 2012) (“Based upon the evidence of record. . . we find that opposers have made an overwhelming showing that opposer Apple Inc.’s APPLE mark is famous. . . .”); *Apple Inc. v. Echospin, LLC*, No. 91171592, 2010 WL 2783894 (T.T.A.B. June 29, 2010) (“The evidence clearly establishes that both the APPLE word mark and the APPLE design logo are famous marks.”).

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

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

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

(b) Apple’s Marks are inherently distinctive and, due to Apple’s extensive use and promotion, the Apple Marks also became famous prior to the filing date of Applicant’s application;

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

(d) the Apple Marks are famous and widely recognized by the general consuming public and has been widely recognized since long before Applicant’s filing date.

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

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

WHEREFORE, Apple requests that this opposition be sustained and that the registration of Application Serial No. 88/592,451 be denied.

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

Dated: July 6, 2020

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

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Attorneys for Opposer Apple Inc.

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

Application Serial No. 88/592,451



For the Mark: —SCHOOL DISTRICT—

Filed: August 26, 2019

Published: January 7, 2020

APPLE INC.,

Opposer,

v.

APPLETON AREA SCHOOL DISTRICT,

Applicant.

NOTICE OF OPPOSITION

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, July 6, 2020.

/Alberto Garcia/
Alberto Garcia

EXHIBIT 1

Billionaire Secrets

The World's Most Valuable Brands

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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$205.5 B	12%	\$265.8 B	-	Technology
	#2	Google	\$167.7 B	27%	\$136.2 B	\$6.4 B	Technology
	#3	Microsoft	\$125.3 B	20%	\$110.2 B	\$1.6 B	Technology
	#4	Amazon	\$97 B	37%	\$211.4 B	\$8.2 B	Technology
	#5	Facebook	\$88.9 B	-6%	\$48.8 B	\$1.1 B	Technology
	#6	Coca-Cola	\$59.2 B	3%	\$23.8 B	\$4.1 B	Beverages
	#7	Samsung	\$53.1 B	11%	\$221.6 B	\$3.6 B	Technology

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

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Billionaire Secrets

The World's Most Valuable Brands



REVOLVE






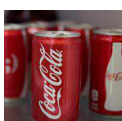

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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$182.8 B	8%	\$228.6 B	-	Technology
	#2	Google	\$132.1 B	30%	\$97.2 B	\$5.1 B	Technology
	#3	Microsoft	\$104.9 B	21%	\$98.4 B	\$1.5 B	Technology
	#4	Facebook	\$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

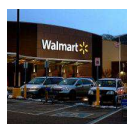
\$25.5 B

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

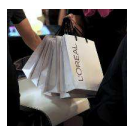
\$18.4 B

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

Nescafe

\$17.1 B

2%

\$9.1 B

-

Beverages



#32

Gillette

\$17.1 B

-11%

\$6.6 B

\$7.1 B

Consumer Packaged Goods



#33

Home Depot

\$16.4 B

10%

\$100.9 B

\$797 M

Retail



#34

Starbucks

\$16.2 B

9%

\$21.9 B

\$283 M

Restaurants



#35

Hermès

\$15.3 B

17%

\$6 B

\$298 M

Luxury



#36

Gucci

\$14.9 B

18%

\$6.7 B

-

Luxury



#37

Audi

\$14.8 B

5%

\$59.1 B

-

Automotive

accenture

#38

Accenture

\$14.8 B

5%

\$39.1 B

\$80 M

Business Services

ESPN

#39

ESPN

\$14.6 B

-8%

\$11.4 B

\$2.6 B

Media



#40

IKEA

\$14.5 B

7%

\$39.3 B

-

Retail



R



#41

Frito-Lay

\$14.4 B

5%

\$11.4 B

\$2.4 B

Consumer Packaged Goods



#42

Ford

\$14.1 B

3%

\$149.3 B

\$4.1 B

Automotive

Forbes

2018 RANKING



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



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



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



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



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



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



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



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

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#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



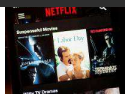
#53 Nestle \$11.7 B 5% \$8.6 B - Consumer Packaged Goods



#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

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pearl s...
\$2,698



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



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



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



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



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



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

Forbes

2018 RANKING



#67 Danone

\$10 B

-2%

\$10.6 B

-

Consumer Packaged Goods



#68 Adidas

\$9.5 B

20%

\$20.6 B

\$2.3 B

Apparel



#69 Lexus

\$9.5 B

4%

\$20.7 B

\$3.8 B

Automotive



#70 Nissan

\$9.4 B

5%

\$95.2 B

\$2.6 B

Automotive

CB2

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\$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

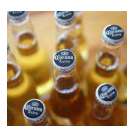
\$8.8 B

-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

Forbes

2018 RANKING



#79

Huawei

\$8.4 B

15%

\$85.9 B

-

Technology



#80

Adobe

\$8.3 B

13%

\$7.3 B

\$142 M

Technology



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

Henrique Albuquerque, Bradesco Bank

[See how →](#)



#81

FedEx

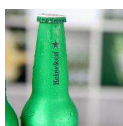
\$8.3 B

11%

\$63.9 B

\$458 M

Transportation



#82

Heineken

\$8.2 B

7%

\$5.6 B

-

Alcohol



#83

Goldman Sachs

\$8.2 B

11%

\$42.3 B

-

Financial Services



#84

Kellogg's

\$8.2 B

-3%

\$5.8 B

\$731 M

Consumer Packaged Goods



#85

Boeing

\$8.1 B

14%

\$93.4 B

-

Aerospace



#86

Costco

\$8 B

15%

\$136 B

-

Retail



#87

Chanel

\$8 B

10%

\$5.6 B

-

Luxury



#88

Lancôme

\$8 B

13%













\$5.3 B

\$8 B

Consumer Packaged Goods

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



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Filter list by:

Rank





Company

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Search by brand name



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

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

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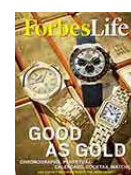
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Kurt BadenhausenForbes Staff

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

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



(AP Photo/Matthias Schrader, File)

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

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

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

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

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



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

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

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

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

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

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

Brands

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

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

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

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

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

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

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

Special Report: The World's Most Valuable Brands



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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

-

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

[The World's Most Valuable Brands 2014](#)

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

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

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

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

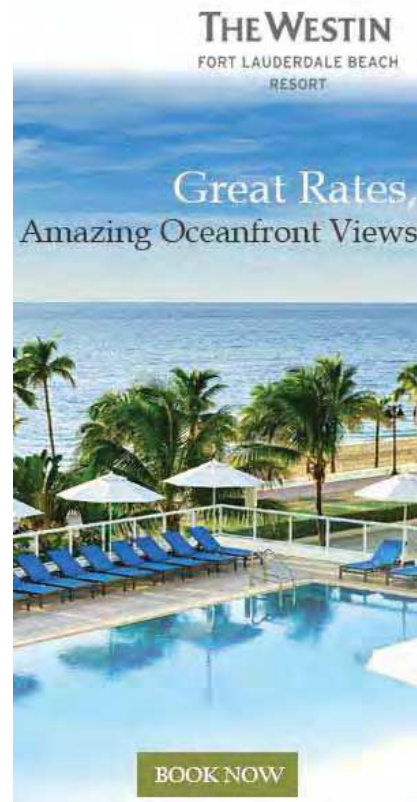
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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

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

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

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

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

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

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

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

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

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

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

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

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

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

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

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

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

Research: Courtney Retter

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

Apple Tops List Of The World's Most Powerful Brands

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

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

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

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

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

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

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

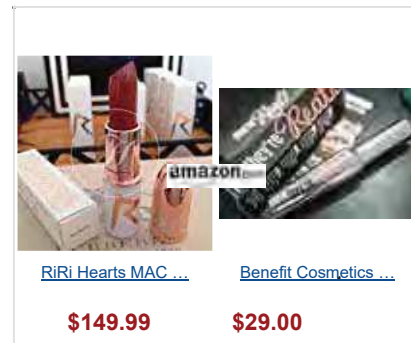
In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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



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

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

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

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

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

In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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

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

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


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

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

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EXHIBIT 2

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

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



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

NEW YORK, April 15, 2019 –

Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and Purchase Consideration – that results in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend “Brand of the Year” award for their respective categories. This year, more than 45,000 US consumers assessed nearly 2,000 brands across 196 categories.

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

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

The Harris Poll 2019 EquiTrend Brands of the Year

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

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

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

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

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

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

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

Methodology

The 2019 Harris Poll EquiTrend Study is based on a sample of 45,541 US consumers ages 15 and over surveyed online, in English, in the month of January. The survey took an average of 30 minutes to complete. The total number of brands rated was 1,985. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

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

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




















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


























About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. The Harris Poll works with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Learn more at www.theharrispoll.com @HarrisPoll

























□

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% 12,687 \$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		-4% 11,502 \$m		-4% 11,352 \$m		+4% 10,881 \$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% 9,534 \$m
61		62		63		64		65	
	-9% 9,460 \$m		+25% 9,403 \$m		New 9,268 \$m		-1% 8,505 \$m		+10% 8,383 \$m
66		67		68		69		70	
	+2% 8,624 \$m		+13% 8,581 \$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% 6,968 \$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% 5,987 \$m		+9% 5,863 \$m		-6% 5,853 \$m
86		87		88		89		90	
	-6% 5,759 \$m		New 5,714 \$m		+4% 5,658 \$m		+18% 5,355 \$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 4,836 \$m		-7% 4,792 \$m		-1% 4,761 \$m

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Best Global Brands 2018 Rankings

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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  +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  +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				

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

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

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

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

	Work	Views	Best Brands	Services	About	Contact	Global	Q
70			Technology	+6%			6,020 \$m	
71			Financial Services	+11%			6,350 \$m	
72			Logistics	+12%			6,255 \$m	
73			Automotive	+7%			6,095 \$m	
74			FMCG	+4%			6,041 \$m	
75			Electronics	-6%			5,983 \$m	
76			Logistics	0%			5,715 \$m	
77			Automotive	+3%			5,671 \$m	
78			Media	NEW			5,592 \$m	
79			Media	-9%			5,411 \$m	
80			Financial Services	+12%			5,408 \$m	
81			Luxury	-6%			5,394 \$m	
82			Alcohol	+3%			5,332 \$m	
83			Restaurants	-7%			5,313 \$m	
84			Technology	NEW			5,224 \$m	
85			Alcohol	+1%			5,181 \$m	
86			Luxury	-4%			5,135 \$m	

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

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








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Best Global Brands 2016 Rankings

















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












Interbrand

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
















Interbrand

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












Interbrand

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













Interbrand

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

Interbrand

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

Interbrand

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














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








Interbrand

Rankings
















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
















Interbrand

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

















Interbrand

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
















Interbrand

45		9,784 \$m	+12%
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		6,257 \$m	+17%
69	 PRADA	6,222 \$m	+4%
70	 Santander	6,097 \$m	+13%
71		6,033 \$m	-9%
72	 CATERPILLAR	5,976 \$m	-12%
73	 BURBERRY	5,873 \$m	+5%
74		5,666 \$m	+5%

Interbrand

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

Interbrand

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

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




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Interbrand

Rankings
















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















Interbrand

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

















Interbrand

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

Interbrand

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

Interbrand

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



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








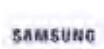






















			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants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

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Interbrand**Best Global Brands 2013
Rankings**

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

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















Interbrand

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

















Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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




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Interbrand**Best Global Brands 2012
Rankings**
















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















Interbrand

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












Interbrand

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
















Interbrand

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






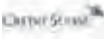





Interbrand

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

Interbrand

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

Interbrand














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

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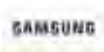










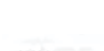
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Interbrand**Best Global Brands 2011
Rankings**







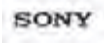








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2011 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	71,861 \$m
02		+8%	69,905 \$m
03		-3%	59,087 \$m
04		+27%	55,317 \$m
05		0%	42,808 \$m
06		+6%	35,593 \$m
07		+10%	35,217 \$m
08		+58%	33,492 \$m
09		+1%	29,018 \$m
10		+6%	28,479 \$m
11		+6%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













Interbrand

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















Interbrand

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

















Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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Interbrand**Best Global Brands 2010
Rankings**
















Filter +

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











Interbrand

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






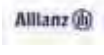





Interbrand

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















Interbrand












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

Interbrand

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

Interbrand

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

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

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EXHIBIT 4

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
1	 amazon	Retail	334,646	279,331	20%	4
2	 Apple	Technology	303,381	316,071	-4%	4
3	 Google	Technology	303,217	313,271	-3%	4
4	 Microsoft	Technology	261,090	215,500	21%	4
5	 VISA	Payments	187,906	163,891	15%	5
6	 facebook	Technology	159,702	161,145	-1%	4
7	 McDonald's	Fast Food	143,787	124,939	15%	4
8	 MasterCard	Payments	106,263	91,910	16%	4
9	 AT&T	Telecom Providers	99,428	106,426	-7%	3
10	 verizon	Telecom Providers	98,375	91,808	7%	4
11	 IBM	Technology	82,877	95,330	-13%	4
12	 Coca-Cola	Beverages	80,338	75,915	6%	5
13	 Marlboro	Tobacco	63,473	75,730	-16%	3
14	 The Home Depot	Retail	53,822	52,223	3%	3
15	 Nike	Apparel	53,748	47,069	14%	4
16	 Disney	Entertainment	52,934	53,902	-2%	4
17	 PayPal	Payments	50,879	43,594	17%	5
18	 ups	Logistics	49,986	57,026	-12%	5
19	 xfinity	Telecom Providers	47,199	40,118	18%	3
20	 Starbucks	Fast Food	46,897	42,231	11%	4
21	 accenture	Technology	44,223	36,851	20%	3
22	 Spectrum	Telecom Providers	37,308	38,806	-4%	2
23	 Walmart	Retail	36,140	30,741	18%	2
24	 AMERICAN EXPRESS	Payments	35,650	34,098	5%	4
25	 WELLS FARGO	Banks	35,272	49,503	-29%	3

























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

VALUABLE US BRANDS 2020

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
26	 ORACLE®	Technology	34,739	29,904	16%	2
27	 intel	Technology	32,864	31,825	3%	2
28	 cisco	Technology	30,188	23,084	31%	2
29	 Adobe	Technology	29,708	23,726	25%	2
30	 YouTube	Entertainment	29,659	24,976	19%	4
31	 Instagram	Technology	28,876	14,608	98%	5
32	 salesforce	Technology	28,669	20,490	40%	3
33	 NETFLIX	Entertainment	27,634	30,224	-9%	2
34	 LinkedIn	Technology	26,452	20,816	27%	4
35	 Budweiser	Alcohol	25,133	25,426	-1%	4
36	 COSTCO WHOLESALE	Retail	23,504	19,945	18%	3
37	 GE	Conglomerate	22,055	32,218	-32%	2
38	 Uber	Transport	21,299	21,118	1%	3
39	 T-Mobile	Telecom Providers	20,487	17,925	14%	3
40	 CHASE	Banks	20,427	20,414	0%	3
41	 DELL Technologies	Technology	20,335	18,272	11%	3
42	 J.P.Morgan	Banks	19,043	19,281	-1%	3
43	 FedEx®	Logistics	18,997	24,624	-23%	5
44	 Pampers	Baby Care	18,533	18,691	-1%	5
45	 KFC®	Fast Food	18,475	15,757	17%	4
46	 SUBWAY	Fast Food	18,269	18,270	0%	4
47	 XBOX	Entertainment	17,695	15,329	15%	2
48	 Colgate	Personal Care	17,643	18,586	-5%	5
49	 citi	Banks	17,122	20,839	-18%	3
50	 ExxonMobil	Energy	17,073	17,749	-4%	1


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	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
51	 BANK OF AMERICA	Banks	15,177	18,543	-18%	2
52	 Lowe's	Retail	14,670	13,924	5%	2
53	 UnitedHealthcare	Insurance	14,220		<div>NEW</div>	2
54	 usbank	Banks	14,184	15,816	-10%	3
55	 Gillette	Personal Care	14,113	14,275	-1%	5
56	 hp	Technology	13,142	15,286	-14%	3
57	 pepsi	Beverages	12,186	11,908	2%	4
58	 Sprint	Telecom Providers	11,931	11,509	4%	3
59	 ESPN	Entertainment	11,882	11,958	-1%	4
60	 ebay	Retail	11,724	12,899	-9%	3
61	 Ford	Cars	11,089	12,569	-12%	3
62	 State Farm	Insurance	10,994	11,104	-1%	3
63	 Hilton	Travel Services	10,836	10,790	0%	3
64	 DELTA	Travel Services	10,733	10,768	0%	3
65	Morgan Stanley	Banks	9,623	11,670	-18%	2
66	 TARGET	Retail	9,594	8,492	13%	3
67	 Domino's	Fast Food	9,484	8,281	15%	3
68	 American Airlines	Travel Services	9,395	9,216	2%	3
69	 NBC	Entertainment	8,962	7,911	13%	3
70	 WHOLE FOODS MARKET	Retail	8,881	8,078	10%	4
71	 7-ELEVEN	Retail	8,834	8,565	3%	4
72	 Pinterest	Technology	8,823	6,094	45%	5
73	 Chevron	Energy	8,647	8,858	-2%	1
74	 Tide	Home Care	8,502	7,356	16%	5
75	 Lays	Food	8,263	8,220	1%	3

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

VALUABLE US BRANDS 2020

Rank	Brand	Category	2020 Brand Value US\$ Mil.	2019 Brand Value US\$ Mil.	Brand Value % Change 2020 vs. 2019	Brand Contribution
76	 Hewlett Packard Enterprise	Technology	8,216	10,609	-23%	3
77	 Pizza Hut	Fast Food	8,195	7,480	10%	3
78	 MARRIOTT	Travel Services	8,191	8,344	-2%	2
79	 CenturyLink™	Telecom Providers	8,161	9,686	-16%	2
80	 GEICO	Insurance	8,036	7,405	9%	2
81	 CHIPOTLE MEXICAN GRILL	Fast Food	7,850	5,898	33%	4
82	 Walgreens Trusted since 1901™	Retail	7,743	8,365	-7%	3
83		Technology	7,639	6,041	26%	4
84	 UNITED	Travel Services	7,563	7,164	6%	2
85	 dish	Telecom Providers	7,502	9,842	-24%	3
86	 Goldman Sachs	Banks	7,469	9,255	-19%	4
87	 CBS	Entertainment	7,457	8,215	-9%	3
88	 PROGRESSIVE	Insurance	7,449	6,427	16%	2
89	 BURGER KING	Fast Food	7,280	6,642	10%	3
90	 CVS pharmacy	Retail	7,160	7,876	-9%	3
91	 aetna™	Insurance	7,125		<div>NEW</div>	2
92	 HBO	Entertainment	7,073	6,754	5%	5
93	 Pall Mall	Tobacco	6,957	7,666	-9%	2
94	 airbnb	Travel Services	6,907		<div>NEW</div>	2
95	 TESLA	Cars	6,850	8,362	-18%	4
96	 TACO BELL	Fast Food	6,834		<div>NEW</div>	3
97	 PNC	Banks	6,810	8,980	-24%	2
98	ESTÉE LAUDER	Personal Care	6,737	6,146	10%	5
99	 Southwest	Travel Services	6,589	7,824	-16%	3
100	 CLINIQUE	Personal Care	6,514	6,278	4%	5

The Brand Value of Pepsi includes Diets

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
1		Technology	316,071	278,919	+13%	4
2		Technology	313,271	286,258	+9%	4
3		Retail	279,331	165,256	+69%	4
4		Technology	215,500	155,404	+39%	4
5		Payments	163,891	121,692	+35%	5
6		Technology	161,145	151,201	+7%	4
7		Fast Food	124,939	110,266	+13%	4
8		Telecom Providers	106,426	114,915	-7%	3
9		Technology	95,330	102,129	-7%	4
10		Payments	91,910	55,416	+66%	4
11		Telecom Providers	91,808	86,948	+6%	4
12		Soft Drinks	75,915	76,388	-1%	5
13		Tobacco	75,730	91,507	-17%	3
14		Logistics	57,026	56,614	+1%	5
15		Entertainment	53,902	56,303	-4%	5
16		Retail	52,223	41,866	+25%	3
17		Banks	49,503	55,268	-10%	3
18		Apparel	47,069	34,295	+37%	4
19		Payments	43,594	23,190	+88%	5
20		Fast Food	42,231	46,071	-8%	4
21		Telecom Providers	40,118	44,758	-10%	3
22		Telecom Providers	38,806	41,239	-6%	2
23		Technology	36,851	28,410	+30%	3
24		Payments	34,098	27,697	+23%	4
25		Conglomerate	32,218	46,435	-31%	2













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

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
26		Technology	31,825	22,790	+40%	3
27		Retail	30,741	27,585	+11%	2
28		Entertainment	30,224	15,676	+93%	3
29		Technology	29,904	25,370	+18%	2
30		Beer	25,426	28,029	-9%	4
31		Technology	24,976	20,380	+23%	4
32		Logistics	24,624	19,993	+23%	5
33		Technology	23,726	14,265	+66%	3
34		Technology	23,084	17,701	30%	2
35		Transport	21,118	NEW		3
36		Banks	20,839	20,316	+3%	2
37		Technology	20,816	14,744	+41%	5
38		Technology	20,490	14,222	+44%	3
39		Banks	20,414	16,687	+22%	3
40		Retail	19,945	16,785	+19%	2
41		Banks	19,281	15,871	+21%	3
42		Baby Care	18,691	22,000	-15%	5
43		Personal Care	18,586	18,273	+2%	5
44		Banks	18,543	13,657	+36%	2
45		Technology	18,272	NEW		3
46		Fast Food	18,270	19,529	-6%	4
47		Telecom Providers	17,925	16,926	+6%	3
48		Oil & Gas	17,749	18,212	-3%	1
49		Banks	15,816	17,185	-8%	3
50		Fast Food	15,757	12,895	+22%	4

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

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
51	 XBOX	Entertainment	15,329	NEW		2
52	 hp	Technology	15,286	12,434	+23%	3
53	 Instagram	Technology	14,608	8,732	+67%	5
54	 Gillette™	Personal Care	14,275	15,921	-10%	5
55	 Lowe's	Retail	13,924	12,115	+15%	2
56	 ebay	Retail	12,899	12,962	+0%	3
57	 Ford	Cars	12,569	12,813	-2%	3
58	 ESPN	Entertainment	11,958	NEW		4
59	 pepsi	Soft Drinks	11,908	12,746	-7%	4
60	Morgan Stanley	Banks	11,670	9,775	+19%	2
61	 Sprint	Telecom Providers	11,509	13,316	-14%	3
62	 State Farm®	Insurance	11,104	10,014	+11%	3
63	 Hilton	Hotels	10,790	9,824	+10%	3
64	 DELTA	Airlines	10,768	10,557	+2%	3
65	 Hewlett Packard Enterprise	Technology	10,609	12,794	-17%	3
66	 dish	Telecom Providers	9,842	12,117	-19%	3
67	 CenturyLink™	Telecom Providers	9,686	6,693	+45%	2
68	 Goldman Sachs	Banks	9,255	8,700	+6%	3
69	 American Airlines	Airlines	9,216	9,586	-4%	2
70	 PNC	Banks	8,980	8,108	+11%	2
71	 Chevron	Oil & Gas	8,858	8,482	+4%	1
72	 7-ELEVEN®	Retail	8,565	9,036	-5%	4
73	 TARGET	Retail	8,492	7,517	+13%	3
74	 Walgreens Trusted since 1901™	Retail	8,365	10,200	-18%	3
75	 TESLA	Cars	8,362	8,319	+1%	4

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

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
76	 MARRIOTT	Hotels	8,344	7,309	+14%	2
77	 Domino's®	Fast Food	8,281	7,120	+16%	3
78	 Lays	Food & Dairy	8,220	8,239	+0%	3
79	 CBS	Entertainment	8,215	NEW		3
80	 WHOLE FOODS MARKET	Retail	8,078	5,185	+56%	4
81	 NBC	Entertainment	7,911	NEW		3
82	 CVS pharmacy®	Retail	7,876	9,109	-14%	3
83	 Southwest®	Airlines	7,824	8,140	-4%	3
84	 Pall Mall	Tobacco	7,666	7,062	+9%	2
85	 Pizza Hut	Fast Food	7,480	7,364	+2%	3
86	 GEICO®	Insurance	7,405	6,491	+14%	2
87	 Newport	Tobacco	7,391	NEW		3
88	 FOX	Entertainment	7,376	NEW		3
89	 Tide	Home Care	7,356	7,945	-7%	5
90	 Snapchat	Technology	7,344	10,845	-32%	4
91	 LM	Tobacco	7,179	9,022	-20%	2
92	 UNITED 	Airlines	7,164	6,958	+3%	2
93	 HBO®	Entertainment	6,754	NEW		5
94	 BURGER KING	Fast Food	6,642	5,533	+20%	3
95	 PROGRESSIVE®	Insurance	6,427	4,758	+35%	2
96	 CLINIQUE	Personal Care	6,278	6,008	+5%	5
97	ESTÉE LAUDER	Personal Care	6,146	4,474	+37%	5
98	 Pinterest	Technology	6,094	NEW		5
99	 Twitter	Technology	6,041	NEW		4
100	 CHIPOTLE MEXICAN GRILL	Fast Food	5,898	5,684	+4%	4

The Brand Value of Pepsi includes Diets

BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2018

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

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

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

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

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

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







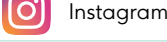











































EXHIBIT 5

BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
1	 amazon	Retail	415,855	4	+32%	0	
2	 Apple	Technology	352,206	4	+14%	0	
3	 Microsoft	Technology	326,544	4	+30%	1	
4	 Google	Technology	323,601	4	+5%	-1	
5	 VISA	Payments	186,809	4	+5%	0	
6	 Alibaba Group 阿里巴巴集团	Retail	152,525	3	+16%	1	
7	 Tencent 腾讯	Technology	150,978	4	+15%	1	
8	 FACEBOOK	Technology	147,190	4	-7%	-2	
9	 McDonald's	Fast Food	129,321	4	-1%	0	
10	 Mastercard	Payments	108,129	4	+18%	2	
11	 AT&T	Telecom Providers	105,833	3	-2%	-1	
12	 verizon	Telecom Providers	94,662	4	+0%	-1	
13	 Coca-Cola	Beverages	84,022	5	+4%	1	
14	 IBM	Technology	83,667	4	-3%	-1	
15	 Marlboro	Tobacco	58,247	3	-19%	0	
16	 The Home Depot	Retail	57,585	3	+8%	3	
17	 SAP	Technology	57,578	3	+0%	-1	
18	 王老吉	Alcohol	53,755	4	+58%	17	
19	 LOUIS VUITTON	Luxury	51,777	4	+10%	3	
20	 ups	Logistics	50,748	4	-8%	-2	
21	 Nike	Apparel	49,962	4	+5%	0	
22	 Disney	Entertainment	48,802	4	-14%	-5	
23	 PayPal	Payments	48,453	5	+10%	3	
24	 Starbucks	Fast Food	47,753	4	+4%	0	
25	 xfinity	Telecom Providers	46,973	3	-4%	-5	

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 being the highest

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
26	 NETFLIX	Entertainment	45,889	3	+34%	8	
27	 Walmart	Retail	45,783	2	+24%	5	
28	 Spectrum	Telecom Providers	42,917	2	+12%	2	
29	 Instagram	Technology	41,501	4	+47%	15	
30	 accenture	Technology	41,437	3	+6%	-2	
31	 ICBC 中国工商银行	Regional Banks	38,149	2	-1%	-2	
32	 T-Mobile	Telecom Providers	37,297	3	-16%	-7	
33	 intel	Technology	37,257	2	+17%	3	
34	 CHANEL	Luxury	36,120	5	-2%	-3	
35	 Adobe	Technology	35,904	2	+29%	10	
36	 中国移动 China Mobile	Telecom Providers	34,583	4	-12%	-9	
37	 YouTube	Entertainment	33,976	4	+15%	2	
38	 中国平安 PING AN	Insurance	33,810	3	+15%	2	
39	 HERMÈS PARIS	Luxury	33,008	5	+7%	-2	
40	 SAMSUNG	Technology	32,580	4	+7%	-2	
41	 salesforce	Technology	30,489	3	+13%	5	
42	 WELLS FARGO	Regional Banks	30,443	3	-34%	-19	
43	 LinkedIn	Technology	29,936	4	+31%	15	
44	 L'ORÉAL PARIS	Personal Care	29,468	4	+4%	-1	
45	 HUAWEI	Technology	29,412	3	+9%	2	
46	 AMERICAN EXPRESS	Payments	29,333	4	-16%	-13	
47	 COSTCO WHOLESALE	Retail	28,677	3	+35%	15	
48	 TOYOTA	Cars	28,388	4	-3%	-7	
49	 GUCCI	Luxury	27,238	5	+8%	3	
50	 ORACLE	Technology	26,925	2	+2%	0	

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
51	 Cisco	Technology	26,254	2	-9%	-9	
52	 JD.COM	Retail	25,494	3	+24%	14	
53	 Budweiser	Beer	24,356	4	-7%	-2	
54	 Meituan	Lifestyle Platform	23,911	5	+27%	24	
55	 Vodafone	Telecom Providers	23,128	3	-13%	-6	
56	 Mercedes-Benz	Cars	21,349	4	-9%	-2	
57	 ZARA	Apparel	21,286	3	-6%	4	
58	 中国建设银行 China Construction Bank	Regional Banks	21,089	2	-7%	1	
59	 HDFC BANK	Regional Banks	20,796	4	-8%	1	
60	 RBC	Regional Banks	20,732	4	-9%	-3	
61	 BMW	Cars	20,517	4	-12%	-6	
62	 CHASE	Regional Banks	20,462	3	+0%	5	
63	 NTT	Telecom Providers	20,341	2	+1%	7	
64	 DiDi	Transport	20,041	4	+0%	7	
65	 XBOX	Entertainment	19,632	2	+18%	22	
66	 orange	Telecom Providers	19,392	3	-6%	-2	
67	 HSBC	Global Banks	18,747	3	-19%	-11	
68	 Haier	IoT Ecosystem	18,713	5	+15%	21	
69	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,639	2	+2%	13	
70	 Pampers	Baby Care	18,502	5	-1%	9	
71	 DELL Technologies	Technology	18,194	3	-2%	10	
72	 IKEA	Retail	18,017	3	-5%	4	
73	 AIA	Insurance	17,815	3	+10%	17	
74	 J.P.Morgan	Global Banks	17,649	3	-11%	-1	
75	 LIC	Insurance	17,509	3	-14%	-7	

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 being the highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020 / RANKING

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
76	 Colgate	Personal Care	17,429	4	-1%	8	
77	 TD	Regional Banks	17,339	3	-13%	-5	
78	 BANK OF AMERICA	Regional Banks	16,924	2	-6%	5	
79	 TikTok	Entertainment	16,878	5	NEW		
80	 movistar	Telecom Providers	16,658	3	-14%	-5	
81	 Xiaomi	Technology	16,644	3	-16%	-7	
82	 KFC	Fast Food	16,584	3	-4%	3	
83	 Shell	Energy	16,129	1	-22%	-18	
84	 ALDI	Retail	15,927	3	+8%	12	
85	 Uber	Transport	15,848	3	-35%	-32	
86	 UnitedHealthcare	Insurance	15,799	2	NEW		
87	 citi	Global Banks	15,666	3	-17%	-10	
88	 FedEx	Logistics	15,461	5	-23%	-19	
89	 Gillette	Personal Care	15,116	5	+7%	9	
90	 BCA	Regional Banks	14,917	4	+11%	9	
91	 Baidu	Technology	14,840	5	-29%	-28	
92	 adidas	Apparel	14,812	4	+11%	8	
93	 DHL	Logistics	14,530	4	-13%	-5	
94	 SIEMENS	Conglomerate	13,981	2	-9%	-2	
95	 SUBWAY	Fast Food	13,768	4	-20%	-9	
96	 LOWE'S	Retail	13,717	2	-8%	-2	
97	 中国银行 BANK OF CHINA	Regional Banks	13,686	2	NEW		
98	 LANCÔME	Personal Care	13,617	5	+11%	N/A	
99	 pepsi	Beverages	13,319	4	NEW		
100	 Commonwealth Bank	Regional Banks	13,155	3	-17%	-9	

The Brand Value of Budweiser includes Bud Light
The Brand Value of Pepsi includes Diets






















BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

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	Allbaba 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	WANGJIAO	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	MOJITO	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	HERMES 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	Google	Technology	245,581	4	7%	0
2	Apple	Technology	234,671	4	3%	0
3	Microsoft	Technology	143,222	4	18%	0
4	amazon	Retail	139,286	4	41%	3
5	facebook	Technology	129,800	4	27%	0
6	AT&T	Telecom Providers	115,112	3	7%	-2
7	VISA	Payments	110,999	4	10%	-1
8	Tencent 腾讯	Technology	108,292	5	27%	3
9	IBM	Technology	102,088	4	18%	1
10	McDonald's	Fast Food	97,723	4	10%	-1
11	verizon	Telecom Providers	89,279	3	-4%	-3
12	Marlboro	Tobacco	87,519	3	4%	0
13	Coca-Cola	Soft Drinks	78,142	5	-3%	0
14	Alibaba Group 阿里巴巴集团	Retail	59,127	2	20%	4
15	Wells Fargo	Regional Banks	58,424	3	0%	-1
16	ups	Logistics	58,275	4	17%	1
17	中国移动 China Mobile	Telecom Providers	56,535	4	1%	-2
18	Disney	Entertainment	52,040	4	6%	1
19	GE	Conglomerate	50,208	2	-7%	-3
20	MasterCard	Payments	49,928	4	8%	0
21	SAP	Technology	45,194	3	16%	1
22	Starbucks	Fast Food	44,230	4	2%	-1
23	xfinity	Telecom Providers	41,808	3	NEW ENTRY	
24	Home Depot	Retail	40,327	3	11%	2
25	T-Mobile	Telecom Providers	38,493	3	2%	-2

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

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
26	Nike	Apparel	34,185	4	-9%	-2
27	vodafone	Telecom Providers	31,602	3	-14%	-2
28	ICBC 中国工商银行	Regional Banks	31,570	2	-6%	-1
29	Louis Vuitton	Luxury	29,242	4	3%	1
30	TOYOTA	Cars	28,660	4	-3%	-2
31	Walmart	Retail	27,934	2	2%	1
32	accenture	Technology	27,243	3	19%	6
33	Budweiser	Beer	27,037	4	-3%	-2
34	ZARA	Apparel	25,135	3	0%	1
35	BMW	Cars	24,559	4	-8%	-2
36	AMERICAN EXPRESS	Payments	24,150	4	-9%	-2
37	SAMSUNG	Technology	24,007	4	23%	11
38	L'ORÉAL PARIS	Personal Care	23,899	4	2%	-2
39	Baidu 百度	Technology	23,559	5	-19%	-10
40	Mercedes-Benz	Cars	23,513	4	4%	-1
41	HERMÈS PARIS	Luxury	23,416	5	18%	3
42	Pampers	Baby Care	22,312	5	-3%	-5
43	movistar	Telecom Providers	22,002	3	0%	-3
44	intel	Technology	21,919	2	18%	7
45	SUBWAY	Fast Food	21,713	4	1%	-4
46	ORACLE®	Technology	21,359	2	10%	3
47	RBC	Regional Banks	21,145	4	8%	-2
48	HSBC	Global Banks	20,536	3	1%	-5
49	HUAWEI	Technology	20,388	3	9%	1
50	NTT	Telecom Providers	20,197	2	3%	-3

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



BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
51		Logistics	19,441	4	20%	12
52		Payments	19,156	4	20%	13
53		Retail	18,944	3	5%	2
54		Regional Banks	18,770	2	-4%	-8
55		Oil & Gas	18,727	1	11%	3
56		Regional Banks	18,551	3	12%	4
57		Oil & Gas	18,346	1	23%	9
58		Personal Care	17,740	4	-3%	-4
59		Global Banks	17,580	2	3%	-3
60		Regional Banks	17,437	3	7%	4
61		Insurance	17,260	3	2%	-4
62		Telecom Providers	17,180	3	-7%	-9
63		Regional Banks	17,137	4	19%	6
64		Alcohol	16,983	4	48%	29
65		Technology	16,785	4	NEW ENTRY	
66		Technology	16,725	2	15%	1
67		Personal Care	16,278	5	-1%	-6
68		Retail	16,257	2	12%	0
69		Telecom Providers	16,026	3	-14%	-17
70		Logistics	15,844	4	20%	3
71		Regional Banks	15,202	3	8%	-1
72		Regional Banks	14,981	2	-8%	-10
73		Regional Banks	14,289	3	16%	11
74		Global Banks	14,129	3	18%	15
75		Regional Banks	14,044	3	9%	2




















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

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
76		Technology	14,018	3	NEW ENTRY	
77		Conglomerate	13,947	2	12%	4
78		Insurance	13,910	3	-17%	-19
79		Technology	13,594	4	10%	6
80		Luxury	13,548	5	8%	0
81		Fast Food	13,521	3	9%	1
82		Retail	13,375	2	3%	-6
83		Cars	13,065	3	0%	-8
84		Soft Drinks	12,730	4	4%	2
85		Oil & Gas	12,639	1	-4%	-13
86		Retail	12,365	3	7%	5
87		Regional Banks	12,286	2	9%	8
88		Telecom Providers	12,273	4	-4%	-10
89		Retail	12,273	2	2%	-2
90		Technology	12,234	2	NEW ENTRY	
91		Cars	12,163	4	-8%	-17
92		Technology	12,057	2	NEW ENTRY	
93		Technology	12,026	4	NEW ENTRY	
94		Regional Banks	12,013	2	-13%	-23
95		Telecom Providers	11,964	2	5%	-1
96		Telecom Providers	11,795	3	NEW ENTRY	
97		Insurance	11,691	3	11%	1
98		Technology	11,649	2	12%	2
99		Soft Drinks	11,567	4	-1%	-9
100		Cars	11,341	3	-1%	-8

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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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


























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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 Home Depot	Retail	36,440	2	32%	5
27	 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 LV	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	 M 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 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,914	4	67%	1
2	 Google	Technology	175,775	4	9%	1
3	 Microsoft	Technology	105,500	1	20%	1
4	 IBM	Technology	92,750	4	+12%	-1
5	 VISA	Payments	91,412	4	16%	2
6	 AT&T	Telecom Providers	89,457	1	19%	2
7	 Verizon	Telecom Providers	86,300	2	36%	4
8	 Coca-Cola	Soft Drinks	85,543	3	4%	2
9	 McDonald's	Fast Food	81,169	1	-4%	-1
10	 Merck	Pharma	81,454	2	15%	-1
11	 Tencent 腾讯	Technology	76,721	3	43%	3
12	 Facebook	Technology	71,160	4	69%	9
13	 Alibaba Group 阿里巴巴集团	Retail	65,373	2	Value UNTYPED	
14	 amazon.com	Retail	61,240	1	1%	4
15	 中国移动 China Mobile	Telecom Providers	58,586	4	77%	1
16	 Wells Fargo	Regional Banks	55,300	3	2%	-2
17	 中国工商银行 Bank of China	Conglomerate	54,272	2	5%	2
18	 Jaguar	Luxuries	51,720	5	5%	-2
19	 Disney	Entertainment	42,162	5	24%	4
20	 MasterCard	Payments	40,158	4	2%	2
21	 Baidu 百度	Technology	40,040	5	77%	1
22	 ICBC 中国工商银行 Industrial Bank of China	Regional Banks	38,805	1	-4%	-1
23	 中国联通 China Unicom	Telecom Providers	38,401	3	6%	-3
24	 SAP	Technology	37,777	1	3%	5
25	 American Express	Payments	36,650	4	17%	1


























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BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015















	Brand	Category	Brand Value 2015 \$B	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	17,241	5	2%	+1
27	 T-Mobile	Telecom Providers	16,634	5	11%	0
28	 Nike	Apparel	16,571	4	21%	6
29	 Starbucks	Fast Food	14,112	1	14%	2
30	 Tencent	Gam	13,013	4	+2%	+1
31	 Home Depot	Retail	12,703	2	13%	9
32	 Louis Vuitton	Luxury	12,441	3	6%	+3
33	 Porsche	Car	12,017	4	2%	7
34	 BMW	Car	10,140	4	2%	1
35	 HSBC	Global Banks	9,724	5	+1%	+2
36	 BBK	Regional Banks	8,050	4	7%	3
37	 Huggo	Baby Care	7,674	2	1%	2
38	 Porsche Financial	Financial Corp	7,376	4	0%	+2
39	 HP	Technology	6,659	5	+5%	-
40	 Huggo	Fast Food	6,581	4	1%	2
41	 Bank of China	Regional Banks	5,635	2	+1%	+2
42	 ZARA	Apparel	4,625	3	+1%	+1
43	 Mercedes-Benz	Car	4,356	4	1%	3
44	 Oracle	Technology	3,517	2	1%	1
45	 Samsung	Technology	3,400	4	+1%	+1
46	 Movistar	Telecom Providers	3,231	2	2%	0
47	 TD Bank	Regional Banks	2,673	2	3%	0
48	 Guangdong Bank	Regional Banks	2,590	3	+2%	+4
49	 ExxonMobil	Oil & Gas	2,042	1	3%	-1
50	 Bank of China	Regional Banks	1,165	1	1%	1

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
71	 accenture	Technology	52,105	7	+1%	7
72	 L'Oréal Paris	Personal Care	49,752	5	+8%	2
73	 FedEx	Logistics	49,691	9	+5%	5
74	 Shell	Oil & Gas	48,247		+2%	-1
75	 HERMÈS	Luxury	44,508	5	+15%	-14
76	 Intel	Technology	48,189	2	+5%	11
77	 Colgate	Personal Care	39,977	7	+2%	-1
78	 BT	Telecom Providers	37,263	3	+7%	8
79	 ANZ	Regional Banks	37,102	4	+2%	8
80	 citi	Global Banks	37,166	7	+1%	-1
81	 Orange	Telecom Providers	33,314	3	+6%	1
82	 ping-pong	Recreation	33,106	3	+4%	31
83	 Shell	Oil & Gas	32,267	1	+1%	1
84	 IKEA	Retail	31,335	3	+17%	-11
85	 中国工商银行	Regional Banks	30,126	2	+6%	2
86	 DHL	Logistics	29,207	7	+5%	7
87	 cisco	Technology	28,262	2	+7%	7
88	 中国平安	Insurance	25,535	3	+2%	9
89	 SIEMENS	Technology	24,460	1	+6%	-10
90	 HUAWEI	Technology	23,115	2	NEW ENTRY	
91	 Petrobras	Oil & Gas	22,600	1	+1%	3
92	 US bank	Regional Banks	19,207	1	+2%	7
93	 ebay	Retail	19,171	2	+4%	-7
94	 HSBC BANK	Regional Banks	18,667	4	NEW ENTRY	
95	 H&M	Apparel	17,127	2	+1%	12

Source: BrandZ™ Top 100 Most Valuable Global Brands™ 2015. © Interbrand. All rights reserved.
 * The list is based on the estimated market value of the brands, not the actual value of the brands or the company.

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 (\$B)	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 GUCCI	Luxury	15,600	5	+12%	1
2	 JPMorgan	Global Banks	15,511	2	+3%	2
3	 HONDA	Auto	15,324	4	+15%	3
4	 Asahi	Soft Drinks	15,151	1	+24%	4
5	 Ford	Auto	15,045	3	+13%	5
6	 PEPSI	Q&A-Gas	14,995	2	+1%	6
7	 中国移动	Telecom Providers	14,721	1	NEW ENTRY	
8	 McDonald's	Fast Food	14,647	4	+6%	7
9	 Westpac	Regional Banks	14,420	4	+6%	8
10	 LinkedIn	Technology	12,700	3	+2%	9
11	 Citigroup	Global Banks	12,311	5	+5%	10
12	 Woolworths	Retail	12,112	4	+3%	11
13	 PayPal	Payments	11,100	2	+12%	12
14	 CHASE	Regional Banks	11,001	3	+5%	13
15	 Audi	Retail	10,900	2	+11%	14
16	 ING	Global Banks	11,770	3	+6%	15
17	 Twitter	Technology	11,647	4	+17%	16
18	 Citroën	Auto	11,111	3	+1%	17
19	 JetBlue	Soft Drinks	11,000	1	+5%	18
20	 Bank of America	Regional Banks	11,000	1	+5%	19
21	 docomo	Telecom Providers	11,000	2	+11%	20
22	 Costco	Retail	11,211	2	NEW ENTRY	
23	 SoftBank	Telecom Providers	11,111	1	NEW ENTRY	
24	 中国电信	Telecom Providers	11,111	4	NEW ENTRY	
25	 Scotiabank	Regional Banks	11,004	3	+6%	21























Rank	Logo	Company Name	Head Office Location	Revenue (USD)	Revenue (USD)	Revenue (USD)	Revenue (USD)
1		Google Inc.	Mountain View, CA, USA	2015	2016	2017	2018
2		Facebook Inc.	Menlo Park, CA, USA	2015	2016	2017	2018
3		Amazon.com Inc.	Seattle, WA, USA	2015	2016	2017	2018
4		Microsoft Corp.	Redmond, WA, USA	2015	2016	2017	2018
5		Apple Inc.	Cupertino, CA, USA	2015	2016	2017	2018
6		Alphabet Inc.	Mountain View, CA, USA	2015	2016	2017	2018
7		Netflix Inc.	Los Gatos, CA, USA	2015	2016	2017	2018
8		Twitter Inc.	Palo Alto, CA, USA	2015	2016	2017	2018
9		LinkedIn Corp.	Sunnyvale, CA, USA	2015	2016	2017	2018
10		IBM Corp.	Armonk, NY, USA	2015	2016	2017	2018
11		Oracle Corp.	Redwood City, CA, USA	2015	2016	2017	2018
12		Salesforce.com Inc.	San Francisco, CA, USA	2015	2016	2017	2018
13		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
14		Arista Networks Inc.	San Jose, CA, USA	2015	2016	2017	2018
15		Juniper Networks Inc.	Sunnyvale, CA, USA	2015	2016	2017	2018
16		Hewlett-Packard Development Company, L.P.	Fort Worth, TX, USA	2015	2016	2017	2018
17		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
18		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
19		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
20		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
21		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
22		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
23		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
24		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018
25		Cisco Systems Inc.	San Jose, CA, USA	2015	2016	2017	2018

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Logo	Brand Name	Market Share (%)	Revenue (M\$)	Profit (M\$)	Employees	Website
	KFC	15.2%	1,200	150	10,000	kfc.com
	McDonald's	12.5%	1,100	140	9,500	mcdonalds.com
	Burger King	8.7%	850	100	8,000	burgerking.com
	Wendy's	7.3%	720	90	7,500	wendys.com
	Sonic Drive-Ins	6.8%	680	85	7,000	sonicdriveins.com
	Jack-in-the-Burger	5.9%	590	75	6,500	jackintheburger.com
	Five Guys	5.1%	510	65	6,000	fiveguys.com
	Sizzler	4.6%	460	60	5,500	sizzler.com
	Long John Silver's	4.2%	420	55	5,000	longjohns.com
	Wingstop	3.8%	380	50	4,500	wingstop.com
	Buffalo Wild Wings	3.5%	350	45	4,000	buffalowildwings.com
	On the Border Mexican Grill & Cantina	3.2%	320	40	3,500	ontheborder.com
	Panda Express	2.9%	290	35	3,000	pandaexpress.com
	Chick-fil-A	2.7%	270	30	2,500	chickfila.com
	Arby's	2.5%	250	28	2,300	arbys.com
	Santitas Mexican Grill & Cantina	2.3%	230	25	2,000	santitas.com
	Papa John's	2.1%	210	22	1,800	papajohns.com
	Domino's	1.9%	190	20	1,600	dominos.com
	Little Caesars	1.7%	170	18	1,400	littlecaesars.com
	Blaze Pizza	1.5%	150	15	1,200	blazepizza.com
	MOD Pizza	1.3%	130	12	1,000	modpizza.com
	Jersey Mike's	1.1%	110	10	800	jerseymikes.com
	Firehouse Subs	0.9%	90	8	600	firehousesubs.com
	Subway	0.7%	70	6	400	subway.com
	Quiznos	0.5%	50	4	200	quiznos.com
	Newman's Own	0.3%	30	2	100	newmansown.com
	The Habit Burger Grill	0.1%	10	1	50	thehabit.com
























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BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	Change in Brand Value (%)	Brand Age (Years)
1	 Coca-Cola	USA	62.0	+1%	120
2	 Apple	USA	52.0	+1%	35
3	 Microsoft	USA	47.0	+1%	40
4	 Amazon.com	USA	46.0	+1%	15
5	 Google	USA	45.0	+1%	25
6	 Facebook	USA	44.0	+1%	8
7	 IBM	USA	43.0	+1%	85
8	 FedEx	USA	42.0	+1%	30
9	 Samsung	South Korea	41.0	+1%	25
10	 Walmart	USA	40.0	+1%	45
11	 Alibaba Group	China	39.0	+1%	15
12	 Ally Bank	USA	38.0	+1%	15
13	 JP Morgan Chase	USA	37.0	+1%	165
14	 Nike	USA	36.0	+1%	40
15	 HSBC	UK	35.0	+1%	160
16	 BBK Bank	China	34.0	+1%	10
17	 Tesco	UK	33.0	+1%	40
18	 JCB	UK	32.0	+1%	50
19	 Coca-Cola	USA	31.0	+1%	120
20	 Yahoo!	USA	30.0	+1%	20
21	 AOL	USA	29.0	+1%	20
22	 Wendy's	USA	28.0	+1%	40
23	 Starbucks	USA	27.0	+1%	30

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014. © 2014 Interbrand. All rights reserved.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Rank	Brand	Country	Brand Value (\$Bn)	Change in Brand Value (%)	Brand Age (Years)
24	 Honda	Japan	26.0	+1%	75
25	 Canon	Japan	25.0	+1%	60
26	 United Bank	India	24.0	+1%	100
27	 Pineapple	USA	23.0	+1%	10
28	 Kia	South Korea	22.0	+1%	30
29	 Green	USA	21.0	+1%	10
30	 Kia	South Korea	20.0	+1%	30
31	 Kia	South Korea	19.0	+1%	30
32	 Kia	South Korea	18.0	+1%	30
33	 Kia	South Korea	17.0	+1%	30
34	 Kia	South Korea	16.0	+1%	30
35	 Kia	South Korea	15.0	+1%	30
36	 Kia	South Korea	14.0	+1%	30
37	 Kia	South Korea	13.0	+1%	30
38	 Kia	South Korea	12.0	+1%	30
39	 Kia	South Korea	11.0	+1%	30
40	 Kia	South Korea	10.0	+1%	30
41	 Kia	South Korea	9.0	+1%	30
42	 Kia	South Korea	8.0	+1%	30
43	 Kia	South Korea	7.0	+1%	30
44	 Kia	South Korea	6.0	+1%	30
45	 Kia	South Korea	5.0	+1%	30
46	 Kia	South Korea	4.0	+1%	30

Source: BrandZ™ Top 100 Most Valuable Global Brands 2014. © 2014 Interbrand. All rights reserved.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Rank	Category	Brand	Brand value USD bn	Brand contribution %	Market share %	YoY change
1	Technology	Apple	158.6	4	2%	+
2	Technology	Microsoft	113.909	3	1%	+
3	Technology	IBM	77.864	1	0%	+
4	Food & Beverage	Coca-Cola	58.8	1	0%	+
5	Food & Beverage	Nestle	54.387	0	0%	+
6	Technology	Facebook	50.111	1	4%	+
7	Food & Beverage	Unilever	49.393	0	0%	+
8	Food & Beverage	Wm. Wrigley	48.979	1	0%	+
9	Food & Beverage	McDonald's	47.864	0	0%	+
10	Technology	Google	46.87	0	0%	+
11	Technology	Amazon	33.004	1	1%	+
12	Food & Beverage	Walmart	31.743	0	0%	+
13	Food & Beverage	Wendy's	29.1	1	0%	+
14	Food & Beverage	Starbucks	28.71	0	0%	+
15	Food & Beverage	McDonald's	27.788	1	0%	+
16	Food & Beverage	Wendy's	27.788	1	0%	+
17	Food & Beverage	Wendy's	27.788	1	0%	+
18	Food & Beverage	Wendy's	27.788	1	0%	+
19	Food & Beverage	Wendy's	27.788	1	0%	+
20	Food & Beverage	Wendy's	27.788	1	0%	+
21	Technology	Facebook	46.87	1	4%	+
22	Food & Beverage	Wendy's	27.788	1	0%	+
23	Food & Beverage	Wendy's	27.788	1	0%	+
24	Food & Beverage	Wendy's	27.788	1	0%	+
25	Food & Beverage	Wendy's	27.788	1	0%	+
26	Food & Beverage	Wendy's	27.788	1	0%	+
27	Food & Beverage	Wendy's	27.788	1	0%	+
28	Food & Beverage	Wendy's	27.788	1	0%	+
29	Food & Beverage	Wendy's	27.788	1	0%	+
30	Food & Beverage	Wendy's	27.788	1	0%	+

Source: BRANDZ™ Top 100 Most Valuable Global Brands 2013

Source: BRANDZ™

Rank	Category	Brand	Brand value USD bn	Brand contribution %	Market share %	YoY change
31	Food & Beverage	Wendy's	27.788	1	0%	+
32	Food & Beverage	Wendy's	27.788	1	0%	+
33	Food & Beverage	Wendy's	27.788	1	0%	+
34	Food & Beverage	Wendy's	27.788	1	0%	+
35	Food & Beverage	Wendy's	27.788	1	0%	+
36	Food & Beverage	Wendy's	27.788	1	0%	+
37	Food & Beverage	Wendy's	27.788	1	0%	+
38	Food & Beverage	Wendy's	27.788	1	0%	+
39	Food & Beverage	Wendy's	27.788	1	0%	+
40	Food & Beverage	Wendy's	27.788	1	0%	+
41	Food & Beverage	Wendy's	27.788	1	0%	+
42	Food & Beverage	Wendy's	27.788	1	0%	+
43	Food & Beverage	Wendy's	27.788	1	0%	+
44	Food & Beverage	Wendy's	27.788	1	0%	+
45	Food & Beverage	Wendy's	27.788	1	0%	+
46	Food & Beverage	Wendy's	27.788	1	0%	+
47	Food & Beverage	Wendy's	27.788	1	0%	+
48	Food & Beverage	Wendy's	27.788	1	0%	+
49	Food & Beverage	Wendy's	27.788	1	0%	+
50	Food & Beverage	Wendy's	27.788	1	0%	+
51	Food & Beverage	Wendy's	27.788	1	0%	+
52	Food & Beverage	Wendy's	27.788	1	0%	+
53	Food & Beverage	Wendy's	27.788	1	0%	+
54	Food & Beverage	Wendy's	27.788	1	0%	+
55	Food & Beverage	Wendy's	27.788	1	0%	+
56	Food & Beverage	Wendy's	27.788	1	0%	+
57	Food & Beverage	Wendy's	27.788	1	0%	+
58	Food & Beverage	Wendy's	27.788	1	0%	+
59	Food & Beverage	Wendy's	27.788	1	0%	+
60	Food & Beverage	Wendy's	27.788	1	0%	+
61	Food & Beverage	Wendy's	27.788	1	0%	+
62	Food & Beverage	Wendy's	27.788	1	0%	+
63	Food & Beverage	Wendy's	27.788	1	0%	+
64	Food & Beverage	Wendy's	27.788	1	0%	+
65	Food & Beverage	Wendy's	27.788	1	0%	+
66	Food & Beverage	Wendy's	27.788	1	0%	+
67	Food & Beverage	Wendy's	27.788	1	0%	+
68	Food & Beverage	Wendy's	27.788	1	0%	+
69	Food & Beverage	Wendy's	27.788	1	0%	+
70	Food & Beverage	Wendy's	27.788	1	0%	+
71	Food & Beverage	Wendy's	27.788	1	0%	+
72	Food & Beverage	Wendy's	27.788	1	0%	+
73	Food & Beverage	Wendy's	27.788	1	0%	+
74	Food & Beverage	Wendy's	27.788	1	0%	+
75	Food & Beverage	Wendy's	27.788	1	0%	+
76	Food & Beverage	Wendy's	27.788	1	0%	+
77	Food & Beverage	Wendy's	27.788	1	0%	+
78	Food & Beverage	Wendy's	27.788	1	0%	+
79	Food & Beverage	Wendy's	27.788	1	0%	+
80	Food & Beverage	Wendy's	27.788	1	0%	+
81	Food & Beverage	Wendy's	27.788	1	0%	+
82	Food & Beverage	Wendy's	27.788	1	0%	+
83	Food & Beverage	Wendy's	27.788	1	0%	+
84	Food & Beverage	Wendy's	27.788	1	0%	+
85	Food & Beverage	Wendy's	27.788	1	0%	+
86	Food & Beverage	Wendy's	27.788	1	0%	+
87	Food & Beverage	Wendy's	27.788	1	0%	+
88	Food & Beverage	Wendy's	27.788	1	0%	+
89	Food & Beverage	Wendy's	27.788	1	0%	+
90	Food & Beverage	Wendy's	27.788	1	0%	+
91	Food & Beverage	Wendy's	27.788	1	0%	+
92	Food & Beverage	Wendy's	27.788	1	0%	+
93	Food & Beverage	Wendy's	27.788	1	0%	+
94	Food & Beverage	Wendy's	27.788	1	0%	+
95	Food & Beverage	Wendy's	27.788	1	0%	+
96	Food & Beverage	Wendy's	27.788	1	0%	+
97	Food & Beverage	Wendy's	27.788	1	0%	+
98	Food & Beverage	Wendy's	27.788	1	0%	+
99	Food & Beverage	Wendy's	27.788	1	0%	+
100	Food & Beverage	Wendy's	27.788	1	0%	+

Source: BRANDZ™ Top 100 Most Valuable Global Brands 2013

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Rank	Brand	2012 Value	2011 Value	% Change	Rank change
1	Apple	\$1,820	\$1,700	7%	1
2	Microsoft	\$1,040	\$1,000	4%	2
3	Google	\$1,020	\$950	7%	3
4	Amazon	\$640	\$580	10%	4
5	Facebook	\$540	\$480	13%	5
6	Walmart	\$510	\$490	4%	6
7	IBM	\$480	\$460	4%	7
8	Mercedes-Benz	\$470	\$450	4%	8
9	United States Postal Service	\$460	\$440	5%	9
10	British Airways	\$450	\$430	5%	10
11	McDonald's	\$440	\$420	5%	11
12	Starbucks	\$430	\$410	5%	12
13	Toyota	\$420	\$400	5%	13
14	Nike	\$410	\$390	5%	14
15	AT&T	\$400	\$380	5%	15
16	Verizon	\$390	\$370	5%	16
17	Wells Fargo	\$380	\$360	6%	17
18	Bank of America	\$370	\$350	6%	18
19	JP Morgan Chase	\$360	\$340	6%	19
20	Alibaba Group	\$350	\$330	6%	20
21	HSBC	\$340	\$320	6%	21
22	China Mobile	\$330	\$310	6%	22
23	China Unicom	\$320	\$300	7%	23
24	China Telecom	\$310	\$290	7%	24
25	China Netcom	\$300	\$280	7%	25
26	China Iron Tower	\$290	\$270	7%	26
27	China ZTE	\$280	\$260	8%	27
28	China Huawei	\$270	\$250	8%	28
29	China Lenovo	\$260	\$240	8%	29
30	China Xiaomi	\$250	\$230	9%	30
31	China Oppo	\$240	\$220	9%	31
32	China Vivo	\$230	\$210	10%	32
33	China Meizu	\$220	\$200	10%	33
34	China Nubia	\$210	\$190	11%	34
35	China ZTE	\$200	\$180	11%	35
36	China Huawei	\$190	\$170	12%	36
37	China Lenovo	\$180	\$160	13%	37
38	China Xiaomi	\$170	\$150	13%	38
39	China Oppo	\$160	\$140	14%	39
40	China Vivo	\$150	\$130	15%	40
41	China Meizu	\$140	\$120	17%	41
42	China Nubia	\$130	\$110	18%	42
43	China ZTE	\$120	\$100	20%	43
44	China Huawei	\$110	\$90	22%	44
45	China Lenovo	\$100	\$80	25%	45
46	China Xiaomi	\$90	\$70	29%	46
47	China Oppo	\$80	\$60	33%	47
48	China Vivo	\$70	\$50	40%	48
49	China Meizu	\$60	\$40	50%	49
50	China Nubia	\$50	\$30	67%	50

Source: BrandZ™, a division of Interbrand. Data as of December 31, 2012.

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Rank	Brand	2012 Value	2011 Value	% Change	Rank change
51	China Netcom	\$180	\$160	13%	51
52	China ZTE	\$170	\$150	13%	52
53	China Huawei	\$160	\$140	14%	53
54	China Lenovo	\$150	\$130	15%	54
55	China Xiaomi	\$140	\$120	17%	55
56	China Oppo	\$130	\$110	18%	56
57	China Vivo	\$120	\$100	20%	57
58	China Meizu	\$110	\$90	22%	58
59	China Nubia	\$100	\$80	25%	59
60	China ZTE	\$90	\$70	29%	60
61	China Huawei	\$80	\$60	33%	61
62	China Lenovo	\$70	\$50	40%	62
63	China Xiaomi	\$60	\$40	50%	63
64	China Oppo	\$50	\$30	67%	64
65	China Vivo	\$40	\$20	100%	65
66	China Meizu	\$30	\$10	200%	66
67	China Nubia	\$20	\$10	100%	67
68	China ZTE	\$10	\$5	100%	68
69	China Huawei	\$5	\$2	150%	69
70	China Lenovo	\$2	\$1	100%	70
71	China Xiaomi	\$1	\$0	100%	71
72	China Oppo	\$0	\$0	100%	72
73	China Vivo	\$0	\$0	100%	73
74	China Meizu	\$0	\$0	100%	74
75	China Nubia	\$0	\$0	100%	75
76	China ZTE	\$0	\$0	100%	76
77	China Huawei	\$0	\$0	100%	77
78	China Lenovo	\$0	\$0	100%	78
79	China Xiaomi	\$0	\$0	100%	79
80	China Oppo	\$0	\$0	100%	80
81	China Vivo	\$0	\$0	100%	81
82	China Meizu	\$0	\$0	100%	82
83	China Nubia	\$0	\$0	100%	83
84	China ZTE	\$0	\$0	100%	84
85	China Huawei	\$0	\$0	100%	85
86	China Lenovo	\$0	\$0	100%	86
87	China Xiaomi	\$0	\$0	100%	87
88	China Oppo	\$0	\$0	100%	88
89	China Vivo	\$0	\$0	100%	89
90	China Meizu	\$0	\$0	100%	90
91	China Nubia	\$0	\$0	100%	91
92	China ZTE	\$0	\$0	100%	92
93	China Huawei	\$0	\$0	100%	93
94	China Lenovo	\$0	\$0	100%	94
95	China Xiaomi	\$0	\$0	100%	95
96	China Oppo	\$0	\$0	100%	96
97	China Vivo	\$0	\$0	100%	97
98	China Meizu	\$0	\$0	100%	98
99	China Nubia	\$0	\$0	100%	99
100	China ZTE	\$0	\$0	100%	100

Source: BrandZ™, a division of Interbrand. Data as of December 31, 2012.

BrandZ™ Top 100 Most Valuable Global Brands 2012

BrandZ™ Top 100 Most Valuable Global Brands 2012

Rank	Category	Brand	Profitable and IP?	Brand Equity	Brand Loyalty	Brand Reputation	Brand Value
1	Technology	Apple	Yes	100	100	100	100
2	Technology	Microsoft	Yes	95	95	95	95
3	Technology	Google	Yes	90	90	90	90
4	Food & Beverage	McDonald's	Yes	85	85	85	85
5	Technology	Facebook	Yes	80	80	80	80
6	Food & Beverage	Coca-Cola	Yes	75	75	75	75
7	Technology	Amazon	Yes	70	70	70	70
8	Technology	Twitter	Yes	65	65	65	65
9	Technology	LinkedIn	Yes	60	60	60	60
10	Technology	YouTube	Yes	55	55	55	55
11	Food & Beverage	Wendy's	Yes	50	50	50	50
12	Food & Beverage	Starbucks	Yes	45	45	45	45
13	Food & Beverage	McDonald's	Yes	40	40	40	40
14	Food & Beverage	Wendy's	Yes	35	35	35	35
15	Food & Beverage	Starbucks	Yes	30	30	30	30
16	Food & Beverage	Wendy's	Yes	25	25	25	25
17	Food & Beverage	Starbucks	Yes	20	20	20	20
18	Food & Beverage	Wendy's	Yes	15	15	15	15
19	Food & Beverage	Starbucks	Yes	10	10	10	10
20	Food & Beverage	Wendy's	Yes	5	5	5	5

BrandZ™ Top 100 Most Valuable Global Brands 2012

Rank	Category	Brand	Profitable and IP?	Brand Equity	Brand Loyalty	Brand Reputation	Brand Value
21	Technology	Google	Yes	50	50	50	50
22	Technology	Microsoft	Yes	45	45	45	45
23	Technology	Facebook	Yes	40	40	40	40
24	Technology	Twitter	Yes	35	35	35	35
25	Technology	LinkedIn	Yes	30	30	30	30
26	Technology	YouTube	Yes	25	25	25	25
27	Technology	Google	Yes	20	20	20	20
28	Technology	Microsoft	Yes	15	15	15	15
29	Technology	Facebook	Yes	10	10	10	10
30	Technology	Twitter	Yes	5	5	5	5
31	Technology	LinkedIn	Yes	0	0	0	0
32	Technology	YouTube	Yes	0	0	0	0
33	Technology	Google	Yes	0	0	0	0
34	Technology	Microsoft	Yes	0	0	0	0
35	Technology	Facebook	Yes	0	0	0	0
36	Technology	Twitter	Yes	0	0	0	0
37	Technology	LinkedIn	Yes	0	0	0	0
38	Technology	YouTube	Yes	0	0	0	0
39	Technology	Google	Yes	0	0	0	0
40	Technology	Microsoft	Yes	0	0	0	0
41	Technology	Facebook	Yes	0	0	0	0
42	Technology	Twitter	Yes	0	0	0	0
43	Technology	LinkedIn	Yes	0	0	0	0
44	Technology	YouTube	Yes	0	0	0	0
45	Technology	Google	Yes	0	0	0	0
46	Technology	Microsoft	Yes	0	0	0	0
47	Technology	Facebook	Yes	0	0	0	0
48	Technology	Twitter	Yes	0	0	0	0
49	Technology	LinkedIn	Yes	0	0	0	0
50	Technology	YouTube	Yes	0	0	0	0

BrandZ™ Top 100 Most Valuable Global Brands 2012

2012.01.01~2012.01.01

BrandIQ® Top 100 Brand Valuable Global Brands 2012

Rank	Brand	Brand Value (\$ Bn)	Brand Value Change (%)	Brand Value Change (\$ Bn)	Brand Value Change (\$ Bn)	Brand Value Change (\$ Bn)
1	Apple	1,000	10	100	100	100
2	Microsoft	780	10	80	80	80
3	Google	650	10	65	65	65
4	Facebook	150	10	15	15	15
5	Amazon	140	10	14	14	14
6	Walmart	130	10	13	13	13
7	IBM	120	10	12	12	12
8	Oracle	110	10	11	11	11
9	LinkedIn	100	10	10	10	10
10	Twitter	90	10	9	9	9
11	Yahoo	80	10	8	8	8
12	Netflix	70	10	7	7	7
13	Spotify	60	10	6	6	6
14	Dropbox	50	10	5	5	5
15	Slack	40	10	4	4	4
16	Zoom	30	10	3	3	3
17	Skype	20	10	2	2	2
18	Evernote	10	10	1	1	1
19	SoundCloud	5	10	0.5	0.5	0.5
20	Bandcamp	2	10	0.2	0.2	0.2
21	SoundCloud	1	10	0.1	0.1	0.1
22	Bandcamp	0.5	10	0.05	0.05	0.05
23	SoundCloud	0.2	10	0.02	0.02	0.02
24	Bandcamp	0.1	10	0.01	0.01	0.01
25	SoundCloud	0.05	10	0.005	0.005	0.005
26	Bandcamp	0.02	10	0.002	0.002	0.002
27	SoundCloud	0.01	10	0.001	0.001	0.001
28	Bandcamp	0.005	10	0.0005	0.0005	0.0005
29	SoundCloud	0.002	10	0.0002	0.0002	0.0002
30	Bandcamp	0.001	10	0.0001	0.0001	0.0001

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Rank	Brand	Brand Value (\$ Bn)	Brand Value Change (%)	Brand Value Change (\$ Bn)	Brand Value Change (\$ Bn)	Brand Value Change (\$ Bn)
1	Apple	1,000	10	100	100	100
2	Microsoft	780	10	80	80	80
3	Google	650	10	65	65	65
4	Facebook	150	10	15	15	15
5	Amazon	140	10	14	14	14
6	Walmart	130	10	13	13	13
7	IBM	120	10	12	12	12
8	Oracle	110	10	11	11	11
9	LinkedIn	100	10	10	10	10
10	Twitter	90	10	9	9	9
11	Yahoo	80	10	8	8	8
12	Netflix	70	10	7	7	7
13	Spotify	60	10	6	6	6
14	Dropbox	50	10	5	5	5
15	Slack	40	10	4	4	4
16	Zoom	30	10	3	3	3
17	Skype	20	10	2	2	2
18	Evernote	10	10	1	1	1
19	SoundCloud	5	10	0.5	0.5	0.5
20	Bandcamp	2	10	0.2	0.2	0.2
21	SoundCloud	1	10	0.1	0.1	0.1
22	Bandcamp	0.5	10	0.05	0.05	0.05
23	SoundCloud	0.2	10	0.02	0.02	0.02
24	Bandcamp	0.1	10	0.01	0.01	0.01
25	SoundCloud	0.05	10	0.005	0.005	0.005
26	Bandcamp	0.02	10	0.002	0.002	0.002
27	SoundCloud	0.01	10	0.001	0.001	0.001
28	Bandcamp	0.005	10	0.0005	0.0005	0.0005
29	SoundCloud	0.002	10	0.0002	0.0002	0.0002
30	Bandcamp	0.001	10	0.0001	0.0001	0.0001

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Table 2: Top 50 Global Brands in the Global Brand Index







































Rank	Brand	Brand Value (\$Bn)	% Change (vs. 2019)	Rank	Brand	Brand Value (\$Bn)	% Change (vs. 2019)
1	Google	1,000.0	84%	11	Walmart	210.0	1.7
2	Amazon	710.0	21	12	Alibaba Group	200.0	8
3	Microsoft	670.0	17%	13	Facebook	190.0	0
4	Apple	280.0	21%	14	Boji	170.0	141%
5	McDonald's	180.0	7%	15	Unilever	160.0	7
6	Coca-Cola	150.0	8%	16	Allegiant	150.0	1.7
7	Netflix	140.0	1%	17	Allegiant	150.0	1%
8	Marriott	130.0	1%	18	Allegiant	150.0	1%
9	Starbucks	120.0	9%	19	Allegiant	150.0	1%
10	IBM	110.0	1%	20	Allegiant	150.0	1%
11	Wendy's	100.0	1%	21	Allegiant	150.0	1%
12	Allegiant	90.0	1%	22	Allegiant	150.0	1%
13	Allegiant	80.0	1%	23	Allegiant	150.0	1%
14	Allegiant	70.0	1%	24	Allegiant	150.0	1%
15	Allegiant	60.0	1%	25	Allegiant	150.0	1%
16	Allegiant	50.0	1%	26	Allegiant	150.0	1%
17	Allegiant	40.0	1%	27	Allegiant	150.0	1%
18	Allegiant	30.0	1%	28	Allegiant	150.0	1%
19	Allegiant	20.0	1%	29	Allegiant	150.0	1%
20	Allegiant	10.0	1%	30	Allegiant	150.0	1%
21	Allegiant	10.0	1%	31	Allegiant	150.0	1%
22	Allegiant	10.0	1%	32	Allegiant	150.0	1%
23	Allegiant	10.0	1%	33	Allegiant	150.0	1%
24	Allegiant	10.0	1%	34	Allegiant	150.0	1%
25	Allegiant	10.0	1%	35	Allegiant	150.0	1%
26	Allegiant	10.0	1%	36	Allegiant	150.0	1%
27	Allegiant	10.0	1%	37	Allegiant	150.0	1%
28	Allegiant	10.0	1%	38	Allegiant	150.0	1%
29	Allegiant	10.0	1%	39	Allegiant	150.0	1%
30	Allegiant	10.0	1%	40	Allegiant	150.0	1%
31	Allegiant	10.0	1%	41	Allegiant	150.0	1%
32	Allegiant	10.0	1%	42	Allegiant	150.0	1%
33	Allegiant	10.0	1%	43	Allegiant	150.0	1%
34	Allegiant	10.0	1%	44	Allegiant	150.0	1%
35	Allegiant	10.0	1%	45	Allegiant	150.0	1%
36	Allegiant	10.0	1%	46	Allegiant	150.0	1%
37	Allegiant	10.0	1%	47	Allegiant	150.0	1%
38	Allegiant	10.0	1%	48	Allegiant	150.0	1%
39	Allegiant	10.0	1%	49	Allegiant	150.0	1%
40	Allegiant	10.0	1%	50	Allegiant	150.0	1%

Source: Brand Finance, 2020. Brand value is calculated based on the brand's financial performance and market position. The data is for the year 2020.

Rank	Brand	Brand Value (\$Bn)	% Change (vs. 2019)	Rank	Brand	Brand Value (\$Bn)	% Change (vs. 2019)
1	Google	1,000.0	84%	51	Allegiant	10.0	1%
2	Amazon	710.0	21	52	Allegiant	10.0	1%
3	Microsoft	670.0	17%	53	Allegiant	10.0	1%
4	Apple	280.0	21%	54	Allegiant	10.0	1%
5	McDonald's	180.0	7%	55	Allegiant	10.0	1%
6	Coca-Cola	150.0	8%	56	Allegiant	10.0	1%
7	Netflix	140.0	1%	57	Allegiant	10.0	1%
8	Marriott	130.0	1%	58	Allegiant	10.0	1%
9	Starbucks	120.0	9%	59	Allegiant	10.0	1%
10	IBM	110.0	1%	60	Allegiant	10.0	1%
11	Wendy's	100.0	1%	61	Allegiant	10.0	1%
12	Allegiant	90.0	1%	62	Allegiant	10.0	1%
13	Allegiant	80.0	1%	63	Allegiant	10.0	1%
14	Allegiant	70.0	1%	64	Allegiant	10.0	1%
15	Allegiant	60.0	1%	65	Allegiant	10.0	1%
16	Allegiant	50.0	1%	66	Allegiant	10.0	1%
17	Allegiant	40.0	1%	67	Allegiant	10.0	1%
18	Allegiant	30.0	1%	68	Allegiant	10.0	1%
19	Allegiant	20.0	1%	69	Allegiant	10.0	1%
20	Allegiant	10.0	1%	70	Allegiant	10.0	1%
21	Allegiant	10.0	1%	71	Allegiant	10.0	1%
22	Allegiant	10.0	1%	72	Allegiant	10.0	1%
23	Allegiant	10.0	1%	73	Allegiant	10.0	1%
24	Allegiant	10.0	1%	74	Allegiant	10.0	1%
25	Allegiant	10.0	1%	75	Allegiant	10.0	1%
26	Allegiant	10.0	1%	76	Allegiant	10.0	1%
27	Allegiant	10.0	1%	77	Allegiant	10.0	1%
28	Allegiant	10.0	1%	78	Allegiant	10.0	1%
29	Allegiant	10.0	1%	79	Allegiant	10.0	1%
30	Allegiant	10.0	1%	80	Allegiant	10.0	1%
31	Allegiant	10.0	1%	81	Allegiant	10.0	1%
32	Allegiant	10.0	1%	82	Allegiant	10.0	1%
33	Allegiant	10.0	1%	83	Allegiant	10.0	1%
34	Allegiant	10.0	1%	84	Allegiant	10.0	1%
35	Allegiant	10.0	1%	85	Allegiant	10.0	1%
36	Allegiant	10.0	1%	86	Allegiant	10.0	1%
37	Allegiant	10.0	1%	87	Allegiant	10.0	1%
38	Allegiant	10.0	1%	88	Allegiant	10.0	1%
39	Allegiant	10.0	1%	89	Allegiant	10.0	1%
40	Allegiant	10.0	1%	90	Allegiant	10.0	1%
41	Allegiant	10.0	1%	91	Allegiant	10.0	1%
42	Allegiant	10.0	1%	92	Allegiant	10.0	1%
43	Allegiant	10.0	1%	93	Allegiant	10.0	1%
44	Allegiant	10.0	1%	94	Allegiant	10.0	1%
45	Allegiant	10.0	1%	95	Allegiant	10.0	1%
46	Allegiant	10.0	1%	96	Allegiant	10.0	1%
47	Allegiant	10.0	1%	97	Allegiant	10.0	1%
48	Allegiant	10.0	1%	98	Allegiant	10.0	1%
49	Allegiant	10.0	1%	99	Allegiant	10.0	1%
50	Allegiant	10.0	1%	100	Allegiant	10.0	1%

Source: Brand Finance, 2020. Brand value is calculated based on the brand's financial performance and market position. The data is for the year 2020.

THE TOP 100

TOP 100 Most Valuable Global Brands 2012					
Rank	Brand	2011 Brand Value (\$Bn)	% Change	2010 Brand Value (\$Bn)	% Change
1		64.74	+3%	62.74	+2%
2		48.28	+2%	47.28	+1%
3		47.84	+2%	46.84	+1%
4		37.11	+3%	35.11	+2%
5		27.04	+1%	26.04	+1%
6		26.11	+2%	25.11	+1%
7		25.04	+1%	24.04	+1%
8		24.11	+2%	23.11	+1%
9		23.11	+2%	22.11	+1%
10		22.11	+1%	21.11	+1%
11		21.11	+1%	20.11	+1%
12		20.11	+1%	19.11	+1%
13		19.11	+1%	18.11	+1%
14		18.11	+1%	17.11	+1%
15		17.11	+1%	16.11	+1%
16		16.11	+1%	15.11	+1%
17		15.11	+1%	14.11	+1%
18		14.11	+1%	13.11	+1%
19		13.11	+1%	12.11	+1%
20		12.11	+1%	11.11	+1%
21		11.11	+1%	10.11	+1%
22		10.11	+1%	9.11	+1%
23		9.11	+1%	8.11	+1%
24		8.11	+1%	7.11	+1%
25		7.11	+1%	6.11	+1%
26		6.11	+1%	5.11	+1%
27		5.11	+1%	4.11	+1%
28		4.11	+1%	3.11	+1%
29		3.11	+1%	2.11	+1%
30		2.11	+1%	1.11	+1%
31		1.11	+1%	0.11	+1%
32		0.11	+1%	0.11	+1%
33		0.11	+1%	0.11	+1%
34		0.11	+1%	0.11	+1%
35		0.11	+1%	0.11	+1%
36		0.11	+1%	0.11	+1%
37		0.11	+1%	0.11	+1%
38		0.11	+1%	0.11	+1%
39		0.11	+1%	0.11	+1%
40		0.11	+1%	0.11	+1%
41		0.11	+1%	0.11	+1%
42		0.11	+1%	0.11	+1%
43		0.11	+1%	0.11	+1%
44		0.11	+1%	0.11	+1%
45		0.11	+1%	0.11	+1%
46		0.11	+1%	0.11	+1%
47		0.11	+1%	0.11	+1%
48		0.11	+1%	0.11	+1%
49		0.11	+1%	0.11	+1%
50		0.11	+1%	0.11	+1%
51		0.11	+1%	0.11	+1%
52		0.11	+1%	0.11	+1%
53		0.11	+1%	0.11	+1%
54		0.11	+1%	0.11	+1%
55		0.11	+1%	0.11	+1%
56		0.11	+1%	0.11	+1%
57		0.11	+1%	0.11	+1%
58		0.11	+1%	0.11	+1%
59		0.11	+1%	0.11	+1%
60		0.11	+1%	0.11	+1%
61		0.11	+1%	0.11	+1%
62		0.11	+1%	0.11	+1%
63		0.11	+1%	0.11	+1%
64		0.11	+1%	0.11	+1%
65		0.11	+1%	0.11	+1%
66		0.11	+1%	0.11	+1%
67		0.11	+1%	0.11	+1%
68		0.11	+1%	0.11	+1%
69		0.11	+1%	0.11	+1%
70		0.11	+1%	0.11	+1%
71		0.11	+1%	0.11	+1%
72		0.11	+1%	0.11	+1%
73		0.11	+1%	0.11	+1%
74		0.11	+1%	0.11	+1%
75		0.11	+1%	0.11	+1%
76		0.11	+1%	0.11	+1%
77		0.11	+1%	0.11	+1%
78		0.11	+1%	0.11	+1%
79		0.11	+1%	0.11	+1%
80		0.11	+1%	0.11	+1%
81		0.11	+1%	0.11	+1%
82		0.11	+1%	0.11	+1%
83		0.11	+1%	0.11	+1%
84		0.11	+1%	0.11	+1%
85		0.11	+1%	0.11	+1%
86		0.11	+1%	0.11	+1%
87		0.11	+1%	0.11	+1%
88		0.11	+1%	0.11	+1%
89		0.11	+1%	0.11	+1%
90		0.11	+1%	0.11	+1%
91		0.11	+1%	0.11	+1%
92		0.11	+1%	0.11	+1%
93		0.11	+1%	0.11	+1%
94		0.11	+1%	0.11	+1%
95		0.11	+1%	0.11	+1%
96		0.11	+1%	0.11	+1%
97		0.11	+1%	0.11	+1%
98		0.11	+1%	0.11	+1%
99		0.11	+1%	0.11	+1%
100		0.11	+1%	0.11	+1%

The 100 Most Valuable Global Brands 2012

Brand value is based on the brand's reputation and its ability to generate revenue. It is calculated using a proprietary methodology that takes into account the brand's financial performance, its market position, and its overall reputation. The brand's value is measured in billions of dollars.

Source: Brand Finance

Brand Finance



























































































































Rank	Brand	2011 Brand Value (\$Bn)	% Change	2010 Brand Value (\$Bn)	% Change
1		64.74	+3%	62.74	+2%
2		48.28	+2%	47.28	+1%
3		47.84	+2%	46.84	+1%
4		37.11	+3%	35.11	+2%
5		27.04	+1%	26.04	+1%
6		26.11	+2%	25.11	+1%
7		25.04	+1%	24.04	+1%
8		24.11	+2%	23.11	+1%
9		23.11	+2%	22.11	+1%
10		22.11	+1%	21.11	+1%
11		21.11	+1%	20.11	+1%
12		20.11	+1%	19.11	+1%
13		19.11	+1%	18.11	+1%
14		18.11	+1%	17.11	+1%
15		17.11	+1%	16.11	+1%
16		16.11	+1%	15.11	+1%
17		15.11	+1%	14.11	+1%
18		14.11	+1%	13.11	+1%
19		13.11	+1%	12.11	+1%
20		12.11	+1%	11.11	+1%
21		11.11	+1%	10.11	+1%
22		10.11	+1%	9.11	+1%
23		9.11	+1%	8.11	+1%
24		8.11	+1%	7.11	+1%
25		7.11	+1%	6.11	+1%
26		6.11	+1%	5.11	+1%
27		5.11	+1%	4.11	+1%
28		4.11	+1%	3.11	+1%
29		3.11	+1%	2.11	+1%
30		2.11	+1%	1.11	+1%
31		1.11	+1%	0.11	+1%
32		0.11	+1%	0.11	+1%
33		0.11	+1%	0.11	+1%
34		0.11	+1%	0.11	+1%
35		0.11	+1%	0.11	+1%
36		0.11	+1%	0.11	+1%
37		0.11	+1%	0.11	+1%
38		0.11	+1%	0.11	+1%
39		0.11	+1%	0.11	+1%
40		0.11	+1%	0.11	+1%
41		0.11	+1%	0.11	+1%
42		0.11	+1%	0.11	+1%
43		0.11	+1%	0.11	+1%
44		0.11	+1%	0.11	+1%
45		0.11	+1%	0.11	+1%
46		0.11	+1%	0.11	+1%
47		0.11	+1%	0.11	+1%
48		0.11	+1%	0.11	+1%
49		0.11	+1%	0.11	+1%
50		0.11	+1%	0.11	+1%
51		0.11	+1%	0.11	+1%
52		0.11	+1%	0.11	+1%
53		0.11	+1%	0.11	+1%
54		0.11	+1%	0.11	+1%
55		0.11	+1%	0.11	+1%
56		0.11	+1%	0.11	+1%
57		0.11	+1%	0.11	+1%
58		0.11	+1%	0.11	+1%
59		0.11	+1%	0.11	+1%
60		0.11	+1%	0.11	+1%
61		0.11	+1%	0.11	+1%
62		0.11	+1%	0.11	+1%
63		0.11	+1%	0.11	+1%
64		0.11	+1%	0.11	+1%
65		0.11	+1%	0.11	+1%
66		0.11	+1%	0.11	+1%
67		0.11	+1%	0.11	+1%
68		0.11	+1%	0.11	+1%
69		0.11	+1%	0.11	+1%
70		0.11	+1%	0.11	+1%
71		0.11	+1%	0.11	+1%
72		0.11	+1%	0.11	+1%
73		0.11	+1%	0.11	+1%
74		0.11	+1%	0.11	+1%
75		0.11	+1%	0.11	+1%
76		0.11	+1%	0.11	+1%
77		0.11	+1%	0.11	+1%
78		0.11	+1%	0.11	+1%
79		0.11	+1%	0.11	+1%
80		0.11	+1%	0.11	+1%
81		0.11	+1%	0.11	+1%
82		0.11	+1%	0.11	+1%
83		0.11	+1%	0.11	+1%
84		0.11	+1%	0.11	+1%
85		0.11	+1%	0.11	+1%
86		0.11	+1%	0.11	+1%
87		0.11	+1%	0.11	+1%
88		0.11	+1%	0.11	+1%
89		0.11	+1%	0.11	+1%
90		0.11	+1%	0.11	+1%
91		0.11	+1%	0.11	+1%
92		0.11	+1%	0.11	+1%
93		0.11	+1%	0.11	+1%
94		0.11	+1%	0.11	+1%
95		0.11	+1%	0.11	+1%
96		0.11	+1%	0.11	+1%
97		0.11	+1%	0.11	+1%
98		0.11	+1%	0.11	+1%
99		0.11	+1%	0.11	+1%
100		0.11	+1%	0.11	+1%

Table 12

Rank	Brand	2019 Sales (Billion VND)	% Change (2018-2019)	Rank	Brand	2019 Sales (Billion VND)	% Change (2018-2019)
1		14,200	1%	26		1,100	2%
2		11,100	38%	27		1,000	9%
3		8,800	1%	28		1,000	2%
4		7,100	5%	29		1,000	1%
5		1,100	1%	30		1,000	1%
6		1,100	2%	31		1,000	2%
7		1,100	5%	32		1,000	1%
8		1,100	4%	33		1,000	1%
9		1,100	1%	34		1,000	1%
10		1,100	1%	35		1,000	1%
11		1,100	1%	36		1,000	1%
12		1,100	1%	37		1,000	1%
13		1,100	1%	38		1,000	1%
14		1,100	1%	39		1,000	1%
15		1,100	1%	40		1,000	1%
16		1,100	1%	41		1,000	1%
17		1,100	1%	42		1,000	1%
18		1,100	1%	43		1,000	1%
19		1,100	1%	44		1,000	1%
20		1,100	1%	45		1,000	1%
21		1,100	1%	46		1,000	1%
22		1,100	1%	47		1,000	1%
23		1,100	1%	48		1,000	1%
24		1,100	1%	49		1,000	1%
25		1,100	1%	50		1,000	1%

Source: Vietnam Brand Value Report 2020
 Note: The data is based on the 2019 sales data of the top 50 brands in the food and beverage sector in Vietnam.
 The data is based on the 2019 sales data of the top 50 brands in the food and beverage sector in Vietnam.

Table 13

Rank	Brand	2019 Sales (Billion VND)	% Change (2018-2019)	Rank	Brand	2019 Sales (Billion VND)	% Change (2018-2019)
1		14,200	1%	31		1,100	2%
2		11,100	38%	32		1,000	9%
3		8,800	1%	33		1,000	1%
4		7,100	5%	34		1,000	1%
5		1,100	1%	35		1,000	1%
6		1,100	2%	36		1,000	2%
7		1,100	5%	37		1,000	1%
8		1,100	4%	38		1,000	1%
9		1,100	1%	39		1,000	1%
10		1,100	1%	40		1,000	1%
11		1,100	1%	41		1,000	1%
12		1,100	1%	42		1,000	1%
13		1,100	1%	43		1,000	1%
14		1,100	1%	44		1,000	1%
15		1,100	1%	45		1,000	1%
16		1,100	1%	46		1,000	1%
17		1,100	1%	47		1,000	1%
18		1,100	1%	48		1,000	1%
19		1,100	1%	49		1,000	1%
20		1,100	1%	50		1,000	1%
21		1,100	1%	51		1,000	1%
22		1,100	1%	52		1,000	1%
23		1,100	1%	53		1,000	1%
24		1,100	1%	54		1,000	1%
25		1,100	1%	55		1,000	1%

Source: Vietnam Brand Value Report 2020

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	80,257	83%
2	JP Morgan Bank	71,079	18%
3	Microsoft	70,967	29%
4	Bank of China	56,236	1%
5	China Mobile	55,255	33%
6	BP	45,435	65%
7	Apple	44,220	173%
8	McDonald's	43,132	47%
9	Airbnb	40,975	39%
10	Facebook	37,824	45%
11	Walmart	35,657	75%
12	Toyota	35,134	5%
13	Wells Fargo	34,572	5%
14	Bank of America	33,092	17%
15	Qatar	32,515	10%
16	IBM	30,575	7%
17	BMW	28,915	9%
18	UBS	28,007	70%
19	Wendy's	25,759	15%
20	American Express	24,815	7%
21	Wells Fargo	24,759	2%
22	Coca-Cola	24,101	20%
23	Shinji	23,700	5%
24	JP	23,110	4%
25	Canon	22,200	38%
26	United	22,304	28%
27	Intel	20,577	16%
28	Porsche	20,178	62%
29	SNP	19,325	25%
30	Glaxo	21,523	37%
31	China Construction Bank	18,633	82%
32	Bank of China	18,416	47%
33	Valer White	17,552	3%
34	Royal Bank of Canada	17,095	39%
35	HSBC	16,435	6%
36	Marriott	16,044	1%

Top 100 Brands

POSITION	BRAND	BRAND VALUE \$M	BRAND VALUE CHANGE
37	Amazon	16,647	6%
38	Yahoo	16,447	54%
39	Apple	16,404	13%
40	Home Depot	16,272	0%
41	Dell	16,200	2%
42	Capital One Bank	16,104	1%
43	Home	16,080	31%
44	Google	16,077	25%
45	AT&T Company	16,048	1%
46	Targit	16,022	27%
47	Stamps	16,065	21%
48	Robert Schindler	16,049	21%
49	Accenture	16,137	54%
50	Orange	16,093	47%
51	DePuy	16,177	200%
52	Clare	16,062	16%
53	Nike	16,499	21%
54	Green	16,358	5%
55	Asahi	16,030	30%
56	StarLine	16,1	20%
57	Global Foods	16,347	42%
58	Samsung	16,570	-7%
59	Nissan	16,757	5%
60	First Signature	16,330	27%
61	Amazon	16,1	30%
62	Radio	16,701	12%
63	Yoga Sutra	16,027	1%
64	JDS	16,200	-2%
65	PHI	16,250	-10%
66	IBM	16,137	29%
67	Wachovia	16,072	16%
68	TD	16,977	13%
69	Chrysler	16,062	3%
70	BlackBerry	16,505	9%
71	Deloitte	16,576	37%
72	Greyhound	16,461	1%

Top 100 Brands

POSITION	BRAND	BRAND VALUE \$B	BRAND VALUE CHANGE
73	Subway	10,855	33%
74	Mountain Dew	8,200	+15%
75	JF Muggen	8,110	+5%
76	Hennes	8,021	39%
77	PRG	8,157	N/A
78	Schaeffler	7,425	2%
79	Stora	7,341	+10%
80	Carat	8,035	72%
81	Teddy	8,013	8%
82	Tee	8,123	N/A
83	THU	6,910	1%
84	Taco	6,553	21%
85	Unilever	6,556	+5%
86	Kia	6,337	+5%
87	Asahi	6,717	N/A
88	Tea & Coffee	6,117	+3%
89	HTC	6,077	8%
90	Exxon	6,077	15%
91	IBM	6,003	+5%
92	Motors	6,175	+30%
93	Bentley	6,042	17%
94	Boon	7,203	10%
95	Autism	7,145	20%
96	WYLLoway	7,143	2%
97	SGS	7,141	50%
98	AG	7,102	71%
99	More than	6,970	52%
100	Service of Children & Family	6,655	72%
NOTES			
111	Coca-Cola includes Coca-Cola and Diet Coke		
121	PepsiCo includes Pepsi and Diet Pepsi		
131	Value includes both F&B and non-F&B		
141	Autism includes Autism and Autism Spectrum		

EXHIBIT 6

MOST ICONIC LOGOS

The top 5 most instantly recognizable logos



#1
Apple



#2
McDonald's



#3
Coca-Cola



#4
Nike



#5
Starbucks

3 in 5

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

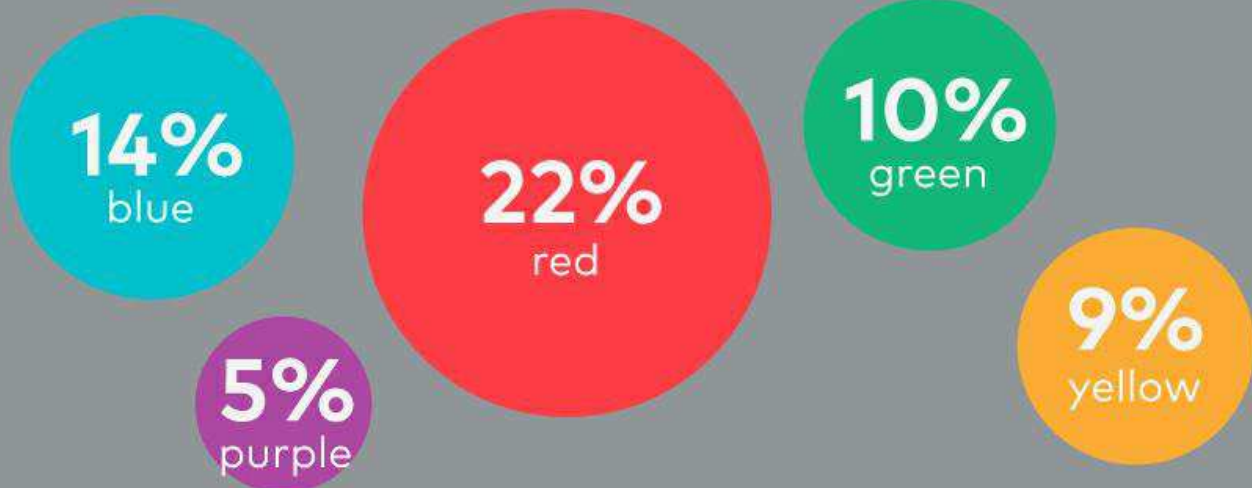
Half

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



What color makes a logo memorable?

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



Importance of branding

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



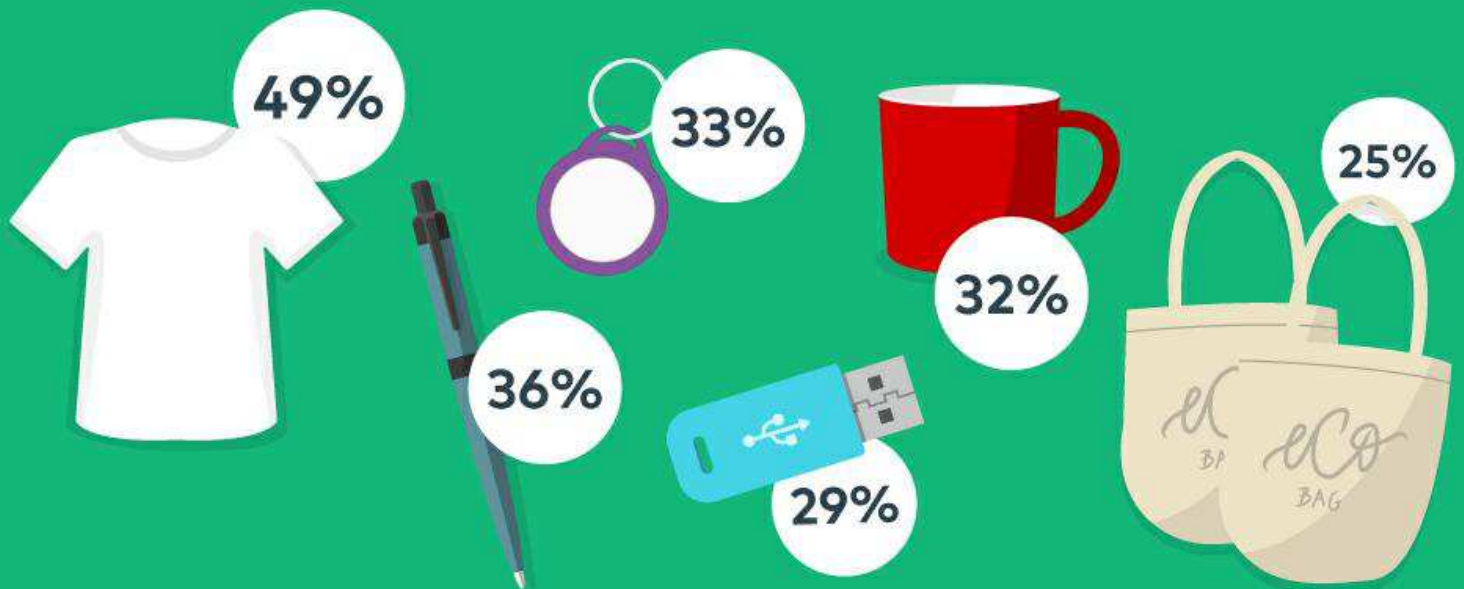
the first thing
3 in 10
notice when they
see a product is the
logo

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



Branded promotional materials and merchandise

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



Top 30 most recognizable brand logos

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

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

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

Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Product Performance	1

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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

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Company Info

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

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

Key Attributes of Reputation

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

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Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	4
Previous Industry Ranking	5
Previous Top 50 Ranking	1
Website	http://www.apple.com
Overall Score	78

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

Key Attributes of Reputation

Innovation	78
People Management	78
Use of Corporate Assets	78
Social Responsibility	78
Quality of Management	78
Financial Soundness	78
Long-Term Investment Value	78
Quality of Products/Services	78
Global Competitiveness	78

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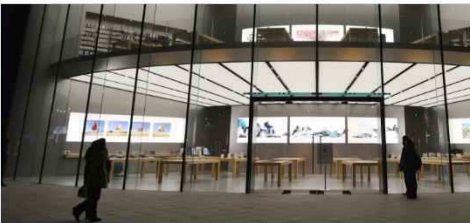
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Industry	Computers
Industry Rank	1
Previous Industry Rank	1
Overall Score	8.6
Location	Cupertino, Calif.
Website	http://www.apple.com
Fortune 500 Rank	5
Fortune 500 Profile	http://fortune.com/fortune500/apple-5
Global 500 Rank	15
Global 500 Profile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

Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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

Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
Long-Term Investment Value	1
Quality of Products/Services	1
Global Competitiveness	1

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Billionaire bo
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Not Ignore If
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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.

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Nine Key Attributes of Reputation

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

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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
Entrepreneur

The Ledger
Venture
Finance
Finance &

Health
International
Leadership
Lifestyle

Retail
Sports
Technology
Technology

Photography
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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

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competitive intelligence?

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Nine Key Attributes of Reputation

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1

Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

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Wealthy Retirement



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

NerdWallet



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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

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COURTESY: APPLE

1

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

(Previous rank: 1)

Overall score: 8.24**Ticker:** [AAPL](#)**Why it's admired:**

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. *â€”iOA*

Headquarters:

Cupertino, CA

Website: www.apple.com

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

[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\(s\)](#)

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Readers' choice

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



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

How we pick the Most Admired

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

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

From the March 19, 2012 issue

* A tie in the rankings.

WORLD'S MOST ADMIRED COMPANIES

2011 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

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MOST ADMIRED

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

(Previous rank: 1)

Overall score: 8.16

Why it's admired

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

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

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

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



COURTESY: APPLE

Find companies you most admire

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

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

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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)

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Select Country(s)

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[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

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...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

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Nine key attributes of reputation

Industry rank

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

Industry: **Computers**

Most Admired

Rank	Company	Overall score
1	Xerox	7.28
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



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

Apps that help you put the power of technology to work. In and out of class.

We've developed tools to help you guide how your students use devices and apps in the classroom, and give you valuable insight into each student's progress as they work with them. So you can focus on what's most important: teaching.



The Classroom app is a versatile teaching assistant that puts Teachers in charge of every iPad and Mac in the classroom, so they can keep students on track.



The Schoolwork app lets you easily assign anything from worksheets to activities in educational apps, follow students' progress, and collaborate with them in real time.



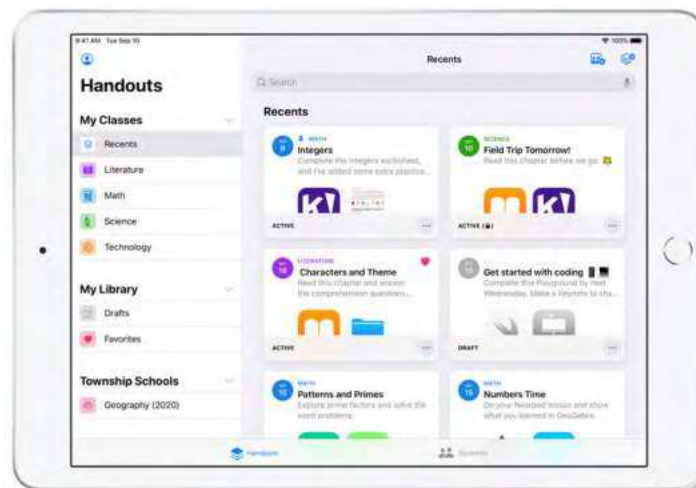
Schoolwork

A home base for you and your students.

The best way to learn is by doing and making. The Schoolwork app helps you and your students more effectively use the creative power of iPad. You can easily distribute and collect assignments, keep an eye on student progress in educational apps, and collaborate one on one with students from anywhere, in real time. It's easy for students to use, too. Assignments automatically appear on their iPad, organized by due date and class. And Schoolwork helps you keep track of how everyone in class is doing — so you can tailor your teaching to the needs of each of your students.

[Download the Schoolwork Getting Started Guide for teachers \(PDF\)](#)

- ✓ Easily share content with students
- ✓ Leverage the power of apps
- ✓ View students' progress across all their work
- ✓ Tailor instruction to student needs
- ✓ Collaborate and provide instant feedback



Easily send out anything from announcements to assignments with Handouts.

Handouts are as easy to create and send as an email, and flexible enough to contain almost anything: web links, PDFs, documents, and even links to activities in apps. You can use them for announcements, reminders, or assignments. And your students can view Handouts across all their classes to keep track of everything they need to complete.

announcements to assignments with Handouts.

Some, however, use them for announcements, reminders, or assignments. And your students can view Handouts across all their classes to keep track of everything they need to complete.



Assign an entire class — or an individual student — a Handout. Enter the recipient, date, description, and activity, and choose the optional request for return if you want the student to hand something in.

Tap into the power of educational apps.

Some of the most useful educational materials are found within apps. But students, especially younger ones, often have a hard time finding those materials. Schoolwork makes it as easy as possible to direct students to the right place in the right app. First you can browse popular apps like Tynker, Duolingo, and GeoGebra to find content that fits your curriculum. Then you can select a specific app activity to share with students on a Handout. When students get the Handout with the activity you've chosen, they can go right to the activity with a single tap. It's all made possible by a new developer framework called ClassKit. Many top educational apps are using ClassKit already, with even more on the way.

[View a collection of apps supporting Schoolwork](#)

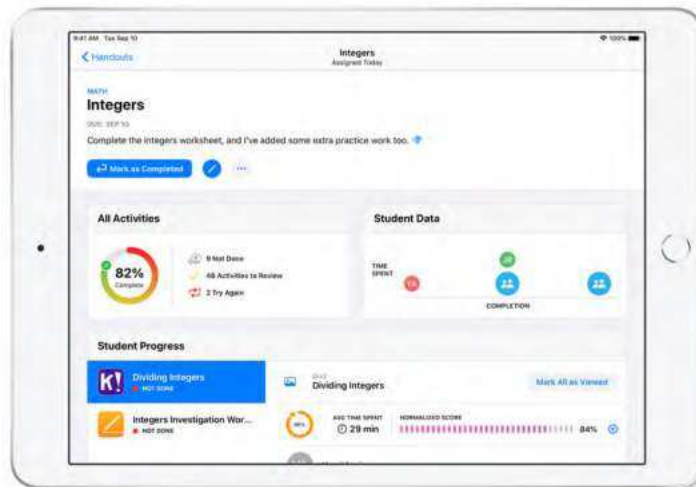




Tap to add an app activity, and you'll get a list of all your available apps, highlighting those that support student progress.

Know how every student is doing at a glance.

Schoolwork and the apps built to support it provide insight that's never been possible before. When your school enables the student progress feature, you'll get a snapshot of each student's overall class performance, be able to check on students' app activities, and see how far they've gotten on assignments. It allows you to tailor your teaching to each of your students — whether they need an extra challenge or extra help. And because Apple cares deeply about privacy, this information is just between you and your students. We don't look at it or use the information. Ever.



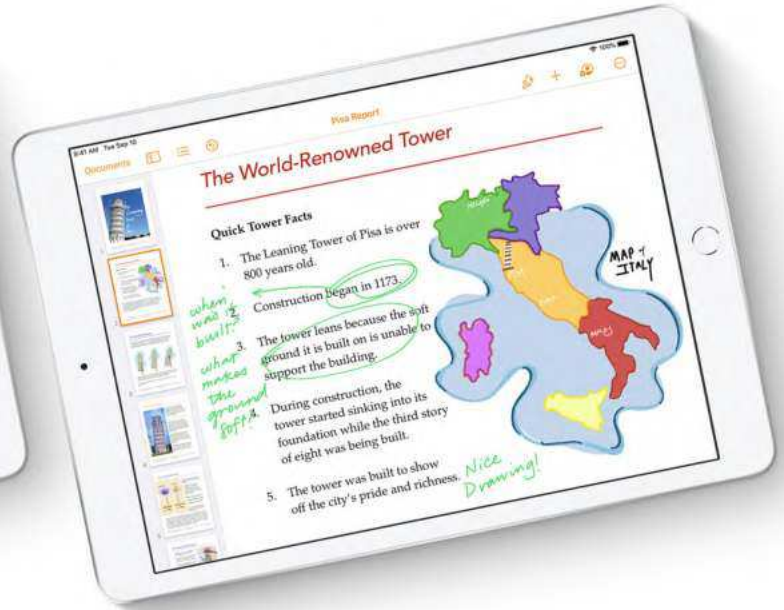
See how all of your students are doing across the Handouts you've assigned.

Work in real time

When you use Pages, Numbers, or Keynote in Schoolwork, it takes just a few taps to collaborate.

Work in real time
together, even when
you're not together.

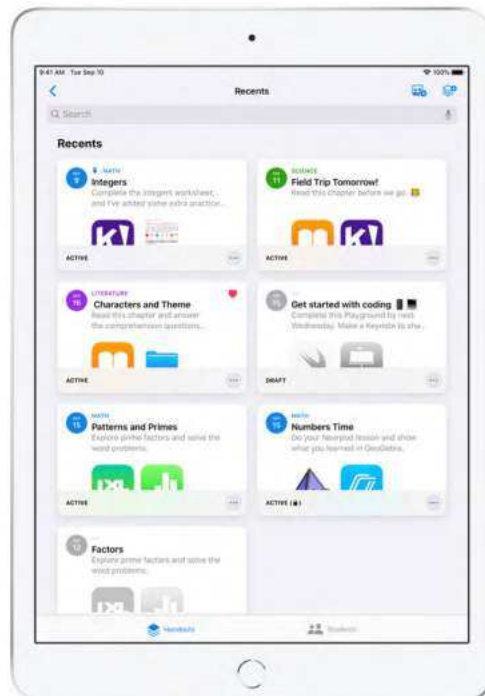
When you use Pages, Numbers, or Keynote in Schoolwork, it takes just a few taps to collaborate with your students on their assignments and add written or verbal feedback directly to their documents — at any time, from anywhere. You can even use Apple Pencil on iPad to mark up Pages documents as easily as you do on paper.



Once IT gets you set
up, you're all set.

Schoolwork will be set up for you by your IT department using Apple School Manager. They'll take care of keeping your class lists up to date as students move in and out of your class. If enabled by your IT department in Apple School Manager, you can now also create and manage your own classes.

[Get set up for Schoolwork \(PDF\)](#)





Classroom

Keep your class fun and engaged. And focused.

The Classroom app turns your iPad — and now your Mac — into a powerful teaching assistant. It puts you in the driver's seat of every iPad and Mac in class, so you can guide students through lessons and keep them focused on the task at hand. Classroom also makes it easy to share information — send and receive files with the entire class and individual students using AirDrop, or show student work on the big screen.

[View the Classroom User Guide for iPad >](#)

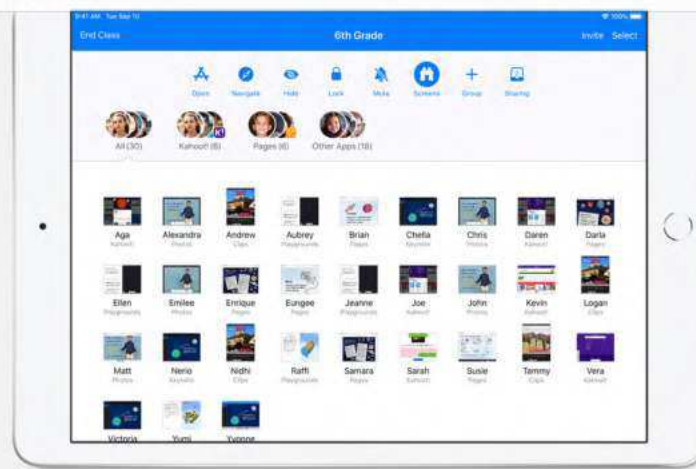
[View the Classroom User Guide for Mac >](#)



Make sure everyone is on task. And on the right screen.

View any student's screen on your iPad or Mac. Classroom allows you to see every student's screen at the same time and navigate individual students or the entire class to a web page, book, or app. You can also lock students into a single iPad app or mute audio on student devices, so students stay focused.





Teachers love the Classroom app



Show student work on the big screen.



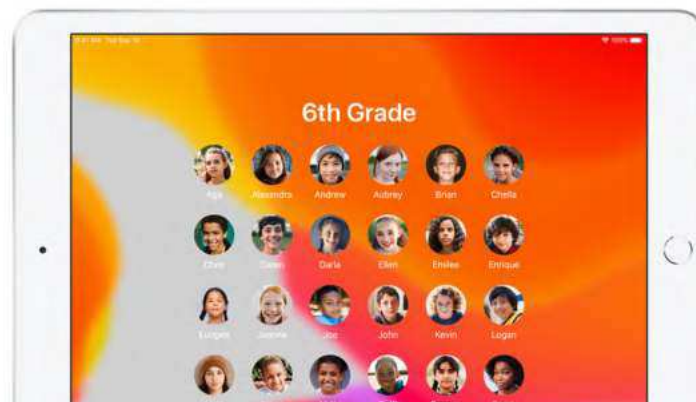
See what students are working on.



Save time and focus on teaching.

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

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





Privacy is built into everything we make.

Teachers see all of the wonderful things created by their students. We don't. All Apple products are built with an integrated approach to privacy and security — providing schools with devices, apps, and services that keep student work and personal information secure. And with Managed Apple IDs, the school controls student information and can choose to enable or disable apps and services such as iMessage, FaceTime, or student progress reporting with the Schoolwork app.

Apple has received ISO 27001 and 27018 Certifications for implementing an Information Security Management System with measures for protecting PII in public cloud environments. We also meet the requirements of the new EU GDPR framework. In addition, Apple has signed the [Student Privacy Pledge](#), further underscoring our commitment to protecting the information of students, parents, and teachers shared in our schools.

[Privacy and Security for Apple Products in Education >](#)

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

[Privacy Overview for Parents \(PDF\)](#)

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Technology designed to be as limitless as a child's imagination.

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More for Teachers

Inspiration to help you inspire.

[Learn more about Teacher Resources >](#)

K-12 Education Teaching Tools				
Shop and Learn Mac iPad iPhone Watch TV Music AirPods HomePod iPod touch Accessories Gift Cards	Services Apple Music Apple News+ Apple TV+ Apple Arcade Apple Books Apple Card iCloud Account Manage Your Apple ID 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
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Create engaging learning experiences for students at home. [Learn more >](#)

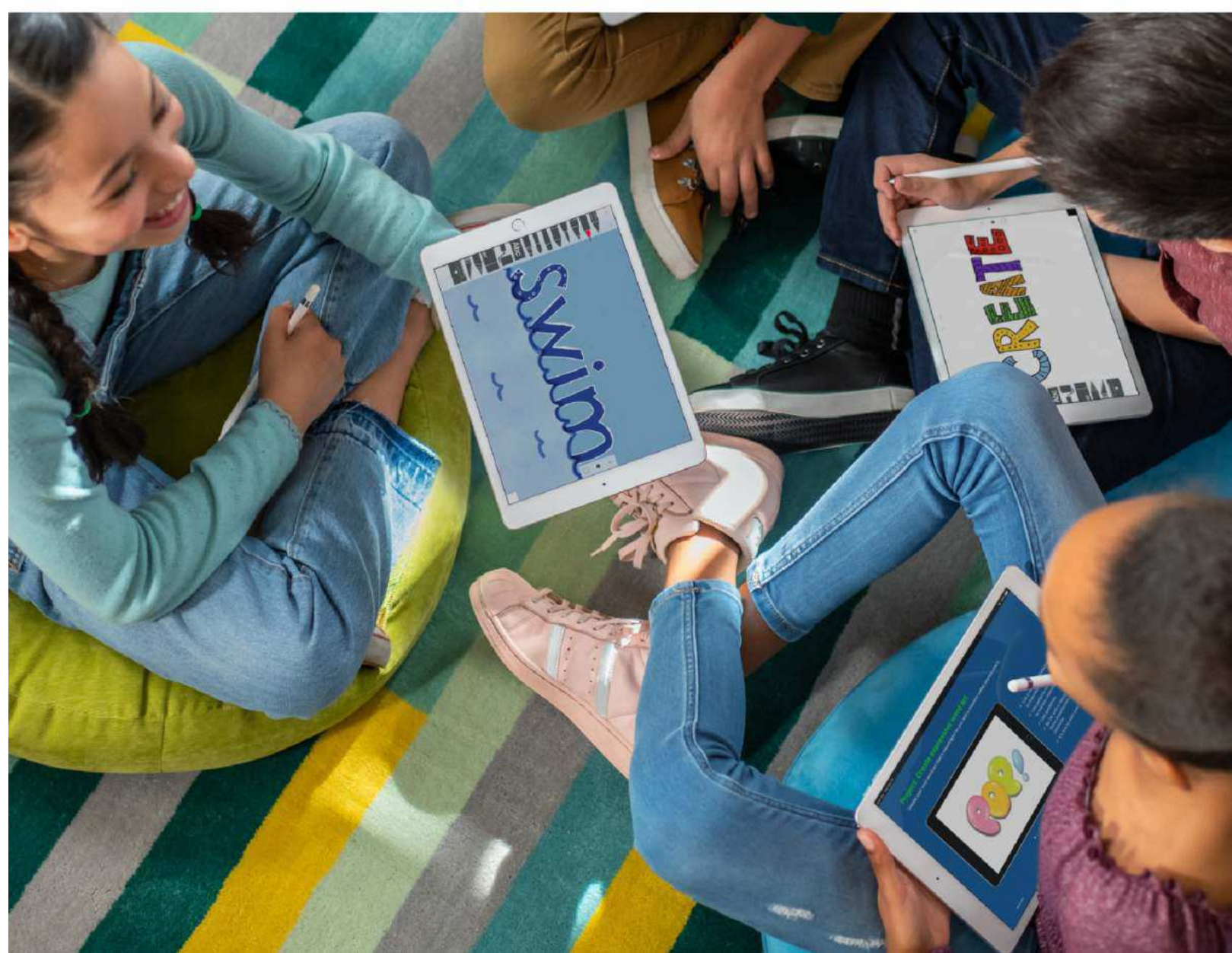
Ignite the creativity in every student.

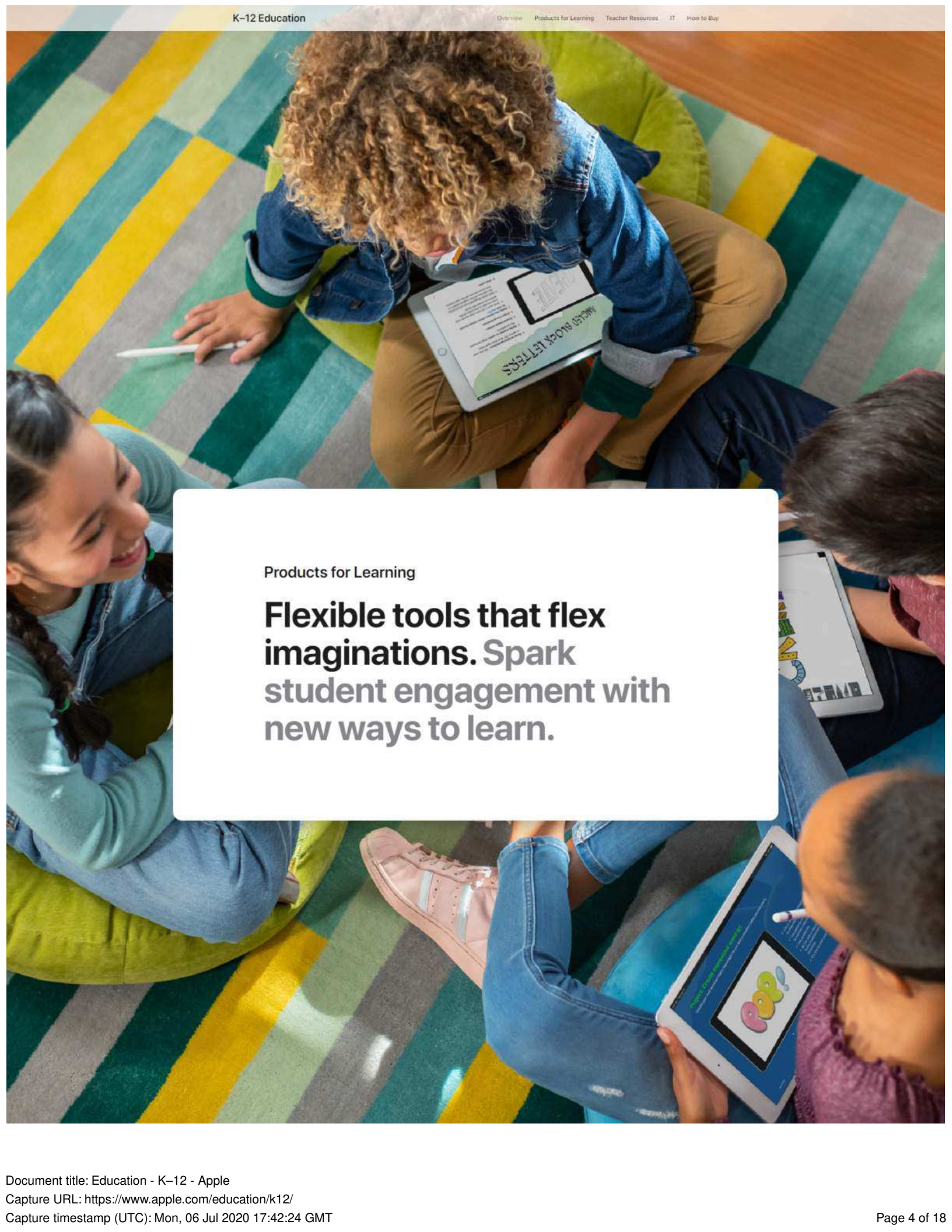




Every child is born full of creativity. Nurturing it is one of the most important things educators do. Creativity makes your students better communicators and problem solvers. It prepares them to thrive in today's world — and to shape tomorrow's. Apple is constantly creating resources to help educators do just that. Not only powerful products, but also tools, inspiration, and curricula to create magical learning experiences and make every moment of screen time worth it.

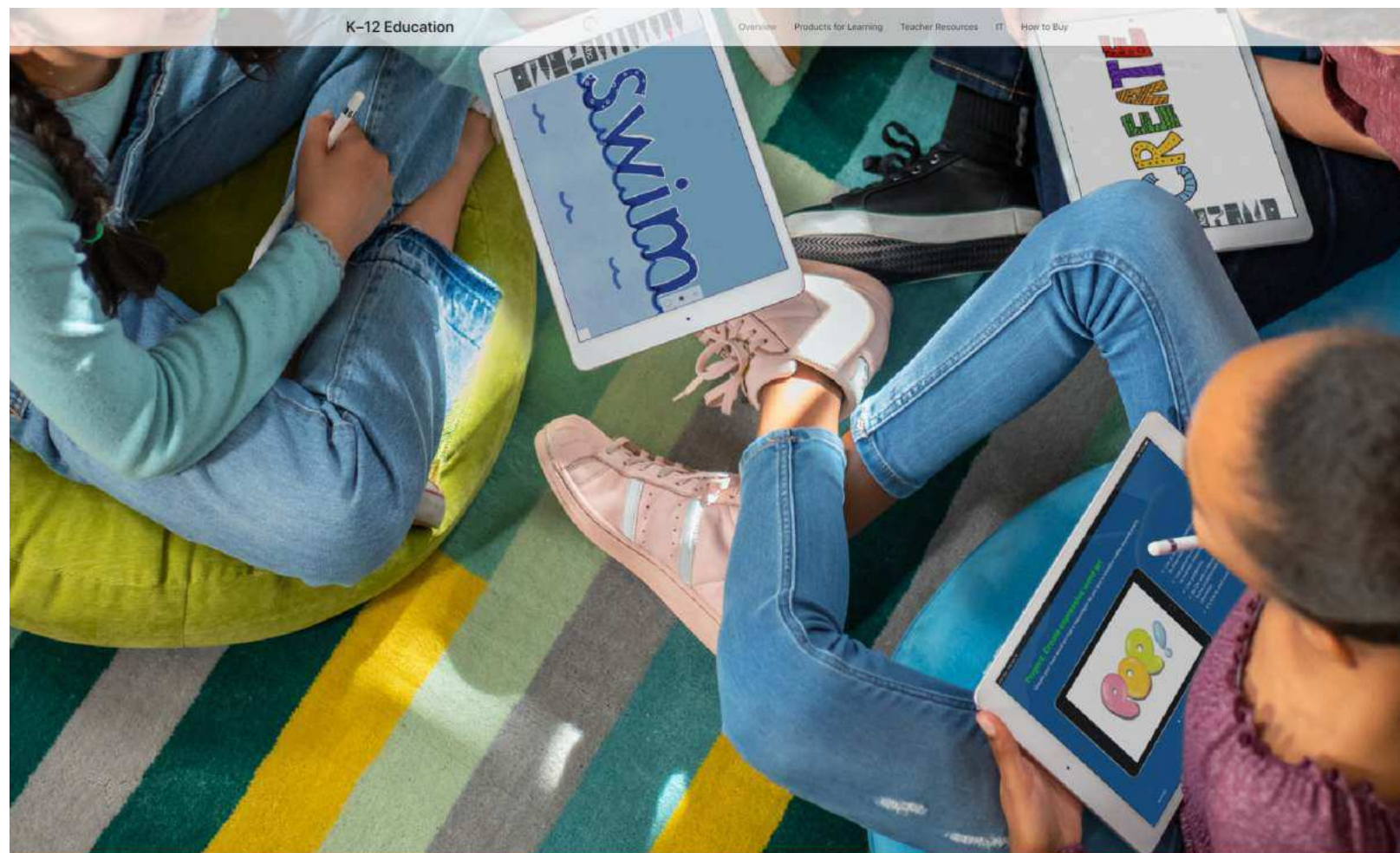
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A high-angle photograph of three students sitting on a colorful, striped rug. A student with curly hair in the center is looking at an iPad displaying a document titled 'WILSON BLOCK LETTERS'. To the left, a girl with pigtails is smiling and looking towards the center. To the right, another student is partially visible, also looking at an iPad. The scene is brightly lit, suggesting a classroom or library setting.

Products for Learning

**Flexible tools that flex
imagination. Spark
student engagement with
new ways to learn.**



iPad and Mac

Apple products give students complete freedom of

iPad and Mac

Apple products give students complete freedom of expression. iPad is so intuitive, anyone can instantly take an idea and run with it. Mac provides the power to pursue the most ambitious projects. Students can even start creating on iPad, then pick up where they left off on Mac. And with all-day battery life, iPad and Mac keep going long after the last class is over.

[Learn more about Products for Learning >](#)

Bring any project to life. Any way you want.

iPad and Mac have versatile built-in apps like Pages to transform assignments, GarageBand to make homework sing, and iMovie to put on a show. And the Swift Playgrounds app helps students learn the fundamentals of how to code.



Pages



Numbers



Keynote



Swift Playgrounds



iMovie



GarageBand



Teaching Tools

Simplify the day-to-day tasks of teaching with apps designed to make the classroom more flexible, collaborative, and personalized for each student.

[Learn more about Teaching Tools >](#)



Augmented Reality

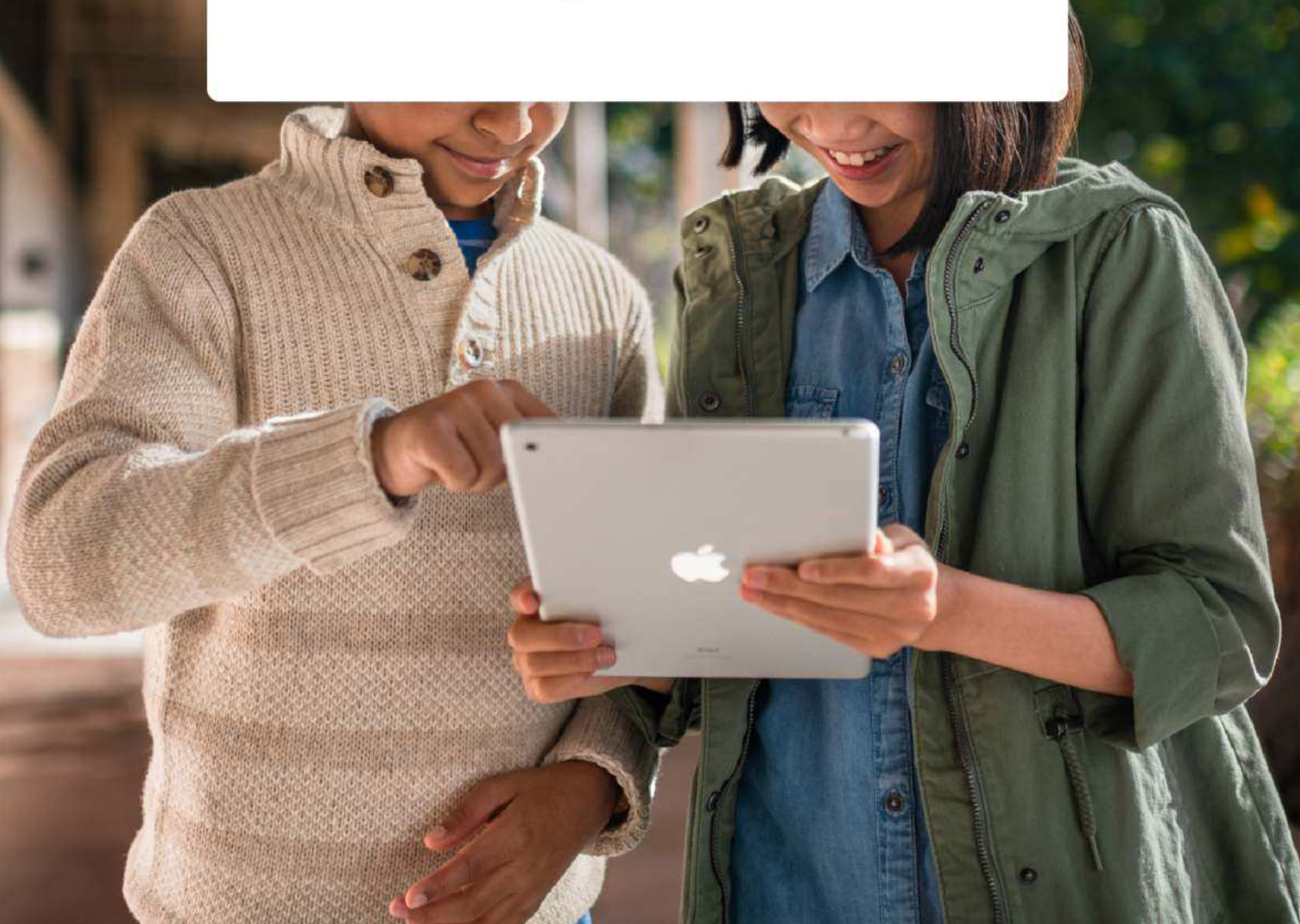
Turn the classroom into the cosmos or bring history into the present. Augmented reality apps on iPad bring digital objects into the real world to spark curiosity and enhance understanding.

[Explore lessons with Augmented Reality on iPad \(PDF\)](#)



Curricula

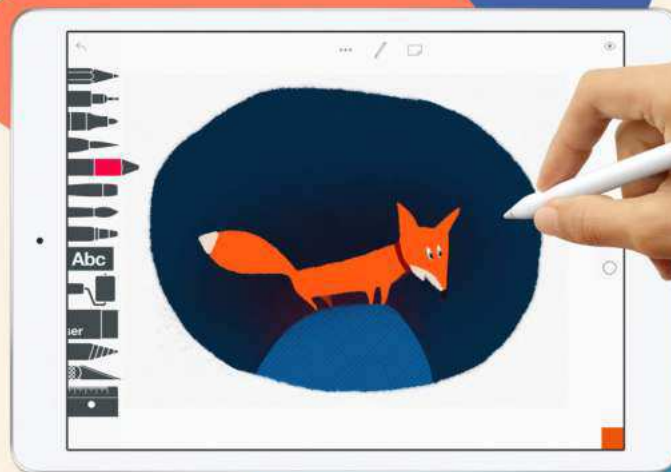
**Different ways to learn
the core subjects. Help
students think,
experiment, and learn
through creativity
and coding.**



Everyone Can Create

Dive into project guides that integrate creativity in every subject through drawing, photography, music, and video.

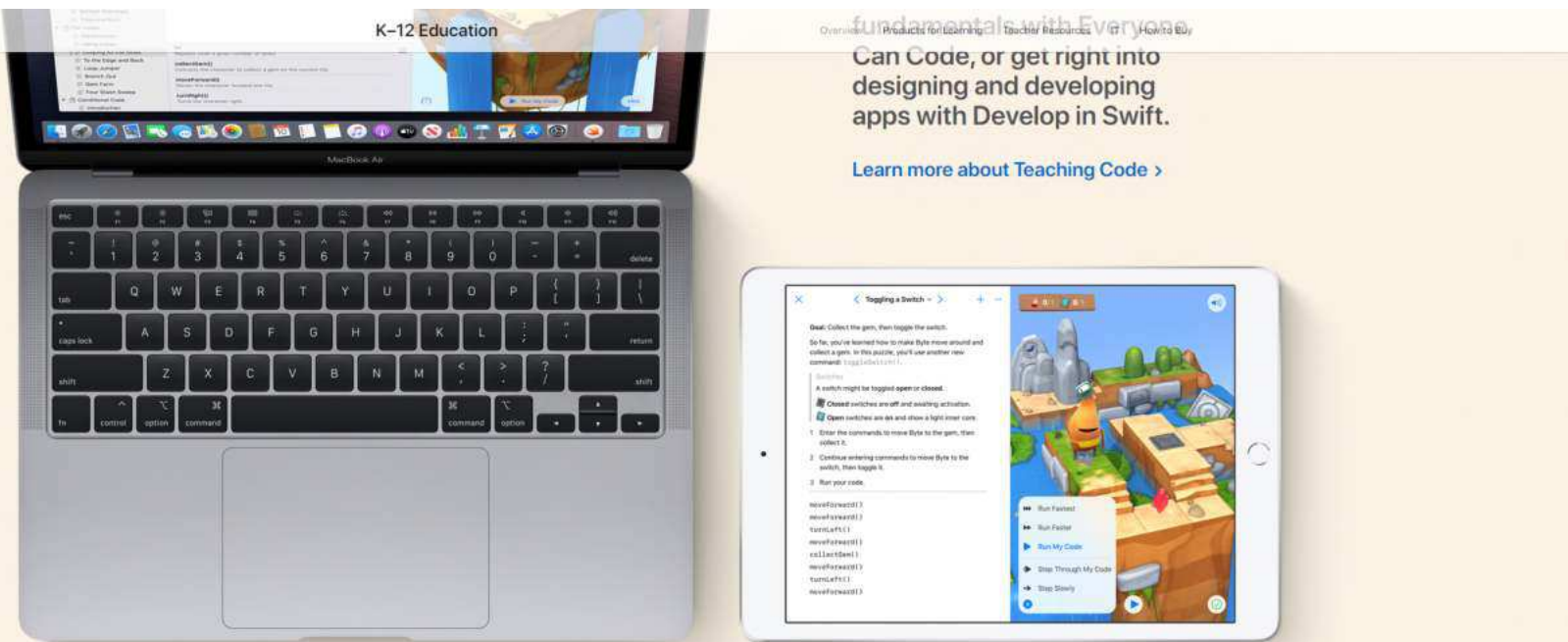
[Learn more about Everyone Can Create >](#)

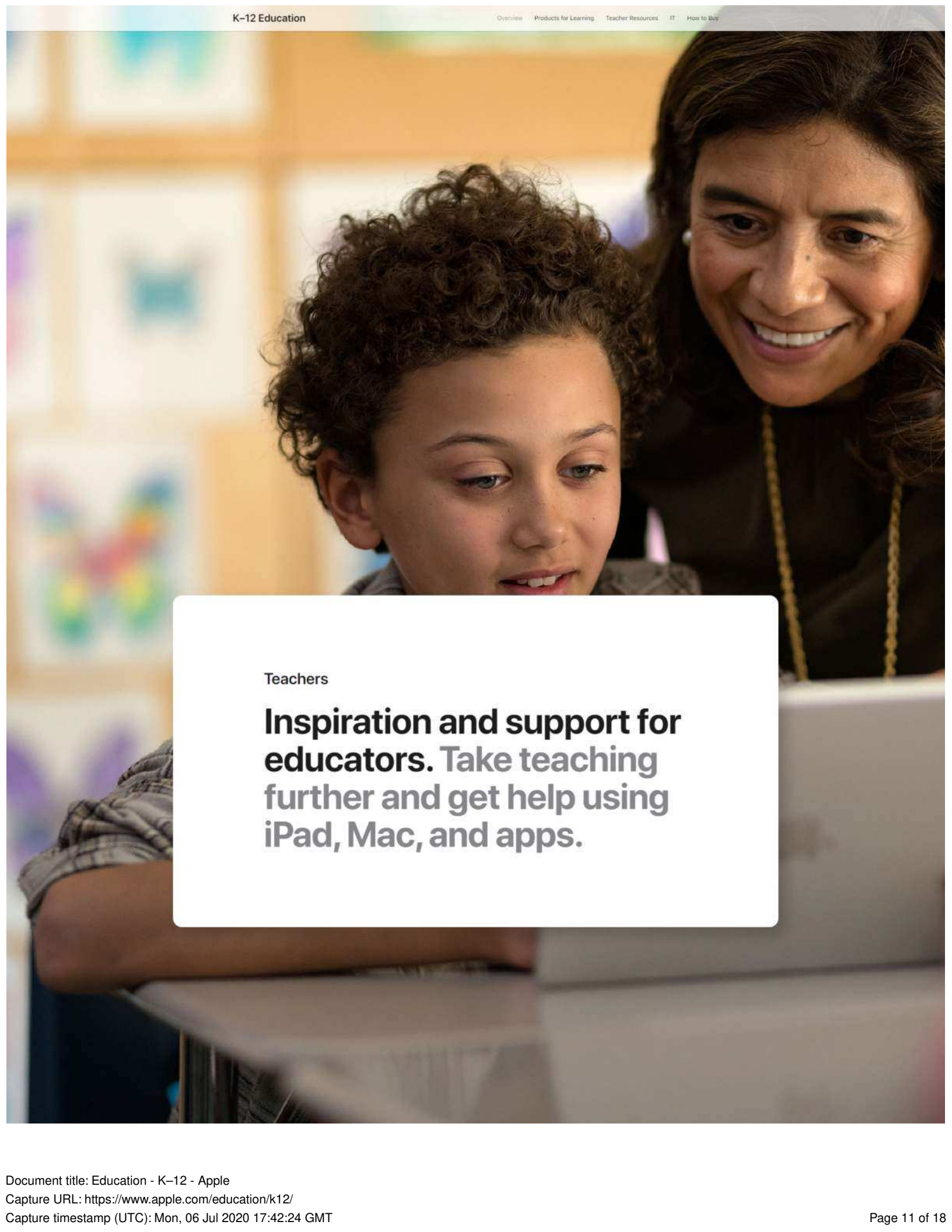


Teaching Code

Get curricula to teach the fundamentals with Everyone Can Code, or get right into designing and developing apps with Develop in Swift.





A photograph of a female teacher with dark hair and a gold chain necklace, smiling as she looks at a laptop screen. A young student with curly brown hair is also looking at the screen. The background is a blurred classroom with colorful posters on the wall.

Teachers

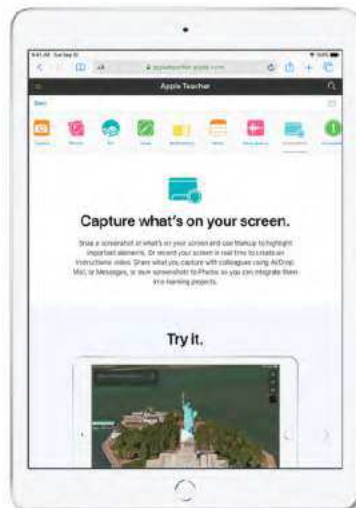
Inspiration and support for educators. Take teaching further and get help using iPad, Mac, and apps.

Everything Apple makes for teachers. All in one place.

Find the latest resources designed
by Apple to help teachers use
technology and inspire creativity
in the classroom.

[Learn more about Teacher Resources >](#)





Learn skills. Earn recognition.

Sign up for Apple Teacher, a free, self-paced professional learning program for educators. Build skills on iPad and Mac that directly apply to teaching, earn recognition for the new things you learn, and be rewarded for great work.

[Learn more about Apple Teacher >](#)

Follow us on Twitter @AppleEDU and join the conversation #AppleEDUchat to get a peek at some of the great things other educators are doing around the world.



IT and Deployment

Support to get up and running quickly. Find out how to set up and integrate Apple products into your school.



Integrate and customize easily.

iPad and Mac are easy to set up, maintain, and use. The Education Deployment Guide will walk you through every step of setup. Apple School Manager streamlines device management. And with thousands of powerful apps designed for teaching and learning, you can build a personalized learning experience for every student.

[Learn more about IT and Deployment >](#)

Leaders

Lead the way for creativity.
Explore resources designed
by Apple educators to help



by Apple educators to help school leaders bring creativity into the heart of learning.



Books for Leaders

Our leadership series has strategies and practical tools to help you build a culture of innovation at your school.

[Elements of Leadership >](#)

[Elements of Learning >](#)

[Innovation in Schools >](#)

[Research for Educators >](#)



Apple Distinguished Schools

See how the most innovative schools around the world are using technology to expand what's possible for learning, create new opportunities for teaching, and establish a dynamic environment that inspires both.

[Learn more about Apple Distinguished Schools >](#)



Apple Professional Learning Specialists

Bring APL Specialists to your school for extra support. They coach and mentor your educators in using technology to engage students in deeper learning.

[Learn more about Apple Professional Learning Specialists >](#)

The Impact of Creativity

When schools place creativity at the center of learning, students thrive. Browse the research that shows how Apple technology helps teachers teach and students learn.

Students in creative classrooms

Schools with iPad show increases in

Apple Professional Learning

Students in creative classrooms show increases in critical skills.

[Read the Creativity in Learning 2019 Gallup report »](#)

Schools with iPad show increases in literacy, math, and science scores.

[Read iPad in Education Results \(PDF\)](#)

Apple Professional Learning resources help educators make the most of the school's technology investment.

[Read SRI Education's research on the Apple and ConnectED Initiative »](#)

Apple Values

Apple products are designed to empower every student.
Find out how Apple keeps personal information private, adapts to the different ways students learn, and protects the planet.



Privacy

Every Apple product is built from the ground up to protect privacy. Including products built for education, like Apple School Manager, Schoolwork, and Managed Apple IDs. We don't create user profiles, we don't sell personal information, and we don't share information with third parties to use for marketing or advertising.

[Learn more about Privacy for Apple >](#)

[Learn more about Privacy for Apple in Education »](#)



Accessibility

Apple products are designed with accessibility features built in, enabling all people to learn and



Environment

Every Apple product is designed to reduce our impact on the planet without compromising

Accessibility

Apple products are designed with accessibility features built in, enabling all people to learn and create in the ways that work best for them. Because technology is most powerful when it empowers everyone.

[Learn more about Accessibility >](#)

Environment

Every Apple product is designed to reduce our impact on the planet without compromising performance or strength. So we can leave the world better than we found it.

[Learn more about Apple's commitment to sustainability >](#)

Spotlight

Resources that help enable learning anytime, anywhere.

Discover a collection of apps, curriculum, and resources for IT, teachers, students, and parents that bring engaging learning experiences to any environment.

[Explore resources >](#)

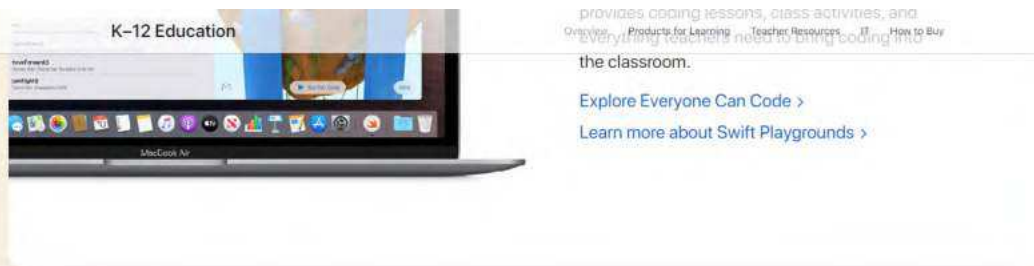


All the magic of Swift Playgrounds. Now on Mac.

Learning serious code is seriously fun with the Swift Playgrounds app. And the newly redesigned Everyone Can Code curriculum provides coding lessons, class activities, and everything teachers need to bring coding into the classroom.

[Explore Everyone Can Code >](#)

[Learn more about Swift Playgrounds >](#)



How to Buy



**Find the right solution
for your school.**

[Learn more >](#)

**Get special pricing on personal
purchases for educators.**

[Save on Mac and iPad >](#)

<div> K-12 Education </div>				
Shop and Learn Mac iPad iPhone Watch TV Music AirPods HomePod iPod touch Accessories Gift Cards	Services Apple Music Apple News+ Apple TV+ Apple Arcade Apple Books Apple Card iCloud Account Manage Your Apple ID 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
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EXHIBIT 9

Apple and ConnectED

Giving products, support, and opportunities to schools that need them most.

Apple has been part of the ConnectED initiative since 2014, pledging \$100 million of teaching and learning solutions to 114 underserved schools across the country. We've donated an iPad to every student, a Mac and iPad to every teacher, and an Apple TV to every classroom. And we've implemented a process that provides planning, professional learning, and ongoing guidance so every school can experience the transformational power of technology.

[Learn more about the impact of the initiative in SRI Education's research report](#) ↗

Jacobi, Student
Salida del Sol Elementary School

Establishing Goals

"We all met to come up with our vision, mission statement, goals, and challenges."

Every school faces unique challenges. That's why we meet with administrators from each Apple ConnectED school to craft a vision for the role of technology in their classrooms. As part of this planning, we work with school leadership to form a core group of individuals responsible for defining clear and measurable goals.

At Berkley Campostella Early Childhood Education Center in Norfolk, Virginia, Principal Dr. Doreatha White leads her faculty



vision for the role of technology in their classrooms. As part of this planning, we work with school leadership to form a core group of individuals responsible for defining clear and measurable goals.

At Berkley Campostella Early Childhood Education Center in Norfolk, Virginia, Principal Dr. Doreatha White leads her faculty with a powerful vision — that children are capable of anything if you give them the right tools. “Our motto is: College begins in prekindergarten,” she says. “We have to guide a student’s whole thinking toward being successful beyond pre-K. But to truly start closing the digital divide, we have to get our parents and the community to believe in what we’re doing as well.”

With that challenge in mind, Dr. White created a community outreach program to help parents understand the transformative power of technology in learning. And one of her first goals was to get 100 percent of the students’ parents to attend How to Use iPad with Your Child workshops, which she achieved with surprising ease. “In the community’s eyes, it was a big thing. We could demonstrate how this would benefit their children and prepare them for lifelong learning. That not only are they doing ABCs and 123s, they’re also learning how to analyze and synthesize instruction. And now they’re excited about learning, which they’ll remember going into kindergarten and beyond.”

Learn more about Berkley Campostella Early Childhood Center’s journey with ConnectED in a free book written by Principal Dr. Doreatha White.

[View on iBooks ↗](#)

Dr. Doreatha White, Principal
Berkley Campostella Early Childhood Education Center

Building Infrastructure

“If you can understand the system, you can maintain it.”

Many Apple ConnectED schools do not have a strong network or a dedicated technology department. So before any products are delivered, Apple Project Engineers conduct a full survey of the school’s existing wireless infrastructure and help install or upgrade a network.

In the remote village of Nanwalek, Alaska, the K–12 school was making plans to improve its slow, satellite-provided Internet connection. Our engineers consulted with district officials to ensure that the school’s wireless infrastructure would not only be fast, but would also be ready to support the arrival of over 100 new Apple products. In addition to working with the district’s offsite IT team, Apple Project Managers needed to find someone local to handle day-to-day management of the network. *Tamara Cooper, an aide and parent in the village,*

760,320

feet of Internet cable
have been installed in
Apple ConnectED schools

95

Apple ConnectED schools
have received upgrades
to their wireless networks
since 2014

connection. Our engineers consulted with district officials to ensure that the school's wireless infrastructure would not only be fast, but would also be ready to support the arrival of over 100 new Apple products. In addition to working with the district's offsite IT team, Apple Project Managers needed to find someone local to handle day-to-day management of the devices. Tommy Evans, an aide and parent in the village, volunteered for the role. "They showed us where a signal goes and how to tailor equipment around students' needs," he says. "When things were put in place, it took off like a rocket."

The new wireless infrastructure has profoundly affected the school, especially students like Evans's daughter, Tessie, who is hearing impaired. "Because we're so isolated, she felt like she was the only one who is deaf." But soon, Tessie was using FaceTime and other iPad apps to communicate with students and mentors all over the world.

Learn more about how access to technology connected Nanwalek students to the world beyond their shores in a free book written by Principal Nancy Kleine.

[View on iBooks](#)

95

Apple ConnectED schools have received upgrades to their wireless networks since 2014



Tommy Evans, Aide
Nanwalek School

Preparing Teachers

"I've had to slow down because I get so excited about all you can do."

To help every teacher become comfortable with new technology, the Apple Education team provides a series of workshops designed specifically for educators. We start by helping them integrate iPad, Mac, and Apple TV into their curriculum and lessons, then show them how to create original and engaging books, presentations, and other learning materials.

"Apple made sure not to overwhelm us," says Kirt Gordon, a third-grade teacher at Salida del Sol Elementary School in Yuma, Arizona. "We could approach each session in small

4,400+

teachers are using iPad in Apple ConnectED schools

curriculum and lessons, then show them how to create original and engaging books, presentations, and other learning materials.

"Apple made sure not to overwhelm us," says Kirt Gordon, a third-grade teacher at Salida del Sol Elementary School in Yuma, Arizona. "We could approach each session in small segments, enabling those of us who were further along to advance on our own."

Inspired by his professional learning workshops and the agricultural community that surrounds the school, Gordon teaches a lesson about the Archimedes screw, an irrigation device invented in ancient Greece. Using animated simulations in apps, the lesson enables students to rotate iPad for a 3D look at how the machine works so they can create models of their own.

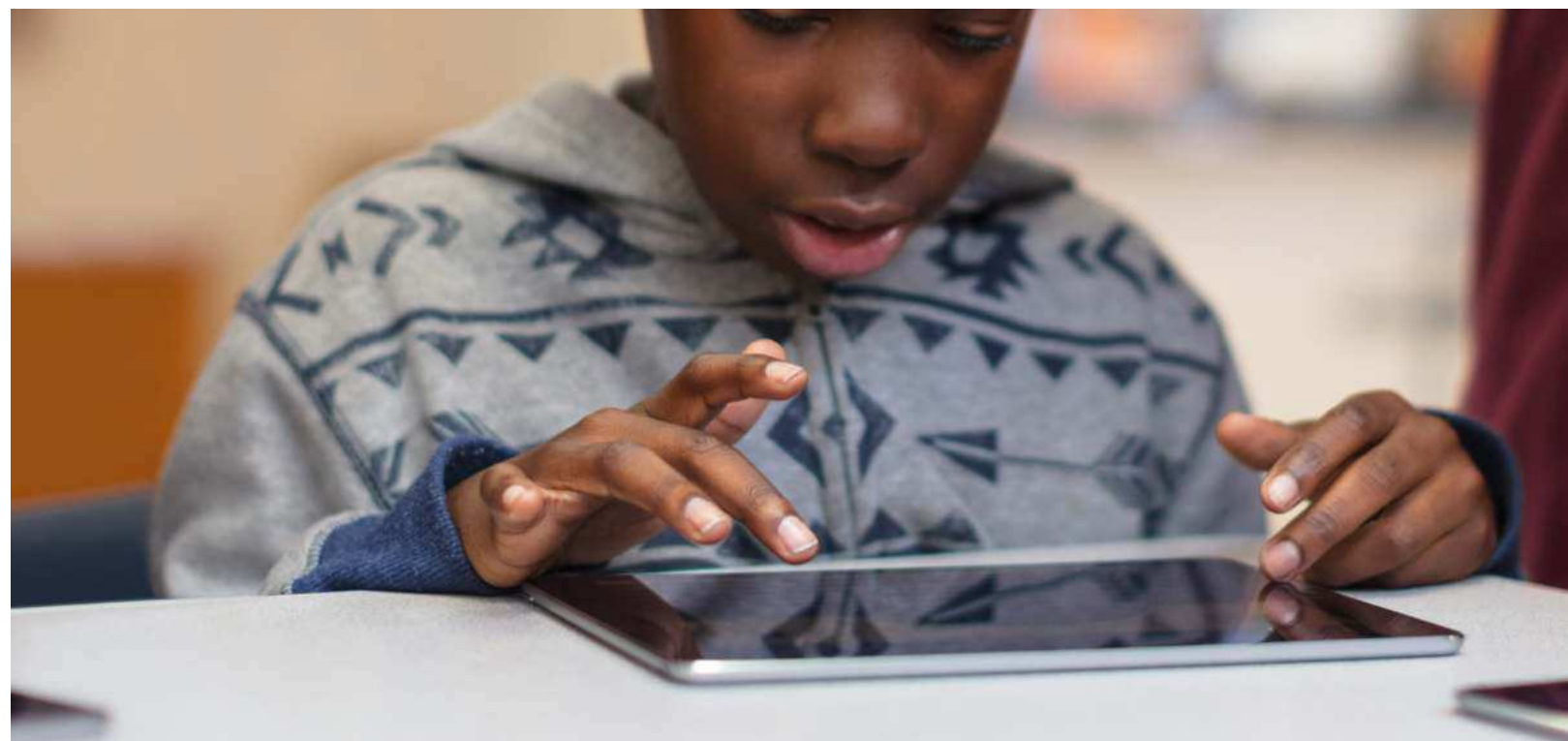
In 2017, Gordon became part of the Apple Distinguished Educators (ADE) program, which celebrates pioneers of classroom technology. He is one of 13 ConnectED teachers to join the global ADE community.

[Learn more about Apple Distinguished Educators >](#)

teachers are using iPad in
Apple ConnectED schools

Kirt Gordon, Teacher
Salida del Sol Elementary School





Delivering Devices to Students

**"When something's on iPad,
it's automatically fun."**

With a strong infrastructure and inspired teachers, schools are ready to put an iPad into each student's hands.

All over the country, students at Apple ConnectED schools are using iPad to learn in ways they never could have imagined. Daveon was a ninth-grader at Riverview Gardens High School in St. Louis, Missouri, when he used iMovie on his new iPad to direct a documentary about the misconceptions surrounding his school and community, narrated by teachers and fellow students. Creating the film gave Daveon a way to share his perspective publicly. "It was like I stepped into a new reality," he said.

In Mr. Nunez's Language Arts class in Yuma, Arizona, students are learning about rhyme and meter by directing and recording screenplays using GarageBand. Tyrell, who was a sixth-grader at Westview Middle School in St. Louis, created a multimedia presentation in Keynote about the Bahamas after he used Flyover in Maps to take a tour of the islands. And in Nanwalek, Alaska, a student named Severan discovered how important math is in pursuing his dream of being a pilot. He used apps like iXL and Notes to learn about angles and multiplication tables, concepts he planned to put into action flying supplies and people to his village.

Leonida, Student
Walton Middle School

55,000+

students are learning with iPad in
Apple ConnectED schools



[See how students are learning with iPad.](#)

Providing Ongoing Support

**"It's not just 'Here are the
devices, figure out how to
use them.' We're learning
how to do it for life."**

"It's not just 'Here are the devices, figure out how to use them.' We're learning how to do it for life."

After each student receives an iPad, we continue building relationships with the schools. Apple Professional Learning Specialists, many of whom are former teachers and maintain teaching certificates, provide administrators, teachers, and students with tailored, onsite support and guidance to help them reach their goals. We also support teachers with online classroom workshops taught by Apple Distinguished Educators and Apple Retail team members. And with Apple Teacher, educators have a free, self-paced learning program to build skills on iPad and Mac.

At Westview Middle School in St. Louis, Missouri, eighth-grade teacher Brandon Small's relationship with his Apple Professional Learning Specialist continues to evolve. At first, his APL Specialist was a resource for questions about his new technology. "It was nice sitting down with an expert on Keynote and Pages to learn everything about them," he remembers. "It gave us something we could use right away in the classroom."

Now Small looks to his APL Specialist for ideas to enhance his lessons and his students' learning. Through a series of workshops, he's discovering how other apps can help him incorporate interactive games, graphs, and films into his classes. "They're giving us support and we're learning. It's not a one-time thing," says Small. "The learning keeps getting better."

[Learn more about Apple Teacher >](#)

2,190

days of Apple Professional Learning have been delivered to Connected schools since 2014

Brandon Small, Teacher
Westview Middle School

[Learn more about Apple Teacher >](#)

Brandon Small, Teacher
Westview Middle School

Apple and ConnectED Partner Schools

[View the full list of schools >](#)

Connected

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AirPods
HomePod
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Accessories
Gift Cards

Services

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

Account

Manage Your Apple ID
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

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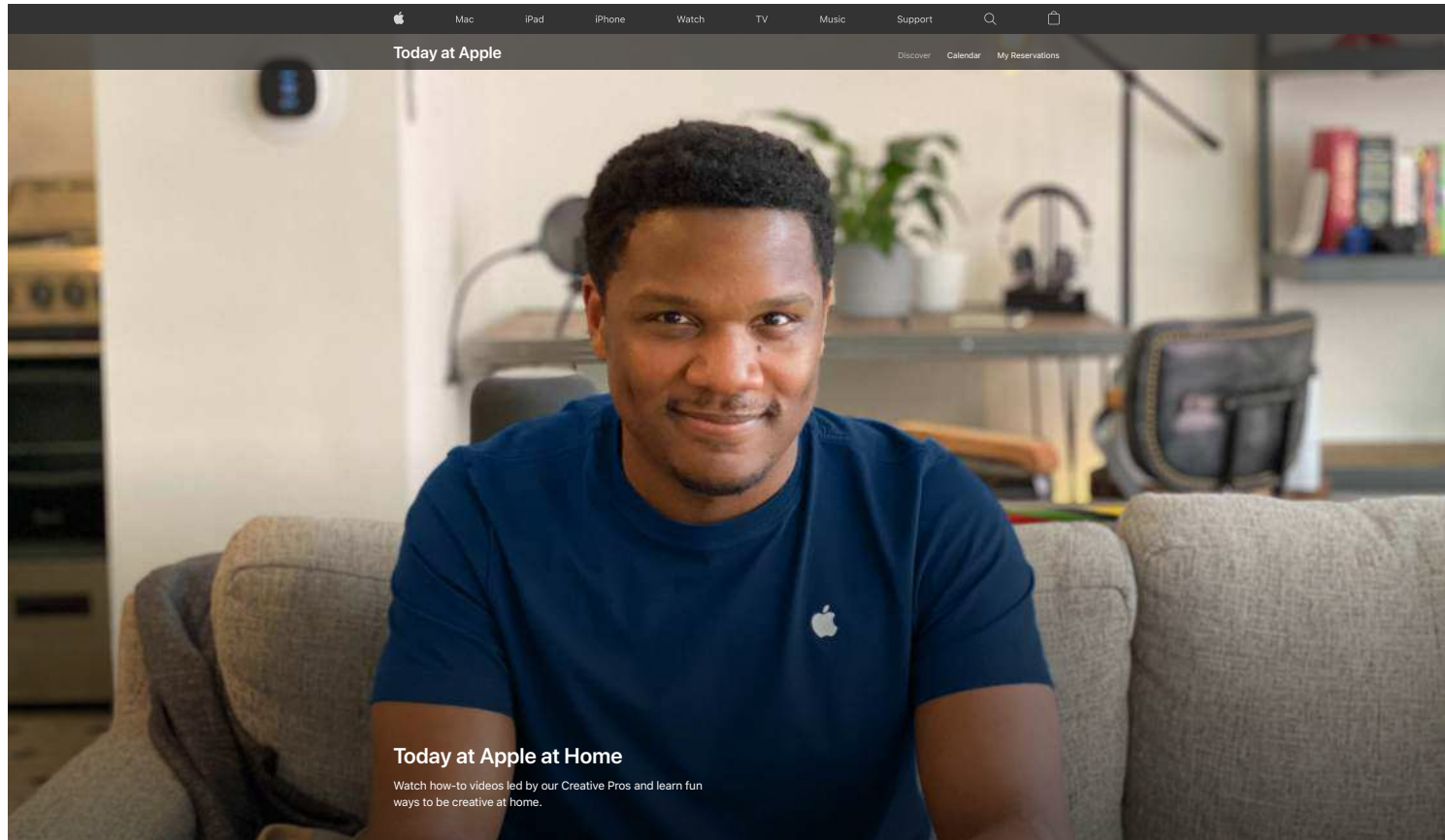
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EXHIBIT 10



As a precautionary measure, we are temporarily pausing Today at Apple programming at Apple Store locations. In the meantime, check out the Today at Apple at Home videos for creative projects you can do at home.

[Huntington Station area](#)

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iPad

iPhone

Watch

TV

Music

AirPods

HomePod

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Apple Arcade

Apple Books

Apple Card

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Manage Your Apple ID

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United States



Inspiring creative activities. From our home to yours.

Join Creative Pros from Apple Store locations all over the world for quick and fun projects they put together in their homes, so you can get creative in yours.

Add a bit of magic to videos with Clips





Get inspired by Gus from Apple Carnegie Library in Washington, DC, as he creates seamless transitions and infinite video loops using the free Clips app. Gus guides you in American Sign Language. Subtitles and audio narration included.

Add drama and style to your portraits with iPhone




Bee from Apple Carnegie Library in Washington, DC, shows you how getting creative with your subject and surroundings can help you create unexpected portraits.

Make your videos more cinematic with iPhone



John from Apple Burlington in Massachusetts shows how a few simple tricks and techniques can add that big-screen feeling to your iPhone videos.



John from Apple Burlington in Massachusetts shows how a few simple tricks and techniques can add that big-screen feeling to your iPhone videos.

Turn your home into music with GarageBand



Rosie from Apple Regent Street in London demonstrates how to whip together sounds from your kitchen to create a sweet "house" music track using the free GarageBand app.

Draw playful portraits with iPad



Harriet from Apple Regent Street in London shows you how to add doodles, color, and your own handwriting to turn a quick photo into a unique portrait.

Capture striking photography with iPhone





Follow along with Cameron from Apple Orchard Road in Singapore to learn angles and edits that will help you capture artful photos featuring your home.

Shoot photos full of personality with iPhone



Join Adrian from Apple Third Street Promenade in Santa Monica as he shows you how to dig into the Camera app on iPhone to capture your personality in self-portraits.

Share this page

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Today at Apple Inspiring creative activities. From our home to yours.

Shop and Learn
Mac

Services
Apple Music

Apple Store
Find a Store

For Business
Apple and Business

Apple Values
Accessibility



Follow along with Cameron from Apple Orchard Road in Singapore to learn angles and edits that will help you capture artful photos featuring your home.

Shoot photos full of personality with iPhone



Join Adrian from Apple Third Street Promenade in Santa Monica as he shows you how to dig into the Camera app on iPhone to capture your personality in self-portraits.

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Apple and Education
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EXHIBIT 11

Int. Cls.: 35 and 41

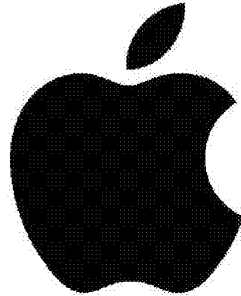
Prior U.S. Cls.: 100, 101, 102 and 107

Reg. No. 3,298,028

United States Patent and Trademark Office

Registered Sep. 25, 2007

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CUPERTINO, CA 95014

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

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

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

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

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

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

JEFFERY COWARD, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78943482

Application Filing Date: Aug. 02, 2006

US Registration Number: 3298028

Registration Date: Sep. 25, 2007

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 05, 2018

Publication Date: Jul. 10, 2007

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0946932

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

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

Goods and Services

Note:

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

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

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

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

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

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

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

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

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

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

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 05, 2018

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA

Where Organized:

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 4,088,195

Registered Jan. 17, 2012

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

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

MARILYN IZZI, EXAMINING ATTORNEY

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Mark: APPLE

APPLE

US Serial Number: 77428980

Application Filing Date: Mar. 22, 2008

US Registration Number: 4088195

Registration Date: Jan. 17, 2012

Register: Principal

Mark Type: Service Mark

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

United States of America

United States Patent and Trademark Office

APPLE STORE

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

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

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

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

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

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

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

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

MARILYN IZZI, EXAMINING ATTORNEY

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Mark: APPLE STORE

APPLE STORE

US Serial Number: 77388365

Application Filing Date: Feb. 04, 2008

US Registration Number: 3710912

Registration Date: Nov. 17, 2009

Register: Principal

Mark Type: Service Mark

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: Jan. 23, 2016

Publication Date: Sep. 01, 2009

Mark Information

Mark Literal Elements: APPLE STORE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "STORE"

Related Properties Information

International Registration Number: 0973841

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

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

Goods and Services

Note:

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

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

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

International Class(es): 037 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

For: Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications

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

International Class(es): 038 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 29, 2007

Use in Commerce: Jun. 29, 2007

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

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

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
amy.shelton@apple.com karenmarie@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 14, 2020	TEAS SECTION 8 & 9 RECEIVED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 17, 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	
Sep. 06, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 06, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 23, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 23, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jan. 23, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Nov. 17, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 17, 2009	REGISTERED-PRINCIPAL REGISTER	
Sep. 01, 2009	PUBLISHED FOR OPPOSITION	
Aug. 12, 2009	NOTICE OF PUBLICATION	
Jul. 29, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	78288
Jul. 28, 2009	ASSIGNED TO LIE	78288
Jul. 24, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 24, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 24, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 24, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 23, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 21, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 21, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jul. 13, 2009	FINAL REFUSAL MAILED	
Jul. 11, 2009	FINAL REFUSAL WRITTEN	82420
Jun. 24, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 23, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 23, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 28, 2009	NON-FINAL ACTION MAILED	
Jan. 28, 2009	NON-FINAL ACTION WRITTEN	82420
Jan. 15, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 29, 2008	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Dec. 15, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Dec. 15, 2008	ASSIGNED TO LIE	78145
Dec. 08, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	

May 23, 2008	NON-FINAL ACTION MAILED	
May 22, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Feb. 07, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Jan. 23, 2016

United States of America
United States Patent and Trademark Office

APPLECARE

Reg. No. 4,009,791

Registered Aug. 9, 2011

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

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

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

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

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

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

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

JOHN DWYER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

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Mark: APPLECARE

APPLECARE

US Serial Number: 77499837

Application Filing Date: Jun. 16, 2008

US Registration Number: 4009791

Registration Date: Aug. 09, 2011

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Sep. 14, 2017

Publication Date: Mar. 24, 2009

Notice of Allowance Date: Jun. 16, 2009

Mark Information

Mark Literal Elements: APPLECARE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1406061

International Application(s) /Registration(s) Based on this Property: A0074186/1406061

Claimed Ownership of US Registrations: 1282790

Goods and Services

Note:

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

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

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

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 1992

Use in Commerce: Dec. 31, 1992

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
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. 14, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 14, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67110
Sep. 14, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67110
Aug. 09, 2017	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 09, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 09, 2011	REGISTERED-PRINCIPAL REGISTER	
Jul. 02, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jul. 01, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73797
Jul. 01, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 01, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	73797
Jun. 01, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	73797

May 27, 2011	ASSIGNED TO LIE	73797
May 24, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 29, 2010	NON-FINAL ACTION MAILED	
Nov. 27, 2010	SU - NON-FINAL ACTION - WRITTEN	76081
Nov. 13, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 12, 2010	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 09, 2010	USE AMENDMENT FILED	69302
Nov. 12, 2010	EXTENSION 3 GRANTED	69302
Nov. 09, 2010	EXTENSION 3 FILED	69302
Nov. 09, 2010	TEAS EXTENSION RECEIVED	
Nov. 09, 2010	TEAS STATEMENT OF USE RECEIVED	
Nov. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 29, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Jun. 27, 2010	EXTENSION 2 GRANTED	69302
Jun. 02, 2010	EXTENSION 2 FILED	69302
Jun. 27, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Jun. 02, 2010	TEAS EXTENSION RECEIVED	
Nov. 05, 2009	EXTENSION 1 GRANTED	98765
Nov. 05, 2009	EXTENSION 1 FILED	98765
Nov. 05, 2009	TEAS EXTENSION RECEIVED	
Jun. 16, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Feb. 13, 2009	ASSIGNED TO LIE	71441
Feb. 05, 2009	EXAMINERS AMENDMENT MAILED	
Feb. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 05, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 05, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Jan. 21, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 23, 2008	NON-FINAL ACTION MAILED	
Sep. 22, 2008	NON-FINAL ACTION WRITTEN	76081
Sep. 17, 2008	ASSIGNED TO EXAMINER	76081
Jun. 20, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 19, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Sep. 14, 2017

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Mark: APPECARE

APPECARE

US Serial Number: 77499837

Application Filing Date: Jun. 16, 2008

US Registration Number: 4009791

Registration Date: Aug. 09, 2011

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Sep. 14, 2017

Publication Date: Mar. 24, 2009

Notice of Allowance Date: Jun. 16, 2009

Mark Information

Mark Literal Elements: APPECARE

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: 1406061

International Application(s) /Registration(s) Based on this Property: A0074186/1406061

Claimed Ownership of US Registrations: 1282790

Goods and Services

Note:

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

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

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

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 1992

Use in Commerce: Dec. 31, 1992

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
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. 14, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 14, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	67110
Sep. 14, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67110
Aug. 09, 2017	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 09, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 09, 2011	REGISTERED-PRINCIPAL REGISTER	
Jul. 02, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jul. 01, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73797
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Jun. 01, 2011	TEAS/EMAIL CORRESPONDENCE ENTERED	73797
Jun. 01, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	73797

May 27, 2011	ASSIGNED TO LIE	73797
May 24, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 29, 2010	NON-FINAL ACTION MAILED	
Nov. 27, 2010	SU - NON-FINAL ACTION - WRITTEN	76081
Nov. 13, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 12, 2010	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 09, 2010	USE AMENDMENT FILED	69302
Nov. 12, 2010	EXTENSION 3 GRANTED	69302
Nov. 09, 2010	EXTENSION 3 FILED	69302
Nov. 09, 2010	TEAS EXTENSION RECEIVED	
Nov. 09, 2010	TEAS STATEMENT OF USE RECEIVED	
Nov. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 29, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Jun. 27, 2010	EXTENSION 2 GRANTED	69302
Jun. 02, 2010	EXTENSION 2 FILED	69302
Jun. 27, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Jun. 02, 2010	TEAS EXTENSION RECEIVED	
Nov. 05, 2009	EXTENSION 1 GRANTED	98765
Nov. 05, 2009	EXTENSION 1 FILED	98765
Nov. 05, 2009	TEAS EXTENSION RECEIVED	
Jun. 16, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Feb. 13, 2009	ASSIGNED TO LIE	71441
Feb. 05, 2009	EXAMINERS AMENDMENT MAILED	
Feb. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 05, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 05, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Jan. 21, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 23, 2008	NON-FINAL ACTION MAILED	
Sep. 22, 2008	NON-FINAL ACTION WRITTEN	76081
Sep. 17, 2008	ASSIGNED TO EXAMINER	76081
Jun. 20, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 19, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 116

Date in Location: Sep. 14, 2017

United States of America

United States Patent and Trademark Office

TODAY AT APPLE

Reg. No. 5,443,302

Registered Apr. 10, 2018

Int. Cl.: 41

Service Mark

Principal Register

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

CLASS 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

FIRST USE 5-21-2017; IN COMMERCE 5-21-2017

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

OWNER OF U.S. REG. NO. 4009791, 4088195, 3710912

SER. NO. 87-607,048, FILED 09-13-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office

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

Correspondent e-mail Yes
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 7
Proceedings:

Type of Proceeding: Opposition

Proceeding Number: [91256189](#)

Filing Date: Jun 01, 2020

Status: Pending

Status Date: Jun 04, 2020

Interlocutory Attorney: JILL M MCCORMACK

Defendant

Name: Signs In The Night LLC

Correspondent Address: PETER FIELDS
RITHOLZ LEVY FIELDS LLP
235 PARK AVENUE SOUTH THIRD FLOOR
NEW YORK NY UNITED STATES , 10003

Correspondent e-mail: trademark@rflfp.com , ecolon@rflfp.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
FRANKI PINEAPPLE	Opposition Pending	88546728	
FRANKI PINEAPPLE	Opposition Pending	88546733	

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 , RWeeks@kilpatricktownsend.com , agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	74693839	2034964
APPLE	REGISTERED AND RENEWED	78430230	3317089
APPLE MUSIC	Registered	86659491	5209933
APPLE MUSIC	Registered	86658508	5330141
APPLE	Cancellation Pending	77428980	4088195
MUSIC	Registered	86663157	5851764
MUSIC UP NEXT	Registered	87646704	5604598
APPLE NEWS	Registered	86819705	5291678
NEWS+	Registered	88559819	6015367
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
TV	Registered	88353795	5994244
TV	Registered	88631283	6046302
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	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 01, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 04, 2020	Jul 14, 2020
3	INSTITUTED	Jun 04, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91256042](#)

Filing Date: Jul 02, 2020

Status: Pending

Status Date: May 28, 2020

Interlocutory Attorney: JILL M MCCORMACK

Defendant

Name: 3.14 Academy Inc.

Correspondent Address: KEVIN OLIVEIRA
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
3.14 ACADEMY	Opposition Pending	88527558	
	Opposition Pending	88527569	

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
APPLE APPLE STORE APPLECARE TODAY AT APPLE	REGISTERED AND RENEWED	78943482	3298028
	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
	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	
4	D MOT FOR EXT W/ CONSENT	Jul 02, 2020	
5	EXTENSION OF TIME GRANTED	Jul 02, 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 Address: KATHLEEN HART, ESQ.
ANDERSEN, TATE & CARR, P.C.
ONE SUGARLOAF CENTRE, SUITE 4000 1960 SATELLITE BLVD.
DULUTH GA UNITED STATES , 30097

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

Associated marks

Mark	Application Status	Serial	Registration
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		Number	Number
Opposition Pending		88443136	
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 , 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	
8	D MOT FOR EXT W/ CONSENT	Jun 17, 2020	
9	EXTENSION OF TIME GRANTED	Jun 17, 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	AMY SULLIVAN CAHILL		
Address:	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	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 , lmccandrews@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com		
Associated marks			
		Serial	Registration

Mark	Application Status	Number	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: Pending

Status Date: Jun 05, 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	REGISTERED AND RENEWED	77388864	3621571
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	74660120	2079765
	REGISTERED AND RENEWED	78155196	2951270
APPLE	REGISTERED AND RENEWED	76117498	2657931
	REGISTERED AND RENEWED	76116541	3226289
	REGISTERED AND RENEWED	73566767	1401154

Prosecution History

Entry Number	History Text	Date	Due Date
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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	
24	D MOT FOR EXT W/ CONSENT	Jun 05, 2020	
25	EXTENSION OF TIME GRANTED	Jun 05, 2020	

Int. Cl.: 9

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

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

JERI J. FICKES, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2020-07-06 18:04:54 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 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

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

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,715,578

Registered May 13, 2003

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

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

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

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

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

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

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

JAMES A. RAUEN, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2020-07-06 18:07:32 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

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

ANGELA DUONG, EXAMINING ATTORNEY

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Mark: APPLE

APPLE

US Serial Number: 77172511

Application Filing Date: May 03, 2007

US Registration Number: 3928818

Registration Date: Mar. 08, 2011

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Oct. 10, 2017

Publication Date: Jan. 01, 2008

Notice of Allowance Date: Mar. 25, 2008

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 0956402

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

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

Goods and Services

Note:

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

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

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

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

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1976

Use in Commerce: Apr. 01, 1976

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

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 Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

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

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

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 104

Date in Location: Oct. 10, 2017

Int. Cl.: 28

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

United States Patent and Trademark Office

Reg. No. 2,951,270

Registered May 17, 2005

**TRADEMARK
PRINCIPAL REGISTER**



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

FOR: STAND ALONE VIDEO GAME MACHINES; PINBALL AND ARCADE GAME MACHINES; HAND-HELD UNIT FOR PLAYING ELECTRONIC GAMES; COIN-OPERATED VIDEO GAMES; TOY COMPUTERS; ELECTRONIC ACTION TOYS; ELECTRONIC EDUCATIONAL GAME MACHINES FOR CHILDREN; MUSICAL TOYS; BATTERY OPERATED REMOTE CONTROLLED TOY VEHICLES; TOYS AND GAMES, NAMELY, ACTION FIGURES AND ACCESSORIES THEREFORE; BOARD GAMES; CARD GAMES; PLAYING CARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593663, FILED 2-26-2002, REG. NO. 002593663, DATED 9-10-2003, EXPIRES 2-26-2012.

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

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

SER. NO. 78-155,196, FILED 8-16-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78155196

Application Filing Date: Aug. 16, 2002

US Registration Number: 2951270

Registration Date: May 17, 2005

Register: Principal

Mark Type: Trademark

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. 22, 2015

Publication Date: Aug. 10, 2004

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0868666,

International Application(s) /Registration(s) Based on this Property: A0001003/0868666, A0000983

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

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2593663

Foreign Application Filing Date: Feb. 26, 2002

Foreign Registration Number: 002593663

Foreign Registration Date: Sep. 10, 2003

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

Foreign Expiration Date: Feb. 26, 2012

Goods and Services

Note:

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

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

For: Stand alone video game machines; [pinball and arcade game machines:] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys:] electronic educational game machines for children; musical toys[: battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards]

International Class(es): 028 - Primary Class

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

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 22, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	

Apr. 22, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68502
Apr. 22, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68502
Apr. 22, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68502
Apr. 08, 2015	TEAS SECTION 8 & 9 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 26, 2011	NOTICE OF ACCEPTANCE OF SEC. 8 - MAILED	
Nov. 26, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED	68973
Nov. 26, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Nov. 03, 2011	TEAS SECTION 8 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
May 17, 2005	REGISTERED-PRINCIPAL REGISTER	
Mar. 23, 2005	1(B) BASIS DELETED; PROCEED TO REGISTRATION	71034
Nov. 05, 2004	NOTICE OF ALLOWANCE CANCELLED	71034
Nov. 05, 2004	TEAS DELETE 1(B) BASIS RECEIVED	
Nov. 02, 2004	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 10, 2004	PUBLISHED FOR OPPOSITION	
Jul. 21, 2004	NOTICE OF PUBLICATION	
Jun. 04, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 12, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 31, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 29, 2004	INQUIRY TO SUSPENSION E-MAILED	
Jan. 12, 2004	PAPER RECEIVED	
Jun. 04, 2003	LETTER OF SUSPENSION MAILED	
May 31, 2003	LETTER OF SUSPENSION E-MAILED	
May 21, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 24, 2003	NON-FINAL ACTION E-MAILED	
Jan. 16, 2003	ASSIGNED TO EXAMINER	69811
Jan. 09, 2003	ASSIGNED TO EXAMINER	69812

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 22, 2015

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 28

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

United States Patent and Trademark Office

Reg. No. 3,621,571

Registered May 19, 2009

**TRADEMARK
PRINCIPAL REGISTER**

APPLE

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

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

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

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

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

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

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

MARILYN IZZI, EXAMINING ATTORNEY

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Mark: APPLE

APPLE

US Serial Number: 77388864

Application Filing Date: Feb. 05, 2008

US Registration Number: 3621571

Registration Date: May 19, 2009

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 01, 2020

Publication Date: Jul. 29, 2008

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1323866

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

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

Foreign Information

Foreign Registration Number: 2593168

Foreign Registration Date: Aug. 07, 2003

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

Foreign Expiration Date: Feb. 26, 2012

Goods and Services

Note:

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

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

For: Toys, games and playthings, namely, hand-held units for playing electronic games; hand-held units for playing video games; stand

alone video game machines; electronic games other than those adapted for use with television receivers only; LCD game machines; electronic educational game machines for children; toys, namely, battery-powered computer games with display screens which feature animation and sound effects

International Class(es): 028 - Primary Class

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

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

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 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
karenmarie@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 01, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jul. 01, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	74704
Jul. 01, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	74704
Jul. 01, 2020	POST REGISTRATION ACTION MAILED NO RESPONSE REQUIRED	74704
Jan. 09, 2020	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	74704
Dec. 11, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Dec. 11, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 11, 2019	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Jun. 11, 2019	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	74704
Jun. 10, 2019	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	74704
May 09, 2019	TEAS SECTION 8 & 9 RECEIVED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

May 19, 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	
May 26, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
May 26, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
May 26, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
May 11, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 19, 2009	REGISTERED-PRINCIPAL REGISTER	
Apr. 15, 2009	1(B) BASIS DELETED; PROCEED TO REGISTRATION	76873
Apr. 14, 2009	NOTICE OF ALLOWANCE CANCELLED	76873
Apr. 15, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76873
Apr. 14, 2009	TEAS DELETE 1(B) BASIS RECEIVED	
Oct. 21, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 29, 2008	PUBLISHED FOR OPPOSITION	
Jul. 09, 2008	NOTICE OF PUBLICATION	
Jun. 23, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	76243
Jun. 23, 2008	ASSIGNED TO LIE	76243
Jun. 23, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 05, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 04, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 04, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 27, 2008	NON-FINAL ACTION MAILED	
May 27, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Feb. 08, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jul. 01, 2020

Int. Cl.: 38

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

United States Patent and Trademark Office

Reg. No. 2,870,477

Registered Aug. 3, 2004

**SERVICE MARK
PRINCIPAL REGISTER**



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

FOR: TELECOMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA AND IMAGES VIA COMPUTER NETWORKS; ELECTRONIC MAIL SERVICES; PROVIDING ON-LINE ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS IN THE FIELDS OF BUSINESS, CREATIVE DESIGN, EDUCATION, COMPUTERS, INFORMATION TECHNOLOGY, WORD PROCESSING, DATABASE MANAGEMENT, ENTERTAINMENT, ELECTRONIC COMMERCE AND TELECOMMUNICATIONS; TELECOMMUNICATIONS CONSULTATION; DELIVERY OF MESSAGES

BY ELECTRONIC TRANSMISSION; ELECTRONIC TRANSMISSION OF DATA AND INFORMATION BY COMPUTER, RADIO, MAIL, PROVIDING INTERNET ACCESS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

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

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

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

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

MICHELE SWAIN, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78157042

Application Filing Date: Aug. 22, 2002

US Registration Number: 2870477

Registration Date: Aug. 03, 2004

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 16, 2014

Publication Date: Jul. 08, 2003

Notice of Allowance Date: Sep. 30, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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: 0885881

International Application(s) /Registration(s) Based on this Property: A0004256/0885881

Claimed Ownership of US Registrations: 0113028, 0140042, 1114431, 1228952, 1401154, 1421062 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: Telecommunication services, namely, electronic transmission of data and images via computer networks; electronic mail services; providing on-line electronic bulletin boards for transmission of messages among computer users in the fields of business, creative design, education, computers, information technology, word processing, database management, entertainment, electronic commerce and telecommunications; telecommunications consultation; delivery of messages by electronic transmission; electronic transmission of

data and information by computer, radio, mail, providing Internet access

International Class(es): 038 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 09, 1994

Use in Commerce: Apr. 09, 1994

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.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 16, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 16, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
Aug. 16, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
Aug. 16, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Jul. 30, 2014	TEAS SECTION 8 & 9 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 09, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70619

Feb. 09, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70619
Jan. 27, 2011	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 03, 2004	REGISTERED-PRINCIPAL REGISTER	
May 12, 2004	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Apr. 12, 2004	ASSIGNED TO EXAMINER	75593
Apr. 09, 2004	STATEMENT OF USE PROCESSING COMPLETE	
Mar. 30, 2004	USE AMENDMENT FILED	
Apr. 07, 2004	CASE FILE IN TICRS	
Mar. 30, 2004	TEAS STATEMENT OF USE RECEIVED	
Jan. 08, 2004	EXTENSION 1 GRANTED	
Jan. 08, 2004	EXTENSION 1 FILED	
Jan. 08, 2004	TEAS EXTENSION RECEIVED	
Sep. 30, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 08, 2003	PUBLISHED FOR OPPOSITION	
Jun. 18, 2003	NOTICE OF PUBLICATION	
Apr. 29, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 10, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 09, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 09, 2003	FINAL REFUSAL E-MAILED	
Feb. 28, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 27, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 05, 2003	NON-FINAL ACTION E-MAILED	
Jan. 15, 2003	ASSIGNED TO EXAMINER	75593

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 16, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

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