

ESTTA Tracking number: **ESTTA839169**Filing date: **08/11/2017**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Petition for Cancellation**

Notice is hereby given that the following party has filed a petition to cancel the registration indicated below.

Petitioner Information

Name	Apple Inc.		
Entity	Corporation	Citizenship	California
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES		

Attorney information	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK, CA 94025 UNITED STATES Email: ARoach@kilpatricktownsend.com, jpetersen@ktslaw.com, prosenberg@kilpatricktownsend.com, agarcia@ktslaw.com, tadmin@ktslaw.com Phone: 650-326-2400
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Registrations Subject to Cancellation

Registration No.	5003231	Registration date	07/19/2016
Registrant	Ora Inc. Room 205 2 floors Building No.6 Anjialou Chaoyang Dist., Beijing, 100125 CHINA Email: zhonglz@oradt.com		

Goods/Services Subject to Cancellation

Class 009. First Use: 2014/09/19 First Use In Commerce: 2014/12/19

All goods and services in the class are subject to cancellation, namely: Batteries, electric; Computer gaming software for recreational game playing purposes; Computer operating programs, recorded; Data processing apparatus; Electronic chips for the manufacture of integrated circuits; Headphones; Magnetic encoded identification bracelets; Magnetic identifying cards; Portable media players; Scanners; Slide or photograph projection apparatus; Sound reproduction apparatus; Stereoscopes; Vehicle traffic signals; Video recorders; Video screens; Wireless controllers to remotely monitor and control the function and status of other electrical, electronic, and mechanical devices or systems, namely, remote metering systems, gas and liquid cylinders, vehicle tracking devices, energy and utility systems, security systems, lighting systems; Chargers for electric batteries

Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)		
Dilution by blurring	Trademark Act Sections 14(1) and 43(c)		
Registration No.	5131460	Registration date	01/31/2017
Registrant	Ora Inc. Room 205 2 floors Building No.6 Anjialou		

	Chaoyang Dist.,Beijing, 100125 CHINA Email: zhonglz@oradt.com
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Goods/Services Subject to Cancellation

Class 035. First Use: 2014/09/19 First Use In Commerce: 2014/12/19

All goods and services in the class are subject to cancellation, namely: Advertising services; Business advice and information; Business organization and management consulting; Business organization and operation consultancy; Commercial administration of the licensing of the goods and services of others; Commercial information agencies; Compilation and systemization of information into computer databases; Goods import-export agencies; On-line advertising on computer networks; Personnel management consultancy; Price comparison services; Providing business information via a website; Publicity agents; Relocation services for business; Rental of advertisement space and advertising material; Sales promotion services for third parties; Sponsorship search; Organisation and conducting of product presentations

Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)		
Dilution by blurring	Trademark Act Sections 14(1) and 43(c)		
Registration No.	5131461	Registration date	01/31/2017
Registrant	Ora Inc. Room 205 2 floors Building No.6 Anjialou Chaoyang Dist.,Beijing, 100125 CHINA Email: zhonglz@oradt.com		

Goods/Services Subject to Cancellation

Class 038. First Use: 2014/09/19 First Use In Commerce: 2014/12/19

All goods and services in the class are subject to cancellation, namely: Cellular telephone communication; Communications by computer terminals; Communications by telephone; Computer-aided transmission of messages and images; Electronic data transmission; Electronic mail; Message sending and receiving services; Providing access to databases; Providing telecommunications connections to a global computer network; Providing user access to a global computer network; Radiobroadcasting; Radio communication; Rental of telecommunication equipment; Satellite transmission; Telecommunication services, namely, wireless telephone services; Telecommunications routing and junction services; Transmission of digital files; Wireless broadcasting

Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)		
Dilution by blurring	Trademark Act Sections 14(1) and 43(c)		
Registration No.	5131462	Registration date	01/31/2017
Registrant	Ora Inc. Room 205 2 floors Building No.6 Anjialou Chaoyang Dist.,Beijing, 100125 CHINA Email: zhonglz@oradt.com		

Goods/Services Subject to Cancellation

Class 042. First Use: 2014/09/19 First Use In Commerce: 2014/12/19


All goods and services in the class are subject to cancellation, namely: Computer programming;

Computer software design; Computer system design services; Computer systems analysis; Consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; Conversion of data or documents from physical to electronic media; Data conversion of computer programs and data, not physical conversion; Design of interior decor; Digitization of documents; Dress designing; Industrial design; Maintenance of computer software; Material testing; Meteorological information; Monitoring of computer systems by remote access to ensure proper functioning; Quality control for others; Recovery of computer data; Research and development of new products for others; Updating of computer software


Grounds for Cancellation

Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)
Dilution by blurring	Trademark Act Sections 14(1) and 43(c)


Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.		
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		

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

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


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

	audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest
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U.S. Registration No.	2926853	Application Date	08/16/2002
Registration Date	02/15/2005	Foreign Priority Date	02/26/2002


Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of the design of an apple with a bite removed.
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Goods/Services	<p>Class 035. First use: First Use: 1983/00/00 First Use In Commerce: 1983/00/00 analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto</p> <p>Class 039. First use: First Use: 1985/00/00 First Use In Commerce: 1985/00/00 computerized data storage services; data storage relating to business</p>
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U.S. Registration No.	3298028	Application Date	08/02/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE

Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics</p> <p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events</p>		

U.S. Registration No.	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		
U.S. Registration No.	2753069	Application Date	07/23/2002
Registration Date	08/19/2003	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 [Application service provider (ASP), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services inthe field of design, selection, implementation and use of computer hardware andsoftware systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely, designing [and implementing] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information</p>		
U.S. Registration No.	4885796	Application Date	06/10/2015

Registration Date	01/12/2016	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 014. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments		

U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		

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

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

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	NONE		

Mark	
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 adapters; 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,</p>

	<p>downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above</p>
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U.S. Registration No.	2079765	Application Date	04/07/1995
Registration Date	07/15/1997	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 038. First use: First Use: 1994/04/09 First Use In Commerce: 1994/04/09 communication filed by computer, namely, electronic transmission of data and documents via computer, delivery of messages by electronic transmission		

U.S. Registration No.	2808567	Application Date	10/02/2002
Registration Date	01/27/2004	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEBSITE OPERATION AND MANAGEMENT SERVICES TO OTHERS;] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE</p>		

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

U.S. Registration No.	4783440	Application Date	09/10/2014
Registration Date	07/28/2015	Foreign Priority Date	07/24/2014
Word Mark	WATCH		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed and the word "WATCH".		
Goods/Services	Class 014. First use: First Use: 2014/09/09 First Use In Commerce: 2015/04/10 Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments		

Attachments	73162799#TMSN.png(bytes) 76426501#TMSN.png(bytes) 77648705#TMSN.png(bytes) 78155188#TMSN.png(bytes) 78943482#TMSN.png(bytes) 78157042#TMSN.png(bytes) 78146716#TMSN.png(bytes) 86658546#TMSN.png(bytes) 78430230#TMSN.png(bytes) 77172511#TMSN.png(bytes) 86390818#TMSN.png(bytes) 86390853#TMSN.png(bytes)
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	-U.S. Consolidated Petition to Cancel Ora Inc.'s Fruit Design Registrations -Cls. 9 38 42.pdf(108724 bytes) EXH. 1- Apple v. Ora Inc. - Motion to Combine Consolidated Cancellations with Opposition.pdf(43212 bytes) Exhibits 2-4 - Apple v. Ora Inc.pdf(4171831 bytes) Exhibits 5-6 - Apple v. Ora Inc-2.pdf(2806989 bytes) Exhibit 7 - Apple v. Ora Inc.pdf(2853455 bytes)
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Signature	/Joseph Petersen/
Name	Joseph Petersen
Date	08/11/2017

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

In the Matter of Registration Nos. 5,003,231,
5,131,460, 5,131,461, and 5,131,462
For the mark:



APPLE INC.,	X	
	:	
Petitioner,	:	Cancellation No.
	:	
v.	:	
	:	<u>CONSOLIDATED PETITION FOR</u>
ORA INC.,	:	<u>CANCELLATION</u>
	:	
Respondent.	:	
	X	

APPLE INC. (“Apple” or “Petitioner”), a corporation organized and existing under the laws of California, with a principal place of business at 1 Infinite Loop, Cupertino, California 95014, believes that it will be damaged by the continued registration for the fruit design mark shown in Registration Nos. 5,003,231, 5,131,460, 5,131,461, and 5,131,462 in the name of Respondent Ora Inc. (“Respondent”). Accordingly, Apple hereby petitions to cancel said registrations for the mark shown here:



Apple also has initiated Opposition No. 91235530 (the “Opposition”) against Respondent’s Application Serial No. 87/232,969 for a nearly identical design for many of the same goods and services and has submitted simultaneously with this Consolidated Petition as **Exhibit 1**

a motion to combine the Opposition with these proceedings.

Apple alleges, with knowledge concerning its own acts, and on information and belief as to all other matters, the following grounds for its petition to cancel:

1. Petitioner is the world-famous designer, manufacturer, marketer, and distributor of mobile communication and media devices, personal computers and portable digital music players, and it also sells a variety of related software, services, accessories, networking solutions and third-party digital content and applications. Petitioner's APPLE brand, symbolized by its famous Apple Logo (depicted below), has been in use for decades and is one of the best-known brands in the world, and Petitioner has developed an exceptionally large and devoted customer base.

2. Apple designs, manufactures, markets, distributes, and sells in interstate and international commerce a broad line of computer-related goods and services used in a variety of industries.

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



4. Apple's family of Apple Marks comprises distinctive, arbitrary, and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Apple's extensive advertising, promotion, and use of the Apple Marks in connection with a variety of

goods and services, the Apple Marks have acquired enormous goodwill and have come to be identified immediately with Apple as the source of its goods and services.

5. The Apple Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

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

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

8. In addition, Interbrand has consistently recognized Petitioner's APPLE brand among the world's most valuable brands, increasing in value each year. In 2013, Interbrand named the APPLE brand the most valuable brand in the world. Apple has maintained the top position also for the 2014, 2015, and 2016 rankings. Apple's rise to the number one position followed a jump from 8th (2011) to 2nd (2012), with the biggest growth in estimated brand value in Interbrand's 2012 rankings: 129%. Previously, the APPLE brand rose nine spots in Interbrand's rankings (from 17th in 2010 to 8th in 2011) and increased in estimated brand value by 58%. Attached as **Exhibit 4**



are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2016 through 2010. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past seven years:


- i. 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$178.12 billion.
- ii. 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$170.28 billion.
- iii. 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$118.86 billion.
- iv. 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated brand worth of U.S. \$98.316 billion.
- v. 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated brand worth of U.S. \$76.568 billion.
- vi. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- vii. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.


9. Over the past eight years, Millward Brown Optimor ("MBO"), a leading market research and brand valuation and management company, has found APPLE to be one of the world's top brands in MBO's "Brandz™ Top 100 Most Valuable Global Brands," an annual assessment of the 100 most valuable brands in the world. In MBO's 2017 rankings, Petitioner's APPLE brand was ranked as the world's second most valuable brand with a value of \$234.67 billion. Apple held the most valuable brand ranking in MBO's list in 2015, 2011, 2012, and 2013. Petitioner's APPLE brand ranked 2nd in 2016 and 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating that the APPLE brand has been recognized as one of the world's most valuable brands for nearly a decade. Attached as **Exhibit 5** are copies of relevant pages of MBO's rankings in reverse chronological order from 2017 through 2008.

10. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of “Most Admired Companies.” Apple has featured prominently in those rankings each year, and for eight years in a row, from 2009 to 2017, Apple has been named the “World’s Most Admired Company” of the year. Before 2009, *Fortune Magazine*’s list was limited to “America’s Most Admired Companies,” and Apple also topped that list in 2008. Attached as **Exhibit 6** are true and correct copies of printouts of relevant pages of *Fortune Magazine*’s “Most Admired Companies” rankings in reverse chronological order from 2017 through 2008.


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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	1,114,431	Mar. 20, 1978 / Mar. 6, 1979	Class 9: computers and computer programs recorded on paper and tape (first use: Jan. 1977)
	2,715,578	Jul. 1, 2002 / May 13, 2003	Class 9: computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] 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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>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: Jan. 1, 1977)</p>
	3,679,056	Jan. 13, 2009 / Sept. 8, 2009	<p>Class 9: computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (gps) electronic navigation device;</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>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: Jan. 31, 1977)</p>
	2,926,853	Aug. 16, 2002 / Feb. 15, 2005	<p>Class 35: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer</p>



TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto (first use: 1983)
	3,298,028	Aug. 2, 2006 / Sept. 25, 2007	Class 35 – Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics (first use: March 1, 1981)
	2,870,477	Aug. 22, 2002 / Aug. 3, 2004	Class 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: Apr. 9, 1994)
	2,753,069	Jul. 23, 2002 / Aug. 19, 2003	Class 42: [application service provider (asp), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely, designing [and

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			implementing] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network ; providing use of on-line non-downloadable software for communications via local or global communications networks, including the internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the internet systems ; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks ; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information (first use: Sept. 1980)
	4,885,796	June 10, 2015 / Jan. 12, 2016	Class 14: Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers ; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments (first use: April 10, 2015)
APPLE	1,078,312	Mar. 25, 1977 / Nov. 29, 1977	Class 9: computers and computer programs recorded on paper and tape (first use: Apr. 1976)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	3,317,089	Jun. 4, 2004 / Oct. 23, 2007	<p>Class 9: musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, dvds, cd-roms ((and interactive compact discs,)) all featuring or relating to music and films; digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films))</p>
APPLE	3,928,818	May 3, 2007 / Mar. 8, 2011	<p>Class 9: computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear</p>

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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>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 (first use: Apr. 1, 1976)</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	2,079,765	Apr. 7, 1995 / Jul. 15, 1997	Class 38: communication filed by computer, namely, electronic transmission of data and documents via computer, delivery of messages by electronic transmission (first use: Apr. 9, 1994)
APPLE	2,808,567	Oct. 2, 2002 / Jan. 27, 2004	Class 42: computer consultation, design, testing, research and advisory services; research and development of computer hardware and software; maintenance and repair of computer software applications; updating of computer software; computer programming services; providing information concerning computers and computer software over computer networks and global communication networks; [computer services, namely, hosting web sites and providing web site operation and management services to others;] computer services, namely, providing search engines for obtaining data on computer networks and global communication networks; leasing of computers, computer peripherals and computer software (first use: Sept. 1980)
 WATCH	5,161,497	Sept. 10, 2014 / March 15, 2017	Class 10: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned (first use: April 10, 2015)
 WATCH	4,783,440	Sept. 10, 2014 / July 28, 2015	Class 14: Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments (first use: April 10, 2015)

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

12. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,078,312, 1,114,431, 2,079,765, 2,715,578, 2,753,069, 2,808,567, 2,870,477, 2,926,853, 3,298,028, 3,317,089, 3,679,056, rendering such registrations incontestable.

13. Notwithstanding Apple's prior rights, and well after Apple's Apple Marks had become famous, Respondent Ora Inc. filed on December 11, 2015 Application Serial Nos. 86/845,891, 86/845,949, 86/845,953, and 86/845,957 to register the following mark ("Respondent's Mark")



for the goods and services shown in the chart below in International Classes 9, 35, 38, and 42:

APP. SER. NO./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (CLAIMED FIRST USE IN COMMERCE DATE)
86/845,891 5,003,231	Dec. 11, 2015 / July 19, 2016	Class 9: Batteries, electric; Computer gaming software for recreational game playing purposes; Computer operating programs, recorded; Data processing apparatus; Electronic chips for the manufacture of integrated circuits; Headphones; Magnetic encoded identification bracelets; Magnetic identifying cards; Portable media players; Scanners; Slide or photograph projection apparatus; Sound reproduction apparatus; Stereoscopes; Vehicle traffic signals; Video recorders; Video screens; Wireless controllers to remotely monitor and control the function and status of other electrical, electronic, and mechanical devices or systems, namely, remote metering systems, gas and liquid cylinders, vehicle tracking devices, energy and utility systems, security systems, lighting systems; Chargers for electric batteries (first use in commerce claimed: Dec. 19, 2014)
86/845,949 5,131,460	Dec. 11, 2015 / Jan. 31, 2017	Class 35: Advertising services; Business advice and information; Business organization and management consulting; Business organization and operation consultancy; Commercial administration of the licensing of the goods and services of others; Commercial information agencies; Compilation and systemization of information into computer databases; Goods import-export agencies; On-line advertising on computer networks; Personnel management consultancy; Price comparison services; Providing business information via a website; Publicity agents; Relocation services for

APP. SER. NO./ REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (CLAIMED FIRST USE IN COMMERCE DATE)
		business; Rental of advertisement space and advertising material; Sales promotion services for third parties; Sponsorship search; Organisation and conducting of product presentations (first use in commerce claimed: Dec. 19, 2014)
86/845,953 5,131,461	Dec. 11, 2015 / Jan. 31, 2017	Class 38: Cellular telephone communication; Communications by computer terminals; Communications by telephone; Computer-aided transmission of messages and images; Electronic data transmission; Electronic mail; Message sending and receiving services; Providing access to databases; Providing telecommunications connections to a global computer network; Providing user access to a global computer network; Radio broadcasting; Radio communication; Rental of telecommunication equipment; Satellite transmission; Telecommunication services, namely, wireless telephone services; Telecommunications routing and junction services; Transmission of digital files; Wireless broadcasting (first use in commerce claimed: Dec. 19, 2014)
86/845,957 5,131,462	Dec. 11, 2015 / Jan. 31, 2017	Class 42: Computer programming; Computer software design; Computer system design services; Computer systems analysis; Consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; Conversion of data or documents from physical to electronic media; Data conversion of computer programs and data, not physical conversion; Design of interior decor; Digitization of documents; Dress designing; Industrial design; Maintenance of computer software; Material testing; Meteorological information; Monitoring of computer systems by remote access to ensure proper functioning; Quality control for others; Recovery of computer data; Research and development of new products for others; Updating of computer software (first use in commerce claimed: Dec. 19, 2014)

(“Respondent’s Goods and Services”).

14. Respondent obtained the referenced Registration Nos. 5,003,231, 5,131,460, 5,131,461, and 5,131,462 of Respondent’s Mark (“Respondent’s Registrations”) on the dates shown in the above chart.

15. Apple is timely filing this Consolidated Petition for Cancellation.

16. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1977, well prior to the December 11, 2015, filing date of the applications underlying Respondent’s Registrations and Respondent’s December 19, 2014 claimed date of first use.

17. Consumers encountering Respondent's Mark, particularly in connection with Respondent's Goods and Services, would be likely to associate the mark with Apple. Specifically, Respondent's Mark is a stand-alone graphic fruit design including a symmetrical, right-leaning detached leaf in a nearly identical shape and similar orientation to the right-leaning leaf of Apple's famous Apple Logo. The parties' marks are, thus, similar visually and conceptually and create similar overall commercial impressions.

18. Moreover, Respondent's Goods and Services encompass numerous goods and services for which the Apple Marks are famous and which are identical or highly related to goods and services for which Apple owns prior registrations for its Apple Marks, as shown in the examples in the chart below.

Respondent's Registration	Respondent's Goods and Services	Apple's Goods and Services
Reg. No. 5,003,231	"Notebook computers"	"computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers " (Reg. Nos. 2,715,578, 3,928,818)
	"Computer gaming software for recreational game playing purposes"	" computer game software " (Reg. No. 2,715,578)
	"Computer operating programs, recorded"	" operating system software " (Reg. No. 2,715,578) " operating system programs;... computer software and firmware for operating system programs " (Reg. No. 3,928,818)
	"Downloadable music files"	" downloadable audio and video files ... via the internet and wireless devices featuring music " (Reg. No. 3,679,056) " downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films " (Reg. Nos. 3,221,275, 3,200,354)
	"Headphones"	" headphones " (Reg. No. 3,679,056) " headphones and earphones; stereo headphones; in-ear headphones; ... 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, ... (Reg. No. 3,928,818)
	“Smart watches”	“ watches ” (Reg. Nos. 4,885,796, 4,783,440)
	“Wearable activity trackers”	“General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking , monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned ; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track , monitor, store, and transmit biometric data, heart rate, body movement, and calories burned ” (Reg. No. 5,161,497)
Reg. No. 5,131,460	“On-line advertising on computer networks”	“business services, namely, dissemination of advertising for others via computer networks and global communication networks” (Reg. No. 2,926,853)
Reg. No. 5,131,461	“Electronic data transmission”	“telecommunication services, namely, electronic transmission of data and images via computer networks; ... electronic transmission of data and information by computer, radio, mail, providing internet access ” (Reg. No. 2,870,477)
	“Electronic mail”	“ electronic mail services ” (Reg. No. 2,870,477)
Reg. No. 5,131,462	“Computer programming”	“ computer programming for others ” (Reg. No. 2,753,069) “ computer programming services ” (Reg. No. 2,808,567)
	“Providing search engines for the internet”	“computer services, namely, providing search engines for obtaining data on a global computer network ” (Reg. Nos. 2,753,069, 2,808,567)
	“Technical support services, namely, troubleshooting of computer software problems”	“ technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the internet systems ” (Reg. No. 2,753,069)

19. In light of the fame of the Apple Marks in connection with identical and highly related goods and services, consumers encountering Respondent’s Mark, a graphical fruit design that evokes a commercial impression highly similar to that of the Apple Logo for identical goods and services, would be likely to believe Respondent’s Good and Services offered under Respondent’s Mark are associated with, or approved, endorsed, or provided by Apple.

20. Lending further support to a finding of a likelihood of consumer confusion is the fact that Respondent’s Goods and Services are not limited to any particular channel of trade, and,

therefore, it may be presumed that Respondent's Goods and Services will be offered through the same channels of trade as the goods and services covered by Apple's prior registrations.

21. Apple would be damaged by Respondent's continued registration of Respondent's Mark in connection with Respondent's Goods and Services because Respondent'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 Respondent's Goods and Services or the affiliation between Respondent and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d). Furthermore, if consumers have complaints about Respondent's Goods and Services offered under Respondent's Mark (such as inferior quality or defects in the training service) and believe those services are associated with Apple, Apple would suffer injury to its reputation.

22. Continued registration of Respondent's Mark would also cause damage to Apple 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 Apple's Marks to identify and distinguish the goods and services of Apple, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

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

(a) Respondent's Mark is highly similar to the Apple Logo in that it is a stand-alone graphic fruit design including a symmetrical, right-leaning detached leaf in a nearly identical shape and similar orientation to the right-leaning leaf of Apple's famous Apple Logo;

(b) The Apple Logo is inherently distinctive and, due to Apple's extensive use and promotion, the Apple Logo also had become famous prior to Respondent's filing date and any claimed use of Respondent's Mark;

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

(d) As detailed above at paragraphs 3 through 9, the Apple Logo is famous and widely recognized and has been so long before the filing date of Respondent's application and any claimed use of Respondent's Mark; and

(e) On information and belief, Respondent's Mark is intended to create an association with the Apple Logo.

24. If Respondent is permitted to maintain Respondents Registrations, its *prima facie* exclusive right to use Respondent's Mark in connection with Respondent's Goods and Services would be a source of damage and injury to Apple.

WHEREFORE, Apple requests that Respondent's Registrations be cancelled in their entirety.

The fee in the amount of \$1600.00 for cancellation of four registrations, each in one class, is filed herewith. If for any reason this amount is insufficient, it is requested that Apple's attorneys' Deposit Account No. 20-1430 be charged with any deficiency. This paper is filed electronically.

Dated: Menlo Park, California
August 11, 2017

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: /s/Joseph Petersen

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Attorneys for Petitioner Apple Inc.

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

In the Matter of Registration Nos. 5,003,231,
5,131,461, and 5,131,462
For the mark:



-----	X	
APPLE INC.,	:	
	:	Cancellation No.
Petitioner,	:	
	:	
v.	:	
	:	
ORA INC.,	:	
	:	
Respondent.	:	
-----	X	

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing CONSOLIDATED PETITION FOR CANCELLATION is being filed electronically with the TTAB via ESTTA on this day, August 11, 2017.

/s/Alberto Garcia
Alberto Garcia

EXHIBIT 1

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

In the Matter of Registration Nos. 5,003,231,
5,131,460, 5,131,461, and 5,131,462
For the mark:




-----X	:	
APPLE INC.,	:	Cancellation No.
	:	
Petitioner,	:	
	:	
v.	:	
	:	
ORA INC.,	:	
	:	
Respondent.	:	
-----X		

**PETITIONER’S MOTION TO COMBINE CONSOLIDATED
CANCELLATION ACTIONS WITH OPPOSITION PROCEEDING**

Pursuant to Rule 42(a) of the Federal Rules of Civil Procedure and TBMP § 305.02, Opposer, Apple Inc., hereby moves the Board to combine into a single action the consolidated Cancellation proceedings initiated by Apple Inc. with respect to Ora Inc.’s Registration Nos. 5,003,231, 5,131,460, 5,131,461, and 5,131,462, all for the same design mark, with Opposition No. 91235530, filed by Apple Inc. on July 12, 2017, with respect to Ora Inc.’s Application Serial No. 87/232,969 for a nearly identical design mark.

The table below summarizes the relevant facts regarding the two proceedings.

<u>Proceeding #</u> <u>Date Filed</u> <u>Serial/Reg. #(s)</u>	<u>Mark</u>	<u>Goods and Services at Issue</u>
Opposition No. 91235530 Filed July 12, 2017 against Ser. No. 87/232,969		“Chargers for electric batteries; Computer gaming software for recreational game playing purposes; Computer operating programs, recorded; Data processing apparatus; Downloadable electronic publications in the nature of magazines in the field of computers; Downloadable image file containing artwork, text, audio, video, games and Internet Web links relating to sporting and cultural activities;

<u>Proceeding #</u> <u>Date Filed</u> <u>Serial/Reg. #(s)</u>	<u>Mark</u>	<u>Goods and Services at Issue</u>
		<p>Downloadable music files; Headphones; Notebook computers; Smart watches; Wearable activity trackers; Wearable computer peripherals; Wireless routers,” in International Class 9</p> <p>“Computer programming; Computer software design; Consulting services in the field of cloud computing; Conversion of data or documents from physical to electronic media; Data conversion of computer programs and data, not physical conversion; Digitization of documents; Electronic data storage; Industrial design; Monitoring of computer systems by remote access to ensure proper functioning; Off-site data backup; Providing search engines for the internet; Software as a service (SAAS) services featuring software for use in database management; Technical support services, namely, troubleshooting of computer software problems,” in International Class 42</p> <p>“Chaperoning; Dating services; Escort services; Monitoring burglar and security alarms; On-line social networking services,” in International Class 45</p>
<p>Cancellation No. TBA</p> <p>Filed August 11, 2017 against Reg. Nos. 5,003,231, 5,131,460, , 5,131,461, and 5,131,462</p>		<p>“Batteries, electric; Computer gaming software for recreational game playing purposes; Computer operating programs, recorded; Data processing apparatus; Electronic chips for the manufacture of integrated circuits; Headphones; Magnetic encoded identification bracelets; Magnetic identifying cards; Portable media players; Scanners; Slide or photograph projection apparatus; Sound reproduction apparatus; Stereoscopes; Vehicle traffic signals; Video recorders; Video screens; Wireless controllers to remotely monitor and control the function and status of other electrical, electronic, and mechanical devices or systems, namely, remote metering systems, gas and liquid cylinders, vehicle tracking devices, energy and utility systems, security systems, lighting systems; Chargers for electric batter,” in International Class 9 (Reg. No. 5,003,231)</p> <p>“Advertising services; Business advice and information; Business organization and management consulting; Business organization and operation consultancy; Commercial administration of the licensing of the goods and services of others; Commercial information agencies; Compilation and systemization of information into computer databases; Goods import-export agencies; On-line advertising on computer networks; Personnel management consultancy; Price comparison services; Providing business information via a website; Publicity agents; Relocation services for business; Rental of advertisement space and advertising material; Sales promotion services for third parties; Sponsorship search; Organisation and conducting of product presentations,” in International Class 35 (Reg. No. 5,131,460)</p> <p>“Cellular telephone communication; Communications by computer terminals; Communications by telephone; Computer-aided transmission of messages and images; Electronic data transmission; Electronic mail; Message sending and receiving services; Providing access to databases; Providing telecommunications connections to a global computer network; Providing user access to a global computer network; Radio broadcasting; Radio communication; Rental of telecommunication equipment; Satellite</p>

<u>Proceeding #</u> <u>Date Filed</u> <u>Serial/Reg. #(s)</u>	<u>Mark</u>	<u>Goods and Services at Issue</u>
		<p>transmission; Telecommunication services, namely, wireless telephone services; Telecommunications routing and junction services; Transmission of digital files; Wireless broadcasting,” in International Class 38 (Reg. No. 5,131,461)</p> <p>“Computer programming; Computer software design; Computer system design services; Computer systems analysis; Consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; Conversion of data or documents from physical to electronic media; Data conversion of computer programs and data, not physical conversion; Design of interior decor; Digitization of documents; Dress designing; Industrial design; Maintenance of computer software; Material testing; Meteorological information; Monitoring of computer systems by remote access to ensure proper functioning; Quality control for others; Recovery of computer data; Research and development of new products for others; Updating of computer software,” in International Class 42 (Reg. No. 5,131,462)</p>

Consolidation of these proceedings is appropriate because they involve the same parties, nearly identical marks, and many of the same goods and services, as well as common questions of law and fact. In addition, both proceedings were recently filed. Therefore, such consolidation will tend to avoid unnecessary duplication of effort for the Board and the parties and would not be prejudicial to the parties.

Dated: Menlo Park, California
August 11, 2017

Respectfully submitted,

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

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

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



Trump Admin Hasn't Asked Palantir To Build Registry



Inside The 10 Most Stressful Jobs In 2017



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

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

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



(AP Photo/Matthias Schrader, File)

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

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

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

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

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



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

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

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

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

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

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

Brands

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

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

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

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

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

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

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

Special Report: The World's Most Valuable Brands



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

BUSINESS 5/13/2015 @ 9:57AM | 177,788 views

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

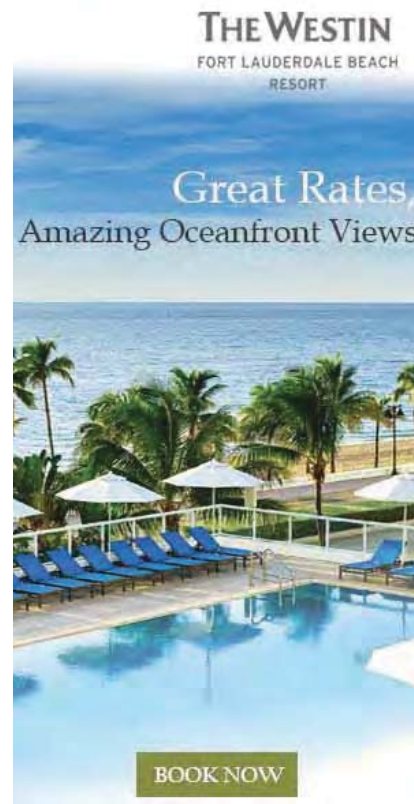
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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

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

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

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



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

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

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

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

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

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Apple Dominates List Of The World's Most Valuable Brands

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

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

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

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

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

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

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



Full List: The World's Most Valuable Brands

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

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

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

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

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

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

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

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

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

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

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

Research: Courtney Retter

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

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Apple Tops List Of The World's Most Powerful Brands

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

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

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

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

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

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

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

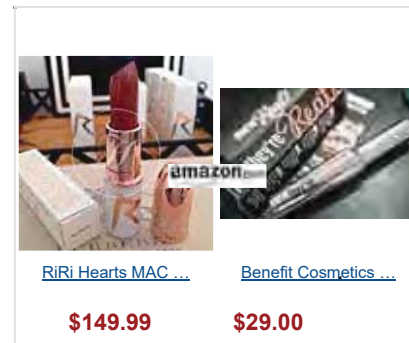
In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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



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

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

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

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

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

In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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

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

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

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

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

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EXHIBIT 3

2017 Harris Poll EquiTrend® Rankings

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

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

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EquiTrend® Categories

Years

Airlines ▼

2017 ▼

Airlines

Full Service Airline ()



2017 Harris Poll EquiTrend®

Full Service Airline Brand of the Year

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

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

Value Airline ()



2017 Harris Poll EquiTrend®

Value Airline Brand of the Year

1. Southwest Airlines
2. Virgin America Airlines

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

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Appliances

Coffee Maker ()



2017 Harris Poll EquiTrend®

Coffee Maker Brand of the Year

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

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

Major Appliance ()



2017 Harris Poll EquiTrend®

Major Appliance Brand of the Year

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

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

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

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Automotive

Luxury Automotive ()



2017 Harris Poll EquiTrend®

Luxury Automotive Brand of the Year

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

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

Non-Luxury Automotive ()



2017 Harris Poll EquiTrend®

Non-Luxury Automotive Brand of the Year

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

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

Tire ()



2017 Harris Poll EquiTrend®

Tire Brand of the Year

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

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

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Computers

Computer Manufacturer ()



2017 Harris Poll EquiTrend®

Computer Manufacturer Brand of the Year

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

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

Printer ()



2017 Harris Poll EquiTrend®

Printer Brand of the Year

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

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

Tablet Computer ()



2017 Harris Poll EquiTrend®

Tablet Computer Brand of the Year

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

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

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Consumer Electronics

Car Audio ()



2017 Harris Poll EquiTrend®

Car Audio Brand of the Year

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

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

Digital Camera ()



2017 Harris Poll EquiTrend®

Digital Camera Brand of the Year

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

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

Home Entertainment Electronics ()



2017 Harris Poll EquiTrend®

Home Entertainment Electronics Brand of the Year

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

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

Media Streaming Device ()



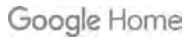
2017 Harris Poll EquiTrend®

Media Streaming Device Brand of the Year

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

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

Smart Home Device ()



2017 Harris Poll EquiTrend®

Smart Home Device Brand of the Year

1. Google Home
2. Nest Smart Home Products

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

Smartwatch ()



2017 Harris Poll EquiTrend®

Smartwatch Brand of the Year

1. Apple Watch

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

Wearable Fitness Tech ()



2017 Harris Poll EquiTrend®

Wearable Fitness Tech Brand of the Year

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

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

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Cruise Lines

Cruise Line ()



2017 Harris Poll EquiTrend®

Cruise Line Brand of the Year

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

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

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Financial Services / Insurance

Health Insurance ()



2017 Harris Poll EquiTrend®

Health Insurance Brand of the Year

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

5. UnitedHealthcare

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

Investment ()



2017 Harris Poll EquiTrend®

Investment Brand of the Year

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

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

Life Insurance ()



2017 Harris Poll EquiTrend®

Life Insurance Brand of the Year

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

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

Mobile Payment ()



2017 Harris Poll EquiTrend®

Mobile Payment Brand of the Year

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

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

National Bank ()



2017 Harris Poll EquiTrend®

National Bank Brand of the Year

1. CHASE Bank
2. Capital One
3. Citibank

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

Payment Card ()



2017 Harris Poll EquiTrend®

Payment Card Brand of the Year

1. Visa
2. MasterCard

Property & Casualty Insurance ()



2017 Harris Poll EquiTrend®

Property & Casualty Insurance Brand of the Year

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

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

Real Estate Agency ()



2017 Harris Poll EquiTrend®

Real Estate Agency Brand of the Year

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

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

Super Regional Bank ()



2017 Harris Poll EquiTrend®

Super Regional Bank Brand of the Year

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

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

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Hotels

Economy Hotel ()



2017 Harris Poll EquiTrend®

Economy Hotel Brand of the Year

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

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

Extended Stay Hotel ()



2017 Harris Poll EquiTrend®

Extended Stay Hotel Brand of the Year

1. Homewood Suites by Hilton

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

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

Luxury Hotel ()



2017 Harris Poll EquiTrend®

Luxury Hotel Brand of the Year

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

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

Midscale Hotel ()



2017 Harris Poll EquiTrend®

Midscale Hotel Brand of the Year

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

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

Premium Hotel ()



2017 Harris Poll EquiTrend®

Premium Hotel Brand of the Year

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

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

Upscale Hotel ()



2017 Harris Poll EquiTrend®

Upscale Hotel Brand of the Year

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

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

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Household Products

Greeting Card ()



2017 Harris Poll EquiTrend®

Greeting Card Brand of the Year

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

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Media

Factual Entertainment TV ()



2017 Harris Poll EquiTrend®

Factual Entertainment TV Brand of the Year

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

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

General Entertainment TV ()



2017 Harris Poll EquiTrend®

General Entertainment TV Brand of the Year

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

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

Internet Radio Service ()



2017 Harris Poll EquiTrend®

Internet Radio Service Brand of the Year

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

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

Kids' TV ()



2017 Harris Poll EquiTrend®

Kids' TV Brand of the Year

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

4. PBS KIDS Television Network
5. Cartoon Network

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

Music TV ()



2017 Harris Poll EquiTrend®

Music TV Brand of the Year

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

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

News Service ()



2017 Harris Poll EquiTrend®

News Service Brand of the Year

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

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

Pay Cable TV Network ()



2017 Harris Poll EquiTrend®

Pay Cable TV Network Brand of the Year

1. HBO Television Network

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

Social Networking Site ()



2017 Harris Poll EquiTrend®

Social Networking Site Brand of the Year

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

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

Sports TV ()



2017 Harris Poll EquiTrend®

Sports TV Brand of the Year

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

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

TV & Internet Provider ()



2017 Harris Poll EquiTrend®

TV & Internet Provider Brand of the Year

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

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

TV Network ()



PBS

2017 Harris Poll EquiTrend®

TV Network Brand of the Year

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

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

TV News ()



2017 Harris Poll EquiTrend®

TV News Brand of the Year

1. The Weather Channel

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

Video Streaming Subscription ()



2017 Harris Poll EquiTrend®

Video Streaming Subscription Brand of the Year

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

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

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Non-Profits

Animal Welfare Non-Profit ()



2017 Harris Poll EquiTrend®

Animal Welfare Non-Profit Brand of the Year

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

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

Disability Non-Profit ()



Special Olympics

2017 Harris Poll EquiTrend®

Disability Non-Profit Brand of the Year

1. Special Olympics
2. Unified Sports

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

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

Environmental Non-Profit ()



2017 Harris Poll EquiTrend®

Environmental Non-Profit Brand of the Year

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

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

Health Non-Profit ()



2017 Harris Poll EquiTrend®

Health Non-Profit Brand of the Year

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

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

International Aid Non-Profit ()



2017 Harris Poll EquiTrend®

International Aid Non-Profit Brand of the Year

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

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

Social Services Non-Profit ()



2017 Harris Poll EquiTrend®

Social Services Non-Profit Brand of the Year

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

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

Youth Non-Profit ()



2017 Harris Poll EquiTrend®

Youth Non-Profit Brand of the Year

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

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

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Online Organizations

Health Information Website ()



2017 Harris Poll EquiTrend®

Health Information Website Brand of the Year

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

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

Online Auto Shopping ()



2017 Harris Poll EquiTrend®

Online Auto Shopping Brand of the Year

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

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

Online Home Search ()




2017 Harris Poll EquiTrend®

Online Home Search Brand of the Year

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

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

Online Job Search ()




2017 Harris Poll EquiTrend®

Online Job Search Brand of the Year

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

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

Online Travel Service ()



2017 Harris Poll EquiTrend®

Online Travel Service Brand of the Year


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

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

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Other Products

Package Delivery ()



2017 Harris Poll EquiTrend®

Package Delivery Brand of the Year


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

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

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Rental Cars

Rental Car ()



2017 Harris Poll EquiTrend®

Rental Car Brand of the Year


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

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

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Restaurants

Burger Restaurant ()



2017 Harris Poll EquiTrend®

Burger Restaurant Brand of the Year

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

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

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

Casual Dining Restaurant ()



2017 Harris Poll EquiTrend®

Casual Dining Restaurant Brand of the Year

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

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

Chicken Restaurant ()



2017 Harris Poll EquiTrend®

Chicken Restaurant Brand of the Year

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

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

Coffee & Quick Service Restaurant ()



2017 Harris Poll EquiTrend®

Coffee & Quick Service Restaurant Brand of the Year

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

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

Fast Casual Mexican Restaurant ()



2017 Harris Poll EquiTrend®

Fast Casual Mexican Restaurant Brand of the Year

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

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

Ice Cream and FroYo Shop ()



2017 Harris Poll EquiTrend®

Ice Cream and FroYo Shop Brand of the Year

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

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

Pizza Chain ()



2017 Harris Poll EquiTrend®

Pizza Chain Brand of the Year

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

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

Sandwich Shop ()



2017 Harris Poll EquiTrend®

Sandwich Shop Brand of the Year

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

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

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Retail

Department Store ()



2017 Harris Poll EquiTrend®

Department Store Brand of the Year

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

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

Electronics Store ()



2017 Harris Poll EquiTrend®

Electronics Store Brand of the Year

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

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

Footwear Store ()



2017 Harris Poll EquiTrend®

Footwear Store Brand of the Year

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

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

Hardware & Home Store ()



2017 Harris Poll EquiTrend®

Hardware & Home Store Brand of the Year

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

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

Luxury Department Store ()

NORDSTROM

2017 Harris Poll EquiTrend®

Luxury Department Store Brand of the Year

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

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

Off-Price Retailer ()



2017 Harris Poll EquiTrend®

Off-Price Retailer Brand of the Year

1. TJ Maxx Stores

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

Sporting Goods Store ()



2017 Harris Poll EquiTrend®

Sporting Goods Store Brand of the Year

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

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

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Sports

Sports League ()



2017 Harris Poll EquiTrend®

Sports League Brand of the Year

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

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

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Telecommunications

Smartphone ()



2017 Harris Poll EquiTrend®

Smartphone Brand of the Year

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

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

Wireless Carrier ()



2017 Harris Poll EquiTrend®

Wireless Carrier Brand of the Year

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

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

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EXHIBIT 4

Interbrand















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Best Global Brands 2016 Rankings

















Filter +

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












Interbrand

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
















Interbrand

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







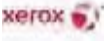




Interbrand

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

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

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Interbrand

Rankings















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















Interbrand

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

















Interbrand

30		14,733 \$m	+2%
31		13,943 \$m	+7%
32		13,940 \$m	-3%
33		13,749 \$m	+10%
34		12,637 \$m	-6%
35		12,545 \$m	-9%
36		12,257 \$m	+7%
37		11,656 \$m	-11%
38		11,578 \$m	+6%
39		11,293 \$m	+8%
40		11,278 \$m	-4%
41		10,944 \$m	+22%
42		10,800 \$m	+9%
43		10,798 \$m	+6%
















Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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




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Interbrand

Rankings
















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















Interbrand

			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	10,262 \$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%	▶



			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%	
▼						








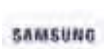






















			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants	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**

Filter +
















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

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















Interbrand

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

















Interbrand

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





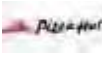






Interbrand

50		+15%	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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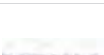
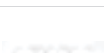
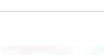

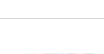

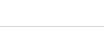



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Interbrand**Best Global Brands 2012
Rankings**
















Filter +

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








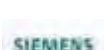






Interbrand

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












Interbrand

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
















Interbrand

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












Interbrand

60		+5%	6,704 \$m
61		+13%	6,306 \$m
62		+16%	6,184 \$m
63		+15%	6,182 \$m
64		+2%	5,994 \$m
65		+14%	5,765 \$m
66		+2%	5,709 \$m
67		-12%	5,648 \$m
68	<i>Cartier</i>	+15%	5,495 \$m
69		NEW	5,421 \$m
70	TIFFANY & CO.	+15%	5,159 \$m
71	AVON	-4%	5,151 \$m
72		+12%	5,149 \$m
73		+30%	4,969 \$m

Interbrand

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

Interbrand

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

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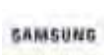








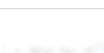

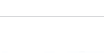
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Interbrand**Best Global Brands 2011
Rankings**







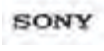








Filter +

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













Interbrand

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















Interbrand

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

















Interbrand

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












Interbrand

60		+12%	6,134 \$m
61		+19%	6,005 \$m
62		+1%	5,902 \$m
63		-3%	5,604 \$m
64		+19%	5,598 \$m
65		+6%	5,376 \$m
66		+12%	5,356 \$m
67		+9%	5,345 \$m
68		+5%	5,088 \$m
69		+16%	5,047 \$m
70		+18%	4,781 \$m
71		+3%	4,672 \$m
72		+4%	4,580 \$m
73		+9%	4,498 \$m

Interbrand

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

Interbrand

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

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Interbrand**Best Global Brands 2010
Rankings**
















Filter +

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











Interbrand

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











Interbrand

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















Interbrand












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

Interbrand

60		+5%	6,809 \$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	Panasonic	+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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
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EXHIBIT 5

BrandZ™ Top 100 Most Valuable Global Brands 2017

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

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

Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BrandZ™ Top 100 Most Valuable Global Brands 2017

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



















	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 THE HOME DEPOT	Retail	36,440	2	32%	5
27	  中国工商银行 <small>INDUSTRIAL AND COMMERCIAL BANK OF CHINA</small>	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 LOUIS VUITTON	Luxury	28,508	4	4%	2
31	 Budweiser	Beer	27,925	4	5%	2
32	 Walmart	Retail	27,275	2	-23%	-6
33	 BMW	Cars	26,837	4	2%	1
34	 AMERICAN EXPRESS	Payments	26,641	4	-30%	-9
35	 Z A R A	Apparel	25,221	3	14%	7
36	 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37	 Pampers	Baby Care	22,911	5	-4%	0
38	 accenture	Technology	22,813	3	13%	13
39	 Mercedes-Benz	Cars	22,708	4	4%	4
40	 movistar	Telecom Providers	21,945	3	3%	6
41	 SUBWAY	Fast Food	21,567	4	-4%	-1
42	 hp	Technology	21,387	2	-7%	-3
43	 HSBC	Global Banks	20,276	2	-16%	-8
44	 HERMÈS PARIS	Luxury	19,821	5	5%	11
45	 RBC	Regional Banks	19,635	4	-18%	-9
46	 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47	 NTT	Telecom Providers	19,552	2	N/A	N/A
48	 SAMSUNG	Technology	19,490	4	-10%	-3
49	 ORACLE®	Technology	19,489	1	-10%	-5
50	 HUAWEI	Technology	18,652	3	22%	20

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

The Brand Value of Budweiser includes Bud Light




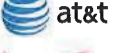









NTT is now valued as a telecom provider and its brand value is restated this year

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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

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


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

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

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

Coca-Cola includes Lights, Diets and Zero


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	35,245	2	0%	-4
27	 T ..	Telecom Providers	33,834	3	18%	0
28		Apparel	29,717	4	21%	6
29	 Starbucks	Fast Food	29,313	4	14%	2
30	 TOYOTA	Cars	28,913	4	-2%	-4
31		Retail	27,705	2	25%	9
32		Luxury	27,445	5	6%	-2
33		Beer	26,657	4	9%	2
34		Cars	26,349	4	2%	-2
35		Global Banks	24,029	3	-11%	-7
36		Regional Banks	23,989	4	6%	2
37		Baby Care	23,757	5	5%	2
38	 L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39		Technology	23,039	3	18%	10
40		Fast Food	22,561	4	7%	3
41	 China Construction Bank	Regional Banks	22,065	2	-12%	-8
42		Apparel	22,036	3	-5%	-5
43	 Mercedes-Benz	Cars	21,786	4	1%	-1
44		Technology	21,680	2	4%	1
45		Technology	21,602	4	-17%	-16
46		Telecom Providers	21,215	3	2%	0
47		Regional Banks	20,638	4	3%	0
48		Regional Banks	20,599	3	-2%	-4
49		Oil & Gas	20,412	1	3%	-1
50	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	20,189	1	11%	4

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

























Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

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

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 GUCCI	Luxury	13,800	5	-14%	-16
77	J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83	 KFC	Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86	 Scotiabank	Global Banks	12,181	3	10%	5
87	 Woolworths	Retail	11,818	4	-1%	-5
88	 PayPal	Payments	11,806	4	20%	9
89	 CHASE	Regional Banks	11,661	3	0%	-2
90	 ALDI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92	 Twitter	Technology	11,447	4	-17%	-21
93	 NISSAN	Cars	11,411	3	3%	-3
94	 Red Bull	Soft Drinks	11,375	4	5%	-2
95	 Bank of America	Regional Banks	11,335	2	12%	-1
96	 docomo	Telecom Providers	11,223	3	12%	-1
97	 COSTCO WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11

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

Pepsi includes Diets
Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	Google	Technology	158,843	3	40%	1
2	Apple	Technology	147,880	4	-20%	-1
3	IBM	Technology	107,541	4	-4%	0
4	Microsoft	Technology	90,185	4	29%	3
5	McDonald's	Fast Food	85,706	4	-5%	-1
6	Coca-Cola	Soft Drinks	80,583	4	3%	-1
7	VISA	Credit Card	79,197	4	41%	2
8	at&t	Telecoms	77,883	3	3%	-2
9	Marlboro	Tobacco	67,341	3	-3%	-1
10	amazon.com	Retail	64,255	3	41%	4
11	Verizon	Telecoms	63,460	3	20%	1
12	Alibaba Group	Conglomerate	56,685	2	2%	-1
13	Industrial Bank of China	Regional Banks	54,262	3	14%	0
14	Tencent 腾讯	Technology	53,615	4	97%	7
15	China Mobile	Telecoms	49,899	3	-10%	-5
16	DHL	Logistics	47,738	4	12%	-1
17	ICBC 中国工商银行	Regional Banks	42,101	2	2%	-1
18	MasterCard	Credit Card	39,497	3	42%	2
19	SAP	Technology	36,390	2	6%	0
20	Vodafone	Telecoms	36,277	3	-9%	-3
21	Facebook	Technology	35,740	4	68%	10
22	Walmart	Retail	35,325	2	-2%	-4
23	Disney	Entertainment	34,538	4	44%	3
24	Bank of America	Credit Card	34,430	4	46%	4
25	Baidu 百度	Technology	29,768	4	46%	8

Source: Valuations included data from BrandZ™, Kantar Retail and Bloomberg.
Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	Toyota	Cars	29,598	3	21%	-3
27	T-Mobile	Telecoms	28,756	2	20%	0
28	HSBC	Global Banks	27,051	3	13%	-3
29	ARMADA	Technology	25,892	3	21%	1
30	L'Oréal Paris	Luxury	25,873	4	14%	-1
31	Starbucks	Fast Food	25,779	3	44%	13
32	BMW	Cars	25,730	4	7%	-8
33	China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	Nike	Apparel	24,579	4	55%	22
35	Heineken	Beer	24,414	4	20%	-1
36	L'ORÉAL	Personal Care	23,356	4	30%	6
37	ZARA	Apparel	23,140	3	15%	-2
38	Bank of China	Regional Banks	22,620	4	13%	0
39	Pampers	Baby Care	22,598	5	10%	-7
40	Walmart	Retail	22,165	2	20%	1
41	Cartier	Luxury	21,844	5	14%	-1
42	Mercedes-Benz	Cars	21,535	4	20%	1
43	SUBWAY	Fast Food	21,020	4	26%	8
44	Commonwealth Bank	Regional Banks	21,001	3	18%	4
45	ORACLE	Technology	20,913	2	4%	-9
46	Movistar	Telecoms	20,809	2	56%	20
47	ID	Regional Banks	19,950	3	12%	-1
48	ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	HP	Technology	19,469	2	19%	5
50	Ikea	Retail	19,367	3	61%	24

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




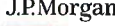





















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BRANDZ™ Top 100 Most Valuable Global Brands 2014

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

Source: Valuations included data from BrandZ™, Kantar Retail and Bloomberg.
Brand contribution measures the influence of brand alone on earnings, on a scale of 1 to 5, 5 highest.


BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76 	Oil & Gas	12,413	1	-7%	-11
77 	Insurance	12,409	2	18%	7
78 	Technology	12,407	4	New	New
79 	Global Banks	12,356	2	28%	14
80 	Telecoms	12,175	3	14%	2
81 	Insurance	12,026	2	-21%	-24
82 	Retail	11,953	3	8%	-2
83 	Fast Food	11,910	3	20%	8
84 	Cars	11,812	3	56%	New
85 	Regional Banks	11,743	3	17%	3
86 	Technology	11,667	2	-15%	-25
87 	Regional Banks	11,663	3	8%	-6
88 	Soft Drinks	11,476	3	-5%	-13
89 	Regional Banks	11,351	2	9%	-4
90 	Cars	11,104	3	9%	-4
91 	Global Banks	11,060	3	20%	5
92 	Soft Drinks	10,873	4	3%	-9
93 	Telecoms	10,221	3	-11%	-14
94 	Regional Banks	10,149	2	New	New
95 	Telecoms	10,041	2	0%	-5
96 	Luxury	9,985	4	6%	-1
97 	Payments	9,833	4	New	New
98 	Global Banks	9,771	3	28%	New
99 	Global Banks	9,683	2	30%	New
100 	Retail	9,584	2	8%	-1

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

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BRANDZ™ Top 100 Most Valuable Global Brands 2013









Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology		185,071	4	1%	0	26 Entertainment		23,913	3	40%	17
2 Technology		113,669	3	5%	1	27 Telecoms		23,893	2	-11%	-7
3 Technology		112,536	3	-3%	-1	28 Credit Card		23,514	4	16%	2
4 Fast Food		90,255	4	-5%	0	29 Luxury		22,719	4	-12%	-8
5 Soft Drinks		78,415	5	6%	1	30 Technology		21,404	3	51%	25
6 Telecoms		75,507	3	10%	2	31 Technology		21,281	4	-38%	-12
7 Technology		69,814	3	-8%	-2	32 Baby Care		20,594	5	13%	3
8 Tobacco		69,383	3	-6%	-1	33 Technology		20,443	5	-18%	-5
9 Credit Card		58,080	4	46%	6	34 Beer		20,297	4	28%	14
10 Telecoms		65,368	3	18%	0	35 Apparel		20,167	3	60%	31
11 Consumer Goods		55,357	2	21%	0	36 Technology		20,039	2	-11%	-9
12 Telecoms		53,004	3	8%	-3	37 Regional Banks		19,975	2	12%	1
13 Regional Banks		47,748	3	20%	1	38 Regional Banks		19,968	4	16%	2
14 Retail		45,727	3	34%	4	39 Oil & Gas		19,229	1	8%	-5
15 Logistics		42,747	5	15%	1	40 Luxury		19,129	4	0%	-8
16 Regional Banks		41,115	2	-1%	-3	41 Retail		18,486	2	43%	21
17 Telecoms		39,712	3	-8%	-5	42 Personal Care		17,971	4	30%	15
18 Retail		36,220	2	5%	-1	43 Cars		17,952	4	11%	3
19 Technology		34,365	2	34%	3	44 Fast Food		17,892	4	5%	-2
20 Credit Card		27,821	4	34%	9	45 Personal Care		17,823	4	-6%	-12
21 Technology		27,273	4	52%	16	46 Regional Banks		17,781	4	22%	5
22 Regional Banks		26,859	2	10%	2	47 Retail		17,749	2	40%	17
23 Cars		24,497	4	12%	5	48 Regional Banks		17,745	3	36%	12
24 Cars		24,015	4	-2%	-1	49 Oil & Gas		17,578	1	-1%	-10
25 Global Banks		23,970	3	24%	6	50 Personal Care		17,250	4	15%	1

Excludes include data from BrandZ™, Kantar Worldpanel, Kantar Retail and others.



The brands listed on this list are subject to change. Terms and conditions apply.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,691	4	12%	1
52 Regional Banks		16,565	3	New	New
53 Technology		16,503	3	2%	-8
54 Technology		16,362	2	-28%	-28
55 Retail		16,303	4	-8%	-19
56 Apparel		15,817	4	-3%	-12
57 Insurance		15,278	3	5%	-4
58 Regional Banks		14,238	2	10%	3
59 Regional Banks		14,186	1	12%	4
60 Telecoms		13,829	2	-10%	-10
61 Technology		13,767	2	-12%	-12
62 Logistics		13,732	4	17%	8
63 Regional Banks		13,718	3	19%	9
64 Global Banks		13,386	2	37%	18
65 Oil & Gas		13,380	1	11%	3
66 Telecoms		13,336	2	-22%	-25
67 Oil & Gas		13,127	1	-6%	-11
68 Luxury		12,735	5	-48%	New
69 Apparel		12,732	2	-6%	-11
70 Regional Banks		12,655	3	19%	4
71 Cars		12,401	3	-2%	-6
72 Technology		12,331	1	16%	1
73 Alcohol		12,193	3	3%	-4
74 Retail		12,040	3	31%	15
75 Soft Drinks		12,029	4	-5%	-8

Values are based on the BrandZ™ methodology. Brand contribution is based on the influence of brand alone on earnings, on a scale of 1 to 5 & beyond.

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Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
76 Retail		11,879	3	13%	0
77 Technology		11,816	2	-11%	-18
78 Oil & Gas		11,820	1	11%	-1
79 Telecoms		11,448	3	23%	9
80 Retail		11,099	3	New	New
81 Global Banks		10,838	3	26%	11
82 Telecoms		10,633	3	11%	3
83 Soft Drinks		10,688	3	8%	-3
84 Insurance		10,609	3	4%	-6
85 Regional Banks		10,306	2	8%	-2
86 Cars		10,186	3	3%	-5
87 Global Banks		10,160	2	1%	-8
88 Regional Banks		10,070	3	New	New
89 Telecoms		10,054	3	-18%	-18
90 Telecoms		10,028	3	-37%	-43
91 Fast Food		9,953	3	12%	0
92 Technology		9,826	3	New	New
93 Global Banks		9,698	2	New	New
94 Telecoms		9,631	2	New	New
95 Luxury		9,454	4	63%	New
96 Global Banks		9,232	3	8%	-1
97 Oil & Gas		9,036	1	5%	-4
98 Logistics		8,940	3	18%	2
99 Retail		8,885	2	-6%	-12
100 Cars		8,790	3	3%	-4

© 2013 Millward. The BrandZ™ methodology is based on the BrandZ™ methodology. Brand contribution is based on the influence of brand alone on earnings, on a scale of 1 to 5 & beyond.

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology	Apple	182,951	4	10	19%	0
2	Technology	Microsoft	115,985	4	5	15%	1
3	Technology	Google	107,857	4	5	-3%	-1
4	Fast Food	McDonald's	95,188	4	8	17%	0
5	Technology	Microsoft	76,651	4	8	-2%	0
6	Soft Drinks	Coca-Cola	74,286	5	7	1%	0
7	Tobacco	Marlboro	73,612	3	7	9%	1
8	Telecoms	AT&T	68,870	3	5	-1%	-1
9	Telecoms	Verizon	49,151	3	7	15%	4
10	Telecoms	中国移动通信 China Mobile	47,041	4	9	-18%	-1
11	Conglomerate	Alibaba	45,810	2	5	-9%	-1
12	Telecoms	Telefonica	43,033	3	6	-1%	0
13	Financial	ICBC 中国工商银行	41,518	2	9	-7%	-2
14	Financial	Bank of China	39,754	3	3	8%	2
15	Financial	VISA	38,284	4	9	34%	5
16	Logistics	UPS	37,129	5	8	4%	1
17	Retail	Walmart	34,436	2	5	-8%	-2
18	Retail	amazon.com	34,077	3	10	-9%	-4
19	Technology	Facebook	33,233	3	10	74%	16
20	Telecoms	Deutsche Telekom	26,837	3	2	-10%	-1
21	Luxury	LVMH	25,920	5	8	7%	5
22	Technology	SAP	25,715	3	5	-1%	1
23	Cars	BMW	24,623	4	5	10%	7
24	Financial	中国建设银行 China Construction Bank	24,517	2	4	-4%	0
25	Technology	Baidu 百度	24,326	5	10	8%	4

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).
Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

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


** The Brand Value of Budweiser includes Bud Light.

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
26	Technology	HP	22,898	3	3	-35%	-8
27	Technology	ORACLE	22,529	2	5	-16%	-5
28	Cars	TOYOTA	21,779	3	5	-10%	-1
29	Financial	Bank of America	20,759	4	8	53%	31
30	Financial	HSBC	20,198	4	3	18%	10
31	Financial	HSBC	19,313	3	3	-14%	-3
32	Luxury	Henri's	19,161	5	8	61%	39
33	Personal Care	Gillette	19,055	5	7	-4%	-1
34	Oil & Gas	ExxonMobil	18,315	1	7	8%	7
35	Baby Care	Pampers	18,299	5	7	-5%	-1
36	Retail	TESCO	18,007	4	9	-18%	-5
37	Technology	Tencent 腾讯	17,992	4	8	19%	15
38	Financial	中国农业银行 Agricultural Bank of China	17,867	2	4	6%	5
39	Oil & Gas	Shell	17,781	1	3	17%	12
40	Financial	Bank of China	17,225	4	3	0%	-1
41	Telecoms	movistar	17,113	2	4	-37%	-20
42	Fast Food	Starbucks	17,072	4	9	43%	30
43	Entertainment	Disney	17,056	3	8	-1%	-5
44	Apparel	Nike	16,255	4	9	17%	13
45	Technology	accenture	16,118	3	5	4%	4
46	Cars	Mercedes-Benz	16,111	4	4	5%	4
47	Telecoms	docomo	15,981	3	6	3%	1
48	Beer	Asahi	15,882	4	6	0%	-3
49	Technology	Intel	15,633	2	5	12%	9
50	Telecoms	orange	15,351	2	3	-13%	-14

Source: MillwardBrown

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


























BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
51	Personal Care	 Colgate	14,948	4	7	5%	4
52	Fast Food	 SUBWAY	14,843	4	8	4%	2
53	Insurance	 中国人寿 CHINA LIFE	14,587	3	9	-25%	-20
54	Financial	 TD	14,561	4	3	-14%	-12
55	Technology	 SAMSUNG	14,164	3	9	16%	12
56	Oil & Gas	 Shell	13,940	1	10	N/A	New
57	Personal Care	 L'ORÉAL	13,773	4	5	-12%	-11
58	Apparel	 H&M	13,485	2	7	4%	4
59	Technology	 Cisco	13,317	2	7	-18%	-15
60	Financial	 Citigroup	13,083	3	7	N/A	New
61	Financial	 中国银行 BANK OF CHINA	12,982	2	6	-26%	-24
62	Retail	 Walmart	12,968	2	5	31%	27
63	Financial	 ICICI Bank	12,665	2	2	-15%	-10
64	Retail	 eBay	12,662	3	8	18%	18
65	Cars	 Volkswagen	12,647	3	3	-11%	-9
66	Apparel	 ZARA	12,616	3	3	22%	20
67	Soft Drinks	 Pepsi	12,598	4	4	-3%	-4
68	Oil & Gas	 Exxon	12,105	1	10	7%	10
69	Alcohol	 Heineken	11,838	3	8	N/A	New
70	Logistics	 FedEx	11,723	4	9	0%	3
71	Telecoms	 Airtel	11,531	3	8	N/A	New
72	Financial	 US Bank	11,488	3	2	9%	12
73	Technology	 SIEMENS	10,676	2	3	-11%	-3
74	Financial	 SBERBANK	10,649	3	5	25%	25
75	Oil & Gas	 PETROBRAS	10,560	1	5	-21%	-14

*** The Brand Value of Pepsi includes Diets

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



















































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

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



















































Source:  Millward Brown

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

BrandZ Top 100 Most Valuable Global Brands 2011

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

*The Brand Value of Coca-Cola includes Little, Diet and Zero.
 **Deutsche Telekom is in the process of re-branding its business to "T", which incorporates T-Mobile, T-Home and T-Systems.
 ***The Brand Value of Budweiser includes Bud Light.
 ****The Brand Value of Pepsi includes Pepsi Next, Diet and Zero.

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

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

THE TOP 100

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

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

Millward

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

THE TOP 100

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

17

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

Millward Brown

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

BrandZ Top 100 Most Valuable Global Brands 2009

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Top 100 Brands

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

Top 100 Brands

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

Top 100 Brands

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

EXHIBIT 6

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

SHARE

LIST VIEW

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

FILTER



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

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

APPLE IS ALSO FEATURED IN THESE FORTUNE LISTS



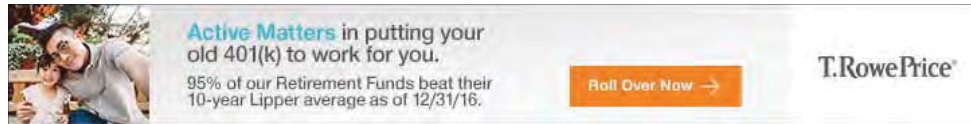
#3

Fortune 500

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

#9

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



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

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

[See our methodology and credits](#)

Sort by:

Filter

Top 50 Rank

Industry Rank

[CLEAR FILTERS](#)

Rank

Search company by name



1.



Apple AAPL, -3.20 %

Cupertino, Calif.
Computers

2.



Alphabet GOOGL, -2.33 %

Mountain View, Calif.
Internet Services and Retailing

3.



Amazon.com AMZN, -2.21 %

Seattle, Wash.
Internet Services and Retailing

4.



Berkshire Hathaway

Omaha, Neb.
Insurance: Property and Casualty

5.



Walt Disney DIS, -1.55 %

Burbank, Calif.
Entertainment

6.



Starbucks SBUX, -0.42 %

Seattle, Wash.
Food Services

7.



Southwest Airlines LUV, -2.11 %

Dallas, Texas
Airlines

8.



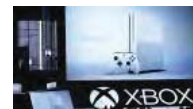
FedEx FDX, -3.43 %

Memphis, Tenn.
Delivery

FEATURES



Outspoken Oculus Co-Founder Palmer Luckey Is Leaving Facebook



Microsoft Just Made A Major Update to Xbox One



Facebook's Oculus Spruced Up the Samsung Gear VR Headset

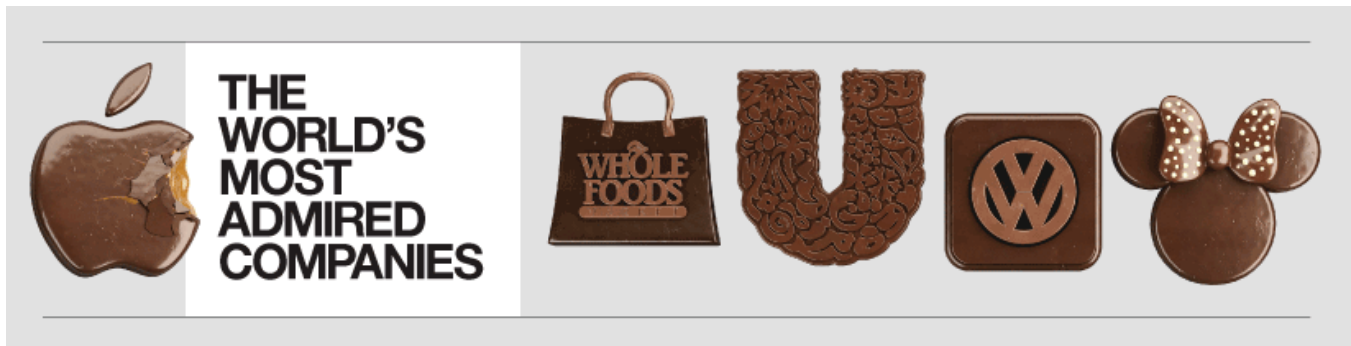


Apple Rumor Roundup: Read All the Speculation Here



Watch Out for This Serious 911 Apple Siri Prank

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World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in [Back on Target?](#).)

[VIDEO: How to become the World's Most Admired Company](#)

The companies whose ranking appears as “—” did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.

[See our Methodology](#)

Top Stories

World's Most Admired companies ranked by key attributes

The most admired companies are more global than ever. Here's why.

American Express: Charging ahead on diversity

Henry Schein: Your dentist's biggest supplier

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

SUBSCRIBE

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



Apple



Photograph by Yuriko Nakao — Bloomberg via Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
Overall Score	8.29

AAPL

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January — 74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

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



MOST ADMIRED 2014

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

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Top companies in innovation, responsibility, and more

World's Most Admired pitchmen?

Corporate reputation crises: A timeline


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Apple



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

AAPL

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year's list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market) are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

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

Company Profile

**Amazon.com**



David Paul Morris / Bloomberg / Getty Images

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

AMZN

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

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

2013 ▼

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

1 of 50

Apple

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

1

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

(Previous rank: 1)

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

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

Headquarters:

Cupertino, CA

Website: www.apple.com

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

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

Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

[How we pick the Most Admired](#)

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

WORLD'S MOST ADMIRABLE COMPANIES²⁰¹² ▾

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

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

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

Top 50

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

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

Find companies *you* most admire

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

See All

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

(HOW THIS TOOL WORKS)

Submit

Readers' choice

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



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

How we pick the Most Admired

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

Galleries & video



Car stars

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

[See them all](#)

Where are the Most Admired?



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

Winning streaks



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

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

From the March 19, 2012 issue

* A tie in the rankings.

WORLD'S MOST ADMIRABLE COMPANIES

2011 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.16

Why it's admired

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

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

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

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



COURTESY: APPLE

Find companies you most admire

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

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

(HOW THIS TOOL WORKS)

Submit

Top 3

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

See the rest

Should Apple be admired, or what?

Apple stats

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

Industry: Computers

Most Admired

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

From the March 21, 2011 issue

Galleries

< >



8 green stars

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

See them all

Headquarters

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

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

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

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

Should Apple be admired, or what?

Apple stats

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

Headquarters

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

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

Featured Companies



10 most admired for quality

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

[See them all](#)

Industry: Computers

Most Admired

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

[More competitors](#)

[See all](#)

From the March 22, 2010 issue

Find companies *you* most admire

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

Select Industry(s) [See All](#)

Select State(s) [See All](#)

Select Country(s) [See All](#)

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

[Submit](#)

Video



Apple three-peats as Most Admired

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

Top 3

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

[See the rest](#)

How we pick the Most Admired

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

WORLD'S MOST ADMIRED COMPANIES

2009 ▾

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

Apple

1 of 50

Back

Next

...What Readers Say

They speak out on the Most Admired...

Fortune Most Admired List: General Electric, 2007 ranking #1 Gene...

Updated Fortune Most Admired List: General Electric, 2007 ranking ...

Alcoa is the "most admired metals company in 2010?" I know numerous...

Have your say

MOST ADMIRED

Top 50 rank: 1

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

Overall score: 7.07

Why it's admired

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

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



COURTESY: APPLE

Get Quote: AAPL

Financials: [Latest Results](#)

Nine key attributes of reputation

Industry rank

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

Industry: **Computers**

Most Admired

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

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

From the March 16, 2009 issue

Find companies *you* most admire

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

Select Industry(s)

[See All](#)

Select State(s)

[See All](#)

Select Country(s)

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

Submit

Video (2 of 3)



HP stays lean and mean

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

Top 3

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

[See the rest](#)

How we pick the Most Admired

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

...Top 50 Headquarters



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

AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20 Most Admired Companies

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

◀ BACK NEXT ▶ 1 of 20

Apple

Top 20 rank: 1
Rank in Computers: 1

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

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

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

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

LAST UPDATED MARCH 03 2008: 2:10 PM ET



COURTESY: APPLE



Apple



Berkshire Hathaway



General Electric



Google



Toyota Motor



Starbucks



FedEx

MORE

More most admired



Most admired: Full list

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



Most admired in your state

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



Game: How admirable are you?

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

EXHIBIT 7

Int. Cl.: 9

Prior U.S. Cl.: 26, 38

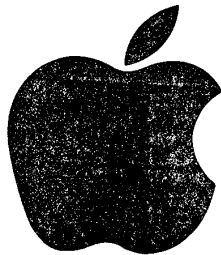
United States Patent and Trademark Office

Reg. No. 1,114,431

Registered Mar. 6, 1979

TRADEMARK

Principal Register



Apple Computer, Inc. (California corporation)
10260 Bandley Drive
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CLS. 26 and 38).

First use during January 1977; in commerce January 1977.

The mark consists of a silhouette of an apple with a bite removed.

Owner of Reg. No. 1,078,312.

Ser. No. 162,799, filed Mar. 20, 1978.

J. TINGLEY, Examiner

Generated on: This page was generated by TSDR on 2017-08-11 15:30:08 EDT

Mark:



US Serial Number: 73162799

Application Filing Date: Mar. 20, 1978

US Registration Number: 1114431

Registration Date: Mar. 06, 1979

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 14, 2008

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 A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

Claimed Ownership of US Registrations: 1078312

Goods and Services

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

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

For: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE

International Class(es): 009 - Primary Class

U.S Class(es): 026, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 1977

Use in Commerce: Jan. 1977

Basis Information (Case Level)

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

Current Owner(s) Information

Owner Name: APPLE INC.
Owner Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA UNITED STATES 95014
Legal Entity Type: CORPORATION
State or Country 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@apple.com amy.shelton@apple.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 08, 2009	AMENDMENT UNDER SECTION 7 - ISSUED	59807
Jun. 09, 2008	ASSIGNED TO PARALEGAL	59807
May 12, 2008	TEAS SECTION 7 REQUEST RECEIVED	
Mar. 14, 2008	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75461
Mar. 14, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 14, 2008	ASSIGNED TO PARALEGAL	75461
Mar. 10, 2008	TEAS SECTION 8 & 9 RECEIVED	
Jan. 10, 2008	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 19, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 06, 1999	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Feb. 17, 1999	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Apr. 03, 1985	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Dec. 24, 1984	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Mar. 06, 2009

Change in Registration: Yes

Amendment to a Registration/Renewal Certificate: The drawing is amended to appear as follows: PUBLISH NEW The drawing is amended to appear as follows: PUBLISH CUT

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: POST REGISTRATION

Date in Location: Nov. 25, 2009

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE COMPUTER, INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 2,715,578

Registered May 13, 2003

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

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

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

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

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

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

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

JAMES A. RAUEN, EXAMINING ATTORNEY



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Mark:



US Serial Number: 76426501

Application Filing Date: Jul. 01, 2002

US Registration Number: 2715578

Registration Date: May 13, 2003

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 24, 2013

Publication Date: Feb. 18, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0851679

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

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

Goods and Services

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

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

For: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, [modems;] audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely, for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1977

Use in Commerce: Jan. 01, 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding
------	-------------	------------

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

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 13, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 24, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP

CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 9

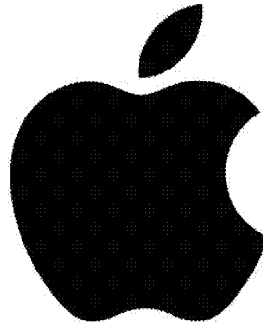
Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,679,056

United States Patent and Trademark Office

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

JERI J. FICKES, EXAMINING ATTORNEY

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Mark:



US Serial Number: 77648705

Application Filing Date: Jan. 13, 2009

US Registration Number: 3679056

Registration Date: Sep. 08, 2009

Register: Principal

Mark Type: Trademark

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

Status Date: Mar. 25, 2015

Publication Date: Jun. 23, 2009

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1014459

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

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

Goods and Services

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

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

For: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording,

organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 31, 1977

Use in Commerce: Jan. 31, 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

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

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

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 107

Date in Location: Mar. 25, 2015

Int. Cls.: 35 and 39

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

United States Patent and Trademark Office

Reg. No. 2,926,853

Registered Feb. 15, 2005

**SERVICE MARK
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

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

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

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

NORA BUCHANAN WILL, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78155188

Application Filing Date: Aug. 16, 2002

US Registration Number: 2926853

Registration Date: Feb. 15, 2005

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Feb. 28, 2015

Publication Date: Jul. 29, 2003

Notice of Allowance Date: Oct. 21, 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: 0871151

International Application(s) /Registration(s) Based on this Property: A0000984/0871151

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

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2593671

Foreign Application Filing Date: Feb. 26, 2002

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

Country: (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: analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: 1983

Use in Commerce: 1983

For: computerized data storage services; data storage relating to business

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(a)

First Use: 1985

Use in Commerce: 1985

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: Yes

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 28, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 28, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Feb. 28, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Feb. 28, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
Feb. 13, 2015	TEAS SECTION 8 & 9 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 26, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Feb. 26, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Feb. 09, 2011	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 15, 2005	REGISTERED-PRINCIPAL REGISTER	
Dec. 13, 2004	LAW OFFICE REGISTRATION REVIEW COMPLETED	68171
Dec. 13, 2004	ASSIGNED TO LIE	68171
Nov. 29, 2004	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 30, 2004	STATEMENT OF USE PROCESSING COMPLETE	72067
Aug. 30, 2004	USE AMENDMENT FILED	72067
Aug. 31, 2004	TEAS STATEMENT OF USE RECEIVED	
Aug. 31, 2004	TEAS EXTENSION RECEIVED	
Aug. 20, 2004	CASE FILE IN TICRS	
Mar. 30, 2004	EXTENSION 1 GRANTED	
Mar. 23, 2004	EXTENSION 1 FILED	
Mar. 23, 2004	TEAS EXTENSION RECEIVED	
Oct. 21, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 29, 2003	PUBLISHED FOR OPPOSITION	
Jul. 09, 2003	NOTICE OF PUBLICATION	
May 13, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 03, 2003	NON-FINAL ACTION E-MAILED	
Jan. 09, 2003	ASSIGNED TO EXAMINER	69222
Sep. 10, 2002	TEAS VOLUNTARY AMENDMENT RECEIVED	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Feb. 15, 2015

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 28, 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. Cls.: 35 and 41

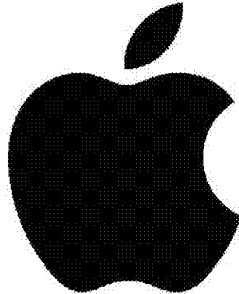
Prior U.S. Cls.: 100, 101, 102 and 107

Reg. No. 3,298,028

United States Patent and Trademark Office

Registered Sep. 25, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

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

JEFFERY COWARD, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78943482

Application Filing Date: Aug. 02, 2006

US Registration Number: 3298028

Registration Date: Sep. 25, 2007

Register: Principal

Mark Type: Service Mark

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

Status Date: Sep. 23, 2013

Publication Date: Jul. 10, 2007

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0946932

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

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

Goods and Services

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

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

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

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

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

International Class(es): 041 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

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

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

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 106

Date in Location: Sep. 23, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent THOMAS R. LA PERLE
Name:

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

Domestic Representative - Not Found

Int. Cl.: 38

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

Reg. No. 2,870,477

United States Patent and Trademark Office

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

Generated on: This page was generated by TSDR on 2017-08-11 15:40:50 EDT

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

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

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
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

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 03, 2014

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 CALIFORNIA
Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,753,069

Registered Aug. 19, 2003

**SERVICE MARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

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

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

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

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

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

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

JAMES A. RAUEN, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78146716

Application Filing Date: Jul. 23, 2002

US Registration Number: 2753069

Registration Date: Aug. 19, 2003

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Mar. 08, 2014

Publication Date: May 27, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Related Properties Information

International Registration Number: 0910391

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

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

Goods and Services

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

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

For: [Application service provider (ASP), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities;

computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely, designing [and implementing] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1980

Use in Commerce: Sep. 1980

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	

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

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Aug. 19, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 08, 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

United States of America

United States Patent and Trademark Office



Reg. No. 4,885,796

Registered Jan. 12, 2016

Int. Cl.: 14

TRADEMARK

PRINCIPAL REGISTER

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

FOR: HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; WATCHES; TIMEPIECES; CHRONOGRAPHS FOR USE AS TIMEPIECES; CHRONOMETERS; WATCHSTRAPS; WATCH BANDS; CASES FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; PARTS FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015.

OWNER OF U.S. REG. NOS. 2,715,578, 3,070,037, AND 3,679,056.

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

SER. NO. 86-658,546, FILED 6-10-2015.

NORA BUCHANAN WILL, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

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Mark:



US Serial Number: 86658546

Application Filing Date: Jun. 10, 2015

US Registration Number: 4885796

Registration Date: Jan. 12, 2016

Register: Principal

Mark Type: Trademark

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

Status Date: Jan. 12, 2016

Publication Date: Oct. 27, 2015

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: 1290155

International Application(s) /Registration(s) Based on this Property: A0054672/1290155

Claimed Ownership of US Registrations: 2715578, 3070037, 3679056

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: Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps;

watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments

International Class(es): 014 - Primary Class

U.S Class(es): 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 12, 2016	REGISTERED-PRINCIPAL REGISTER	
Oct. 27, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 27, 2015	PUBLISHED FOR OPPOSITION	
Oct. 07, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 19, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 19, 2015	ASSIGNED TO EXAMINER	69222
Jun. 16, 2015	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jun. 15, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 13, 2015	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 12, 2016

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91235737](#)

Filing Date: Jul 24, 2017

Status: Pending

Status Date: Jul 24, 2017

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: OEG Building Material

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

Correspondent e-mail: jdritchison@comcast.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
BIG APPLE JOIST	Opposition Pending	87149763	
Plaintiff(s)			

Name: Apple Inc.

Correspondent Address: Robert N. Potter
Kilpatrick Townsend & Stockton LLP
1114 Avenue of the Americas, 21st Floor
New York NY , 10036
UNITED STATES

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
TV IPHONE	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78408365	3084491
	Renewed	76117498	2657931
	Renewed	76432525	2693317
	Renewed	76432531	2690881
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78146716	2753069
	Renewed	78155188	2926853
	Renewed	78157042	2870477
	Renewed	78255986	2820066
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Registered	85120250	4206562
	Registered	86658546	4885796
	Section 8 and 15 - Accepted and Acknowledged	77154348	3359157
	Registered	77353055	4425780

IPHONE	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
MUSIC	Registered	86662587	4929159
MUSIC	Registered	86663019	5209941
PAY	Registered	86393745	5110262
WATCH	Registered	86390853	4783440
WATCH	Registered	86390818	5161497
WATCH EDITION	Registered	86512795	4852670
WATCH SPORT	Registered	86512876	4819882

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 24, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2017	Sep 03, 2017
3	PENDING, INSTITUTED	Jul 25, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235530](#)

Filing Date: Jul 12, 2017

Status: Pending

Status Date: Jul 12, 2017

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Ora Inc.

Correspondent Address: NANCY KENNEDY
ALIX, YALE & RISTAS, LLP
750 MAIN STREET
HARTFORD CT , 06103

Correspondent e-mail: alixyaleristas@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87232969	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

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

WATCH Registered [86390853](#) [4783440](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 12, 2017	Aug 21, 2017
3	PENDING, INSTITUTED	Jul 12, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91233981](#) **Filing Date:** Apr 12, 2017
Status: Terminated **Status Date:** Jul 25, 2017
Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Michel A. Bond dba Multiple Tier Concepts
Correspondent Address: MICHEL A BOND
DBA MUTIPLE TIER CONCEPTS
437 GRABTOWN ROAD , PO BOX 211
WINDSOR NC , 27983
UNITED STATES
Correspondent e-mail: mabond02@yahoo.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE LOVERS	Abandoned - After Inter-Partes Decision	87083382	

Plaintiff(s)

Name: Apple Inc.
Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA , 94025
UNITED STATES
Correspondent e-mail: jpetersen@ktslaw.com , cye@kilpatricktownsend.com , cgenteman@kilpatricktownsend.com , agarcia@ktslaw.com , tadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	86389945	4783437
WATCH	Registered	86390853	4783440
WATCH EDITION	Registered	86512795	4852670
WATCH SPORT	Registered	86512876	4819882
	Registered	86658546	4885796
	Renewed	78156911	3070037
APPLE	Renewed	73120444	1078312
APPLE	Registered	77172511	3928818
	Renewed	73162799	1114431
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2017	May 23, 2017
3	PENDING, INSTITUTED	Apr 13, 2017	
4	NOTICE OF DEFAULT	Jun 02, 2017	
5	BD DECISION: SUSTAINED	Jul 25, 2017	
6	TERMINATED	Jul 25, 2017	

Type of Proceeding: Opposition

Proceeding [91231731](#)
Number:

Filing Date: Nov 30, 2016

Status: Terminated

Status Date: Apr 06, 2017

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Jinguo Lin

Correspondent BEN NATTER
Address: NATTER & NATTER
501 FIFTH AVENUE
NEW YORK NY , 10017
UNITED STATES

Correspondent e-mail: ben@natterip.com , us.docket@natterip.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE CAR	Abandoned - After Inter-Partes Decision	79182207	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: jpetersen@kilpatricktownsend.com , ssurachman@kilpatricktownsend.com , prosenberg@ktslaw.com , Agarcia@ktslaw.com , tmadmi@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Renewed	73120444	1078312
	Renewed	73162799	1114431
	Renewed	78408365	3084491
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
	Registered	86658546	4885796
	Renewed	78156887	3070036

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 30, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 14, 2016	Jan 23, 2017
3	PENDING, INSTITUTED	Dec 14, 2016	
4	NOTICE OF DEFAULT	Feb 02, 2017	
5	BD DECISION: SUSTAINED	Apr 06, 2017	
6	TERMINATED	Apr 06, 2017	

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312
Registered Nov. 29, 1977

TRADEMARK
Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).

First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner

Generated on: This page was generated by TSDR on 2017-08-11 15:46:34 EDT

Mark: APPLE

US Serial Number: 73120444

Application Filing Date: Mar. 25, 1977

US Registration Number: 1078312

Registration Date: Nov. 29, 1977

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Jun. 21, 2007

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

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

Related Properties Information

International Registration Number: 0870749

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

Goods and Services

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

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

For: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE

International Class(es): 009 - Primary Class

U.S Class(es): 026

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 1976

Use in Commerce: Apr. 1976

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 29, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 26, 2008	COUNTERCLAIM OPP. NO. 999999	182775
Nov. 23, 2007	CASE FILE IN TICS	
Jun. 21, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
Jun. 21, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jun. 21, 2007	ASSIGNED TO PARALEGAL	64591
May 17, 2007	TEAS SECTION 8 & 9 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 11, 2003	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 18, 1997	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Jul. 02, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
May 30, 1997	POST REGISTRATION ACTION MAILED - SEC. 9	
Mar. 18, 1997	POST REGISTRATION ACTION MAILED - SEC. 9	
Feb. 05, 1997	REGISTERED - SEC. 9 FILED/CHECK RECORD FOR SEC. 8	
Apr. 28, 1983	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Dec. 29, 1980	CANCELLATION INSTITUTED NO. 999999	12748

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Nov. 29, 2007

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Nov. 23, 2007

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE COMPUTER, INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 9

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

United States Patent and Trademark Office

Reg. No. 3,317,089

Registered Oct. 23, 2007

**TRADEMARK
PRINCIPAL REGISTER**

APPLE

APPLE CORPS LIMITED (UNITED KINGDOM
COMPANY)
27 OVINGTON SQUARE
LONDON SW3 1LJ, UNITED KINGDOM

FOR: MUSICAL SOUND RECORDS; SOUND RECORDS FEATURING ENTERTAINMENT; SOUND RECORDS FEATURING MUSIC, MUSICIANS, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; MUSICAL VIDEO RECORDS; VIDEO RECORDS FEATURING ENTERTAINMENT; VIDEO RECORDS FEATURING MUSIC, MUSICIANS, CARICATURES, CARTOONS, ANIMATION, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; CINEMATOGRAPHIC FILMS; MUSICAL SOUND RECORDINGS; MUSICAL VIDEO RECORDINGS; AUDIO AND VISUAL RECORDINGS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS; PRE-RECORDED COMPACT DISCS, AUDIO TAPES, GRAMOPHONE RECORDS, VIDEO TAPES, VIDEO DISCS, DVDS,

CD-ROMS AND INTERACTIVE COMPACT DISCS, ALL FEATURING OR RELATING TO MUSIC AND FILMS; DIGITALLY RECORDED SOUND AND VIDEO RECORDS; DOWNLOADABLE MUSICAL SOUND AND VIDEO RECORDS; DOWNLOADABLE SOUND AND VIDEO RECORDS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

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

OWNER OF ERPN CMNTY TM OFC REG. NO. 00218990, DATED 11-16-2000, EXPIRES 4-1-2016.

OWNER OF U.S. REG. NO. 2,034,964.

SER. NO. 78-430,230, FILED 6-4-2004.

DARRYL SPRUILL, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2017-08-11 15:47:51 EDT

Mark: APPLE

APPLE

US Serial Number: 78430230

Application Filing Date: Jun. 04, 2004

US Registration Number: 3317089

Registration Date: Oct. 23, 2007

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Section 8 declaration has been accepted.

Status Date: Oct. 30, 2013

Publication Date: Oct. 04, 2005

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 2034964

Foreign Information

Foreign Registration Number: 00218990

Foreign Registration Date: Nov. 16, 2000

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

Foreign Expiration Date: Apr. 01, 2016

Goods and Services

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

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

For: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or

relating to music, entertainment and films; pre-recorded compact discs, [audio tapes,] gramophone records, [video tapes,] video discs, DVDs, CD-ROMs ((and interactive compact discs,)) all featuring or relating to music and films; digitally recorded sound and video records; ((downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films))

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: Yes

Currently 44E: Yes

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_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
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 23, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 30, 2013	SEC. 15 ACKNOWLEDGEMENT - MAILED	
Oct. 30, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 - MAILED	
Oct. 30, 2013	REGISTERED - SEC. 15 ACKNOWLEDGED	76873
Oct. 23, 2013	REGISTERED - SEC. 15 AFFIDAVIT FILED	76873

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

Maintenance Filings or Post Registration Information

Affidavit of Continued Use:	Section 8 - Accepted
Affidavit of Incontestability:	Section 15 - Accepted
Change in Registration:	Yes
Amendment to a Registration/Renewal Certificate:	In the statement, Column 1, lines 1-4, is deleted, and, "APPLE INC., (CALIFORNIA CORPORATION), 1 INFINITE LOOP, CUPERTINO, CA 95014" is inserted.

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Oct. 30, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Corps Limited

Assignment 1 of 1

Conveyance: ASSIGNS THE ENTIRE INTEREST

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

Pages: 4

Date Recorded: Jan. 07, 2008

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

Assignor

Name: [APPLE CORPS LIMITED](#)

Execution Date: Jan. 07, 2008

Legal Entity Type: COMPANY

State or Country: UNITED KINGDOM
Where Organized:

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA
Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

ANGELA DUONG, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2017-08-11 15:49:53 EDT

Mark: APPLE

APPLE

US Serial Number: 77172511

Application Filing Date: May 03, 2007

US Registration Number: 3928818

Registration Date: Mar. 08, 2011

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Mar. 08, 2011

Publication Date: Jan. 01, 2008

Notice of Allowance Date: Mar. 25, 2008

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 0956402

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

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

Goods and Services

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

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

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

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

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1976

Use in Commerce: Apr. 01, 1976

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country 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: avinash.chauhan.amz@gmail.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
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: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 28, 2011

Int. Cl.: 38

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

Reg. No. 2,079,765

United States Patent and Trademark Office

Registered July 15, 1997

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE

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

FOR: COMMUNICATION FILED BY COMPUTER, NAMELY, ELECTRONIC TRANSMISSION OF DATA AND DOCUMENTS VIA COMPUTER, DELIVERY OF MESSAGES BY ELEC-

TRONIC TRANSMISSION, 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. 1,200,280, 1,819,400, AND OTHERS.

SN 74-660,120, FILED 4-7-1995.

WON TEAK OH, EXAMINING ATTORNEY

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Mark: APPLE

US Serial Number: 74660120

Application Filing Date: Apr. 07, 1995

US Registration Number: 2079765

Registration Date: Jul. 15, 1997

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Feb. 02, 2007

Publication Date: Aug. 20, 1996

Notice of Allowance Date: Nov. 12, 1996

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

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

Related Properties Information

International Registration Number: 0870749

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

Claimed Ownership of US Registrations: 1200280, 1819400 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: communication filed by computer, namely, electronic transmission of data and documents via computer, delivery of messages by electronic transmission

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

Current Owner(s) Information

Owner Name: APPLE INC.
Owner Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014
UNITED STATES
Legal Entity Type: CORPORATION
State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

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

Correspondent

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

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 17, 2017	TEAS SECTION 8 & 9 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 15, 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	
Mar. 08, 2007	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 02, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70619
Feb. 02, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Feb. 01, 2007	ASSIGNED TO PARALEGAL	70619
Nov. 30, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Nov. 30, 2006	TEAS SECTION 8 & 9 RECEIVED	
Apr. 01, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 30, 2003	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	

Jun. 30, 2003	TEAS SECTION 8 & 15 RECEIVED
Jun. 25, 2002	TEAS CHANGE OF CORRESPONDENCE RECEIVED
Jul. 15, 1997	REGISTERED-PRINCIPAL REGISTER
May 08, 1997	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED
Mar. 26, 1997	STATEMENT OF USE PROCESSING COMPLETE
Mar. 26, 1997	EXTENSION 1 GRANTED
Feb. 26, 1997	USE AMENDMENT FILED
Feb. 26, 1997	EXTENSION 1 FILED
Nov. 12, 1996	NOA MAILED - SOU REQUIRED FROM APPLICANT
Aug. 20, 1996	PUBLISHED FOR OPPOSITION
Jul. 19, 1996	NOTICE OF PUBLICATION
Jun. 05, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER
Jun. 05, 1996	PREVIOUS ALLOWANCE COUNT WITHDRAWN
Apr. 23, 1996	APPROVED FOR PUB - PRINCIPAL REGISTER
Mar. 18, 1996	CORRESPONDENCE RECEIVED IN LAW OFFICE
Sep. 18, 1995	NON-FINAL ACTION MAILED
Sep. 14, 1995	ASSIGNED TO EXAMINER

72152

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jul. 15, 2007

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Mar. 08, 2007

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA

Where Organized:

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country: CALIFORNIA

Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,808,567

Registered Jan. 27, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE

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

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

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

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

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

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

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY

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Mark: APPLE

US Serial Number: 78170383

Application Filing Date: Oct. 02, 2002

US Registration Number: 2808567

Registration Date: Jan. 27, 2004

Register: Principal

Mark Type: Service Mark

Status: The registration has been renewed.

Status Date: Feb. 10, 2014

Publication Date: Nov. 04, 2003

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

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

Related Properties Information

International Registration Number: 0870749

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

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

Goods and Services

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

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

For: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SERVICES TO OTHERS;] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1980

Use in Commerce: Sep. 1980

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary 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 95014
UNITED STATES

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 10, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 10, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Feb. 10, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Jan. 24, 2014	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76985
Feb. 10, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Jan. 24, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 24, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jul. 31, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jul. 31, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jul. 12, 2010	TEAS SECTION 8 & 15 RECEIVED	
Apr. 26, 2008	COUNTERCLAIM OPP. NO. 999999	182775
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 27, 2004	REGISTERED-PRINCIPAL REGISTER	

Nov. 04, 2003	PUBLISHED FOR OPPOSITION
Oct. 15, 2003	NOTICE OF PUBLICATION
Sep. 04, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER
Jul. 29, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE
Aug. 05, 2003	CASE FILE IN TICRS
Jul. 30, 2003	EMAIL RECEIVED
Jul. 07, 2003	NON-FINAL ACTION E-MAILED
Apr. 01, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE
Mar. 10, 2003	NON-FINAL ACTION E-MAILED
Mar. 07, 2003	ASSIGNED TO EXAMINER

69940

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 27, 2014

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 10, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

United States of America

United States Patent and Trademark Office



Reg. No. 5,161,497

Registered Mar. 14, 2017

Int. Cl.: 10

Trademark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
1 Infinite Loop
Cupertino, CA 95014

CLASS 10: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015

The mark consists of the design of an apple with a bite removed and the word "WATCH".

OWNER OF U.S. REG. NO. 3064984, 2715578, 3679056

No claim is made to the exclusive right to use the following apart from the mark as shown: "WATCH"

SER. NO. 86-390,818, FILED 09-10-2014
DAVID HOWARD ALESKOW, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

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

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Generated on: This page was generated by TSDR on 2017-08-11 15:53:51 EDT

Mark: WATCH



US Serial Number: 86390818

Application Filing Date: Sep. 10, 2014

US Registration Number: 5161497

Registration Date: Mar. 14, 2017

Register: Principal

Mark Type: Trademark

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

Status Date: Mar. 14, 2017

Publication Date: Aug. 11, 2015

Notice of Allowance Date: Oct. 06, 2015

Mark Information

Mark Literal Elements: WATCH

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

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

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

Disclaimer: "WATCH"

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1231968

International Application(s) /Registration(s) Based on this Property: A0045075/1231968

Claimed Ownership of US Registrations: 2715578, 3064984, 3679056 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 65136

Foreign Application Filing Date: Jul. 24, 2014

Foreign Application/Registration Country: JAMAICA

Goods and Services

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

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

- Asterisks *.* identify additional (new) wording in the goods/services.

For: General wellness instruments, namely, health, fitness, exercise, and wellness sensors, monitors and displays sold as a unit in the form of a wrist-wearable computerized device for measuring, displaying, tracking, monitoring, storing, and transmitting biometric data, heart rate, body movement, and calories burned; general wellness apparatus and devices sold as a unit in the form of a wrist-wearable computerized device to measure, display, track, monitor, store, and transmit biometric data, heart rate, body movement, and calories burned

International Class(es): 010 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: Yes

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 14, 2017	REGISTERED-PRINCIPAL REGISTER	
Feb. 10, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 09, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 09, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 09, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	

Feb. 09, 2017	EXAMINERS AMENDMENT E-MAILED	
Feb. 09, 2017	SU-EXAMINER'S AMENDMENT WRITTEN	90334
Jan. 20, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 19, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 19, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 19, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	NON-FINAL ACTION E-MAILED	
Jul. 19, 2016	SU - NON-FINAL ACTION - WRITTEN	90334
Jun. 28, 2016	STATEMENT OF USE PROCESSING COMPLETE	69712
Jun. 08, 2016	USE AMENDMENT FILED	69712
Jun. 28, 2016	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69712
Jun. 08, 2016	TEAS STATEMENT OF USE RECEIVED	
Apr. 08, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 06, 2016	EXTENSION 1 GRANTED	98765
Apr. 06, 2016	EXTENSION 1 FILED	98765
Apr. 06, 2016	TEAS EXTENSION RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 06, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Aug. 11, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 11, 2015	PUBLISHED FOR OPPOSITION	
Jul. 22, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jul. 08, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Jul. 08, 2015	ASSIGNED TO LIE	68171
Jun. 23, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 22, 2015	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 22, 2015	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 22, 2015	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Dec. 22, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 22, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 19, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 18, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 09, 2017

Proceedings

Summary

Number of 3
Proceedings:

Type of Proceeding: Opposition

Proceeding [91235737](#)
Number:

Filing Date: Jul 24, 2017

Status: Pending

Status Date: Jul 24, 2017

Interlocutory MIKE WEBSTER
Attorney:

Defendant

Name: OEG Building Material

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

Correspondent e-mail: jdritchison@comcast.net

Associated marks			
Mark	Application Status	Serial Number	Registration Number
BIG APPLE JOIST	Opposition Pending	87149763	
Plaintiff(s)			

Name: Apple Inc.

Correspondent Robert N. Potter
Address: Kilpatrick Townsend & Stockton LLP
1114 Avenue of the Americas, 21st Floor
New York NY , 10036
UNITED STATES

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
TV IPHONE IPHONE MUSIC MUSIC PAY WATCH WATCH WATCH EDITION WATCH SPORT	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78408365	3084491
	Renewed	76117498	2657931
	Renewed	76432525	2693317
	Renewed	76432531	2690881
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78146716	2753069
	Renewed	78155188	2926853
	Renewed	78157042	2870477
	Renewed	78255986	2820066
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Registered	85120250	4206562
	Registered	86658546	4885796
	Section 8 and 15 - Accepted and Acknowledged	77154348	3359157
	Registered	77353055	4425780
	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
	Registered	86662587	4929159
	Registered	86663019	5209941
	Registered	86393745	5110262
	Registered	86390853	4783440
	Registered	86390818	5161497
	Registered	86512795	4852670
	Registered	86512876	4819882

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 24, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2017	Sep 03, 2017
3	PENDING, INSTITUTED	Jul 25, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235530](#)

Filing Date: Jul 12, 2017

Status: Pending

Status Date: Jul 12, 2017

Interlocutory ANN LINNEHAN VOGLER

Attorney:

Defendant

Name: Ora Inc.

Correspondent Address: NANCY KENNEDY
ALIX, YALE & RISTAS, LLP
750 MAIN STREET
HARTFORD CT , 06103

Correspondent e-mail: alixyaleristas@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87232969	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

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

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 12, 2017	Aug 21, 2017
3	PENDING, INSTITUTED	Jul 12, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91234630](#)

Filing Date: May 17, 2017

Status: Pending

Status Date: May 17, 2017

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Advanced Solutions, Inc.

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

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

mail: _____

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

Name: Apple Inc.

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

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

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

Prosecution History

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

United States of America
United States Patent and Trademark Office



Reg. No. 4,783,440

Registered July 28, 2015

Int. Cl.: 14

TRADEMARK

PRINCIPAL REGISTER

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

FOR: HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; WATCHES; TIMEPIECES; CHRONOGRAPHS FOR USE AS TIMEPIECES; CHRONOMETERS; WATCHSTRAPS; WATCH BANDS; CASES FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; PARTS FOR WATCHES, AND HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FIRST USE 9-9-2014; IN COMMERCE 4-10-2015.

PRIORITY CLAIMED UNDER SEC. 44(D) ON JAMAICA APPLICATION NO. 65136, FILED 7-24-2014.

OWNER OF U.S. REG. NOS. 2,715,578, 3,679,056, AND OTHERS.

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

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED AND THE WORD "WATCH".

SN 86-390,853, FILED 9-10-2014.

DAVID ALESKOW, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

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

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

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Generated on: This page was generated by TSDR on 2017-08-11 15:54:53 EDT

Mark: WATCH



US Serial Number: 86390853

Application Filing Date: Sep. 10, 2014

US Registration Number: 4783440

Registration Date: Jul. 28, 2015

Register: Principal

Mark Type: Trademark

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

Status Date: Jul. 28, 2015

Publication Date: Mar. 10, 2015

Notice of Allowance Date: May 05, 2015

Mark Information

Mark Literal Elements: WATCH

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

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

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

Disclaimer: "WATCH"

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1231887

International Application(s) /Registration(s) Based on this Property: A0045081/1231887

Claimed Ownership of US Registrations: 2715578, 3070037, 3679056 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 65136

Foreign Application Filing Date: Jul. 24, 2014

Foreign Application/Registration Country: JAMAICA

Goods and Services

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

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

- Asterisks *..* identify additional (new) wording in the goods/services.

For: Horological and chronometric instruments; watches; timepieces; chronographs for use as timepieces; chronometers; watchstraps; watch bands; cases for watches, and horological and chronometric instruments; parts for watches, and horological and chronometric instruments

International Class(es): 014 - Primary Class

U.S Class(es): 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 09, 2014

Use in Commerce: Apr. 10, 2015

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Amended Use: No

Filed ITU: Yes

Currently ITU: No

Amended ITU: No

Filed 44D: Yes

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 28, 2015	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2015	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jun. 20, 2015	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jun. 20, 2015	STATEMENT OF USE PROCESSING COMPLETE	61813
May 19, 2015	USE AMENDMENT FILED	61813
Jun. 17, 2015	CASE ASSIGNED TO INTENT TO USE PARALEGAL	61813
May 19, 2015	TEAS STATEMENT OF USE RECEIVED	

May 05, 2015	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 10, 2015	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 10, 2015	PUBLISHED FOR OPPOSITION	
Feb. 18, 2015	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 31, 2015	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
Jan. 30, 2015	ASSIGNED TO LIE	77312
Jan. 09, 2015	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 08, 2015	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 08, 2015	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2015	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 08, 2015	EXAMINERS AMENDMENT -WRITTEN	90334
Dec. 23, 2014	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Dec. 23, 2014	NON-FINAL ACTION E-MAILED	6325
Dec. 23, 2014	NON-FINAL ACTION WRITTEN	90334
Dec. 19, 2014	ASSIGNED TO EXAMINER	90334
Sep. 18, 2014	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Sep. 17, 2014	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 13, 2014	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jun. 20, 2015

Proceedings

Summary

Number of 3
Proceedings:

Type of Proceeding: Opposition

Proceeding [91235737](#)
Number:

Filing Date: Jul 24, 2017

Status: Pending

Status Date: Jul 24, 2017

Interlocutory MIKE WEBSTER
Attorney:

Defendant

Name: OEG Building Material

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

Correspondent e-mail: jdritchison@comcast.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
BIG APPLE JOIST	Opposition Pending	87149763	

Plaintiff(s)

Name: Apple Inc.

Correspondent Robert N. Potter
Address: Kilpatrick Townsend & Stockton LLP
1114 Avenue of the Americas, 21st Floor
New York NY , 10036
UNITED STATES

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
TV IPHONE IPHONE MUSIC MUSIC PAY WATCH WATCH WATCH EDITION WATCH SPORT	Renewed	73162799	1114431
	Renewed	76426501	2715578
	Renewed	78408365	3084491
	Renewed	76117498	2657931
	Renewed	76432525	2693317
	Renewed	76432531	2690881
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	78146716	2753069
	Renewed	78155188	2926853
	Renewed	78157042	2870477
	Renewed	78255986	2820066
	Section 8 and 15 - Accepted and Acknowledged	78943482	3298028
	Registered	85120250	4206562
	Registered	86658546	4885796
	Section 8 and 15 - Accepted and Acknowledged	77154348	3359157
	Registered	77353055	4425780
	Section 8 and 15 - Accepted and Acknowledged	77976400	3746840
	Registered	86662587	4929159
	Registered	86663019	5209941
	Registered	86393745	5110262
	Registered	86390853	4783440
	Registered	86390818	5161497
	Registered	86512795	4852670
	Registered	86512876	4819882

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 24, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2017	Sep 03, 2017
3	PENDING, INSTITUTED	Jul 25, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91235530](#)

Filing Date: Jul 12, 2017

Status: Pending

Status Date: Jul 12, 2017

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Ora Inc.

Correspondent Address: NANCY KENNEDY
ALIX, YALE & RISTAS, LLP
750 MAIN STREET
HARTFORD CT , 06103

Correspondent e-mail: alixyaleristas@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87232969	

Plaintiff(s)

Name: Apple Inc.

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

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

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

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 12, 2017	Aug 21, 2017
3	PENDING, INSTITUTED	Jul 12, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91233981](#)

Filing Date: Apr 12, 2017

Status: Terminated

Status Date: Jul 25, 2017

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Michel A. Bond dba Multiple Tier Concepts

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WINDSOR NC , 27983
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Correspondent e-mail: mabond02@yahoo.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE LOVERS	Abandoned - After Inter-Partes Decision	87083382	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA , 94025
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Correspondent e-mail: jpetersen@ktslaw.com , cye@kilpatricktownsend.com , cgenteman@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	86389945	4783437
WATCH	Registered	86390853	4783440

WATCH EDITION	Registered	86512795	4852670
WATCH SPORT	Registered	86512876	4819882
	Registered	86658546	4885796
	Renewed	78156911	3070037
APPLE	Renewed	73120444	1078312
APPLE	Registered	77172511	3928818
	Renewed	73162799	1114431
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Renewed	76426501	2715578

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 12, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 13, 2017	May 23, 2017
3	PENDING, INSTITUTED	Apr 13, 2017	
4	NOTICE OF DEFAULT	Jun 02, 2017	
5	BD DECISION: SUSTAINED	Jul 25, 2017	
6	TERMINATED	Jul 25, 2017	