

ESTTA Tracking number: **ESTTA1125019**

Filing date: **04/05/2021**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	04/04/2021
Address	ONE APPLE PARK WAY CUPERTINO, CA 95014 UNITED STATES
Attorney information	WILLIAM M. BRYNER KILPATRICK TOWNSEND & STOCKTON LLP 1001 WEST FOURTH STREET WINSTON-SALEM, NC 27101 UNITED STATES Primary Email: bbryner@kilpatricktownsend.com Secondary Email(s): jpetersen@kilpatricktownsend.com, BBRYNER@kilpatricktownsend.com, hyang@kilpatricktownsend.com, Agar-cia@kilpatricktownsend.com, tadmin@kilpatricktownsend.com 336-607-7300
Docket Number	

Applicant Information

Application No.	88643979	Publication date	10/06/2020
Opposition Filing Date	04/05/2021	Opposition Period Ends	04/04/2021
Applicant	Georgette, LLC 11245 WEST RD APT 6713 HOUSTON, TX 77065 UNITED STATES		


Goods/Services Affected by Opposition

Class 032. First Use: 0 First Use In Commerce: 0
All goods and services in the class are opposed, namely: purified drinking water; bottled water

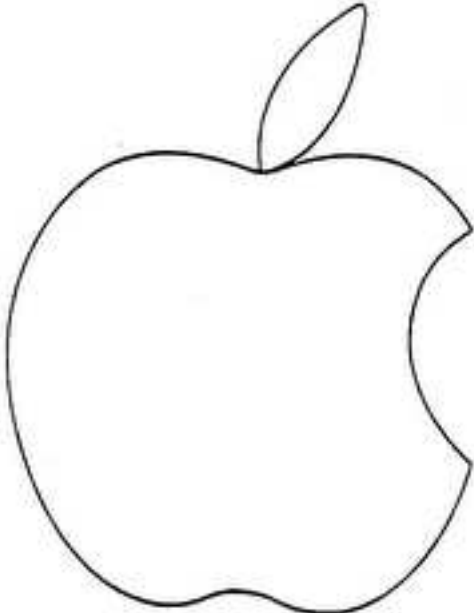
Grounds for Opposition


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

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3818856	Application Date	12/19/2007
Registration Date	07/13/2010	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of a design of an apple with a bite removed.		
Goods/Services	<p>Class 021. First use: First Use: 1981/03/31 First Use In Commerce: 1981/03/31 Housewares, namely, [decorative glass not for building,] lunch boxes, mugs, sports bottles sold empty, thermal insulated containers for food or beverage, vacuum bottles; lunch kits consisting of lunch boxes and insulated containers</p> <p>Class 022. First use: First Use: 2004/10/19 First Use In Commerce: 2004/10/19 Lanyards for portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image, and video files</p>		

U.S. Registration No.	1401237	Application Date	11/04/1985
Registration Date	07/15/1986	Foreign Priority Date	NONE
Word Mark	NONE		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 021. First use: First Use: 1981/03/00 First Use In Commerce: 1981/03/00 MUGS, [DISHES,] *AND*DRINKING GLASSES[, BEER STEINS] [AND WINE GLASSES]

U.S. Registration No.	2180949	Application Date	08/08/1995
Registration Date	08/11/1998	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			

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

U.S. Registration No.	1400442	Application Date	11/04/1985
Registration Date	07/08/1986	Foreign Priority Date	NONE

Word Mark	NONE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 025. First use: First Use: 1979/02/00 First Use In Commerce: 1979/02/00 CLOTHING, NAMELY MENS AND LADIES SWEATSHIRTS, T-SHIRTS, SHIRTS, [SHORTS,] JACKETS, [TIES, BELTS, HEADBANDS,] SWEATERS, HATS AND VISORS
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U.S. Registration No.	3070037	Application Date	08/22/2002
Registration Date	03/21/2006	Foreign Priority Date	02/26/2002

Word Mark	NONE
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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: 0 First Use In Commerce: 0 [Jewelry; watches and clocks; cufflinks;] key rings of precious metal [; chronometers; brooches, charms; tie pins; tieclips;] badges [, bracelets, necklaces;medallions, belt buckles, pins; accessory boxes, jewelry boxes, ornaments all made of precious metal or coated therewith; costume jewelry; statues and ornaments of precious metal; parts and fittings for the aforesaid goods]		
U.S. Registration No.	3078580	Application Date	04/27/2004
Registration Date	04/11/2006	Foreign Priority Date	11/04/2003
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of a design of an apple with a bite removed.
Goods/Services	Class 020. First use: First Use: 0 First Use In Commerce: 0 Furniture; [office furniture;] cabinets, enclosure, [non-metal racks and other furniture] for consumer electronics,computers and telecommunications equipment, and for the peripheral equipment devices therefore

U.S. Registration No.	3070035	Application Date	08/22/2002
Registration Date	03/21/2006	Foreign Priority Date	02/26/2002
Word Mark	NONE		
Design Mark			

Description of Mark	The mark consists of the design of an apple with a bite removed.
Goods/Services	Class 025. First use: First Use: 0 First Use In Commerce: 0 [Footwear;] headwear; shirts, t-shirts,sweatshirts,[jogging suits, trousers, pants, shorts, tank tops, rainwear, cloth bibs, skirts,] blouses; [dresses, suspenders,] sweaters, jackets, coats, raincoats, [snow suits, ties, robes,] hats, and caps[, sun-visors, belts, scarves, sleepwear, pajamas, lingerie, underwear, boots, shoes, sneakers, sandals, booties,slipper socks, swimwear and masquerade and Halloween costumes]

U.S. Registration No.	2657931	Application Date	08/24/2000
Registration Date	12/10/2002	Foreign Priority Date	NONE


Word Mark	NONE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 016. First use: First Use: 1979/01/06 First Use In Commerce: 1979/01/06 Printed materials and publications, namely, user manuals, [series of books,] booklets, brochures, [data sheets, white papers,] [newsletters, catalogs,] pamphlets, [periodicals and magazines,]all in the fields of business, creat-ivedesign, computers, information technology, word processing, database management, multimedia, entertainment, [electronic commerce] and telecommunications; [stationery,] pens and pencils, [clipboards,] [posters,] [memo pads,] binders
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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.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01</p> <p>Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers,</p>		

	mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above
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U.S. Registration No.	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</p> <p>[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</p>

Attachments	77356362#TMSN.png(bytes) 73566772#TMSN.png(bytes) 74712807#TMSN.png(bytes) 73566555#TMSN.png(bytes) 78156911#TMSN.png(bytes) 78408618#TMSN.png(bytes) 78156809#TMSN.png(bytes) 76117498#TMSN.png(bytes) 76426501#TMSN.png(bytes) 77648705#TMSN.png(bytes) 77172511#TMSN.png(bytes) 78146716#TMSN.png(bytes) NOO - I AM ARCUS.pdf(662046 bytes) EXHIBIT 1.pdf(4924146 bytes) EXHIBIT 2.pdf(2746410 bytes) EXHIBIT 3.pdf(4523688 bytes) EXHIBIT 4.pdf(4113012 bytes) EXHIBIT 5.pdf(4463796 bytes) EXHIBIT 6.pdf(434259 bytes) EXHIBIT 7.pdf(4257508 bytes) EXHIBIT 8.pdf(287941 bytes) EXHIBIT 9.pdf(2420886 bytes) EXHIBIT 10.pdf(2485218 bytes)
Signature	/William M. Bryner/
Name	William M. Bryner
Date	04/05/2021

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

Application Serial No. 88/643,979



For the Mark:

Filed: October 6, 2019

Published: October 6, 2020

APPLE INC.,

Opposer,

v.

GEORGETTE, LLC,

Applicant.

NOTICE OF OPPOSITION

APPLE INC. (“Opposer” or “Apple”), a California corporation with a principal place of business at One Apple Park Way, Cupertino, California 95014, will be damaged by the issuance of a registration for the trademark shown in Application Serial No. **88/643,979** (“Applicant’s Mark”) for the goods “purified drinking water; bottled water” in Class 32 and hereby opposes the same.

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

FACTS

1. Apple is the world-famous designer, manufacturer, and marketer of mobile communication and media devices and personal computers, and seller of a variety of related

software, services, accessories, and third-party digital content and applications. Apple's APPLE brand is one of the best-known brands in the world.

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



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

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

5. For many years, Apple's APPLE brand (including the Apple Logo) has consistently been recognized as one of the world's most famous brands. In July 2020, *Forbes* magazine ranked the APPLE brand as the world's most valuable brand for the tenth year in a row, with an estimated valuation of \$260.2 billion. Attached as **Exhibit 1** are printouts of *Forbes* magazine articles regarding its list of the most valuable brands from 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2020, for the ninth consecutive year, Apple won the *Harris Interactive* “Brand of the Year” award in the tablet computer category. Apple was also named the #1 brand in the smart phone category, virtual personal assistant category, and wearable tech category. Attached as **Exhibit 2** is a printout of the *Harris Interactive* report obtained from the website at <https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/>.

7. Additionally, Interbrand has consistently recognized the APPLE brand in the top 50 of its “Best Global Brands” annual rankings, increasing in value each year. After being named the second most valuable brand in the world in 2012, the next year the APPLE brand was ranked as the most valuable, and Apple has maintained that top position every year since (2013-2020). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2011 through 2020, in reverse chronological order. Interbrand has awarded the APPLE brand the following rankings and brand valuations over the past 10 years:

- (a) 2020: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$322.99 billion;
- (b) 2019: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$234.24 billion;
- (c) 2018: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$214.48 billion;
- (d) 2017: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$184.15 billion;
- (e) 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$178.12 billion;
- (f) 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$170.28 billion;
- (g) 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$118.86 billion;

- (h) 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$98.32 billion;
- (i) 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated worth of U.S. \$76.57 billion; and
- (j) 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated worth of U.S. \$33.49 billion.

8. In 2020, leading market research and brand valuation company Millward Brown Optimor (“MBO”) named APPLE as the second most valuable brand in the United States in its “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings. In 2019, APPLE was named the most valuable brand in the United States, and in 2018, the inaugural year of MBO’s U.S. rankings, APPLE was named the second most valuable brand in the United States. Copies of MBO’s 2020, 2019, and 2018 “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings are attached as **Exhibit 4**.

9. Moreover, over the past 13 years, MBO has named APPLE as one of the world’s top brands in its “Brandz™ Top 100 Most Valuable Global Brands” annual rankings. In MBO’s 2020 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$352.2 billion. In MBO’s 2019 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$309.5 billion. In MBO’s 2018 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$300.6 billion. In MBO’s 2017 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$234.67 billion. The 2016 rankings also ranked Apple’s APPLE brand the second most valuable brand in the world with a value of \$228.46 billion. In 2015, MBO named Apple the world’s most valuable brand, a rank it also held in 2011, 2012, and 2013. Apple’s APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating recognition of the APPLE brand as one of the world’s most valuable for

more than a decade. Attached as **Exhibit 5** are copies of relevant pages of MBO's rankings in reverse chronological order from 2020 through 2008.

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

11. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Apple has featured prominently in these rankings each year, and for 11 years in a row from 2009 to 2020, Apple has been named the "World's Most Admired Company" for the year. Before 2009, *Fortune Magazine's* list was limited to "America's Most Admired Companies," and Apple also topped that list in 2008. Attached as **Exhibit 7** are copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Companies" rankings in reverse chronological order from 2020 through 2008.

12. In addition, in 2021, leading brand valuation consultancy Brand Finance named APPLE as the world's most valuable brand in the Brand Finance Global 500 ranking, valuing the brand at \$263.4 billion. Attached as **Exhibit 8** is a copy of the "Top 25 Most Valuable Brands" page from the Brand Finance Global 500 2021 report.




13. For many years now, Apple has sold merchandise such as t-shirts, mugs, notebooks, pens, thermal bottles, and water bottles, among many other products, bearing the Apple Logo to consumers at certain Apple Store locations. As a result, Apple has developed extensive common law rights in such goods and services.







14. Moreover, Apple has long offered a variety of beverage containers, such as water bottles and mugs, at physical and online retail locations. Photos of select, available products are shown below, and additional ones are shown in web printouts attached as **Exhibit 9**.






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


TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
	3,818,856	Dec. 19, 2007/ July 13, 2010	21: Housewares , namely, lunch boxes, mugs , sports bottles sold empty , thermal insulated containers for food or beverage , vacuum bottles ; lunch kits consisting of lunch boxes and insulated containers. (First Use: Mar. 31, 1981) 22: Lanyards for portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image, and video files. (First Use: Mar. 31, 1981)
	1,401,237	Nov. 4, 1985/ Jul. 15, 1986	21: Mugs and drinking glasses (First Use: March 1981)
	2,180,949	Aug. 8, 1995/ Aug. 11, 1998	43: Restaurant services (First Use: May 4, 1998)

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
	1,400,442	Nov. 4, 1985/ Jul. 8, 1986	25: Clothing, namely mens and ladies sweatshirts, t-shirts, shirts, [shorts,] jackets, [ties, belts, headbands,] sweaters, hats and visors (First Use: Feb. 1979)
	3,070,037	Aug. 22, 2002/ Mar. 21, 2006	14: Key rings of precious metal; badges (priority: Feb. 26, 2002)
	3,078,580	Apr. 27, 2004/ Apr. 11, 2006	20: Furniture; cabinets, enclosure, for consumer electronics, computers and telecommunications equipment, and for the peripheral equipment devices therefore (priority: Nov. 4, 2003)
	3,070,035	Aug. 22, 2002/ Mar. 21, 2006	25: [Footwear;] headwear; shirts, t-shirts, sweatshirts, [jogging suits, trousers, pants, shorts, tank tops, rainwear, cloth bibs, skirts,] blouses; [dresses, suspenders,] sweaters, jackets, coats, raincoats, [snow suits, ties, robes,] hats, and caps[, sun-visors, belts, scarves, sleepwear, pajamas, lingerie, underwear, boots, shoes, sneakers, sandals, booties, slipper socks, swimwear and masquerade and Halloween costumes] (priority: Feb. 26, 2002)
	2,657,931	Aug. 24, 2000/ Dec. 10, 2002	16: Printed materials and publications, namely, user manuals, [series of books,] booklets, brochures, [data sheets, white papers,] [newsletters, catalogs,] pamphlets, [periodicals and magazines,] all in the fields of business, creative design, computers, information technology, word processing, database management, multimedia, entertainment, [electronic commerce] and telecommunications; [stationery,] pens and pencils, [clipboards,] [posters,] [memo pads,] binders (First use: Jan. 6, 1979)
	2,715,578	July 1, 2002/ May 13, 2003	9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs;

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			<p>blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. (First Use: Jan. 1, 1977)</p>
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	<p>9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions;</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. (First Use: Jan. 31, 1977)
APPLE	3,928,818	May 3, 2007/ March 8, 2011	9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic 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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of 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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES
			<p>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: April 1, 1976)</p>
	2,753,069	Aug. 19, 2003/ Jul. 23, 2002	<p>42: Computer services, namely, displaying the images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation; computer services, namely, designing web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation,</p>

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

True and correct copies of the registration certificates and/or printouts from the United States Patent and Trademark Office database for the above-identified registrations are attached as **Exhibit 10**.

16. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been accepted, pursuant to Sections 8 and 15 of the Lanham Act, for Reg. Nos. 1,401,237, 1,400,442, 2,180,949, 2,657,931, 2,715,578, 2,753,069, 3,070,035, 3,070,037, 3,078,580, 3,679,056, 3,818,856, and 3,928,818.

17. On October 6, 2019, notwithstanding Apple's prior rights, and well after Apple's Apple Marks became distinctive and/or famous, Georgette, LLC ("Applicant") filed Application Serial No. 88/643,979 on an intent-to-use basis to register the mark:



for “purified drinking water; bottled water” in International Class 32 (“Applicant’s Goods”).

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

FIRST GROUND FOR OPPOSITION
DILUTION OF A FAMOUS MARK

19. Apple hereby incorporates paragraphs 1-18 as if fully set forth herein.

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

21. Apple will be damaged by registration of Applicant’s Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers’

exclusive identification of the Apple Marks with Apple, and by otherwise lessening the capacity of the Apple Marks to identify and distinguish the goods and services of Apple, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

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

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

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

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

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

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

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

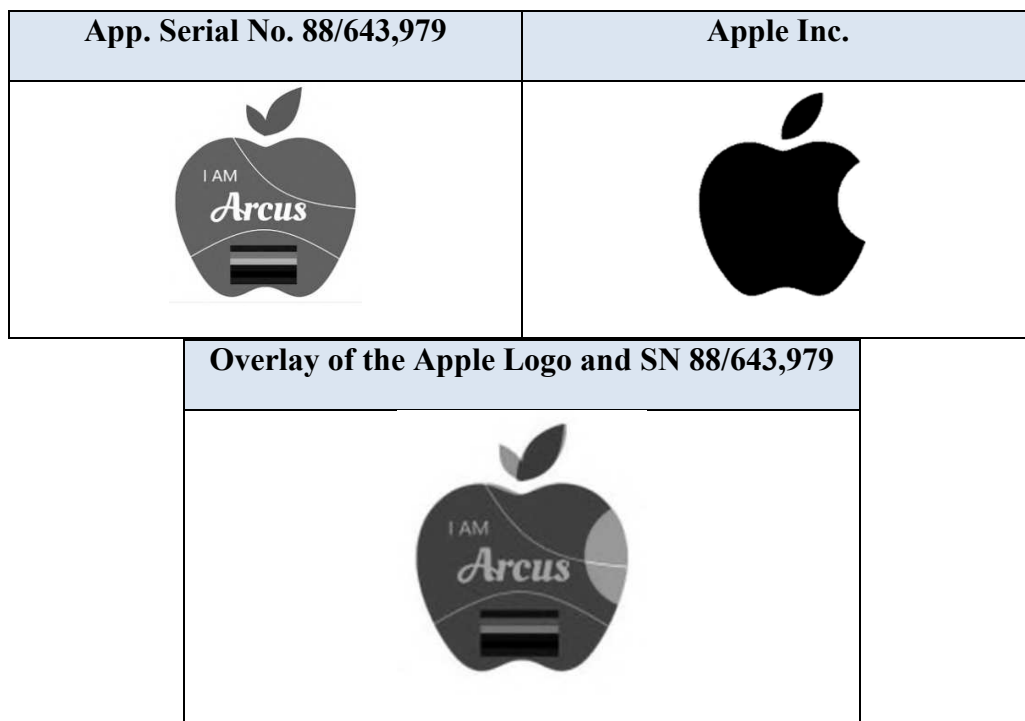
SECOND GROUND FOR OPPOSITION
LIKELY TO CAUSE CONFUSION, OR TO CAUSE MISTAKE, OR TO DECEIVE

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

26. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, well prior to Applicant's October 6, 2019 filing date.

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

28. Consumers encountering Applicant's Mark are likely to associate the mark with Apple. Applicant's Mark features a stylized apple design with a right-angled, detached leaf, rendering it visually similar to Apple's famous Apple Marks. Indeed, the overall shape of Applicant's apple design is nearly identical to the shape of the Apple Logo, as demonstrated below:



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

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

31. Since long before Applicant's filing date, Apple has offered identical and/or highly related goods and services under its Apple Marks. Apple has offered under, and/or owns multiple registrations for, and/or owns common law rights with respect to its Apple Marks covering goods related to beverages (see, e.g., Apple's Registrations identified in Paragraph 15 above and associated goods highlighted in bold in that paragraph).

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

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

WHEREFORE, Apple requests that this opposition be sustained and that the registration of Application Serial No. 88/643,979 be denied.

The opposition fee in the amount of \$600.00 for the opposition is being submitted herewith. If for any reason this amount is insufficient, please charge any deficiency to Apple's attorneys' Deposit Account No. 20-1430. This paper is filed electronically.

Dated: April 5, 2021

Respectfully submitted,

**KILPATRICK TOWNSEND &
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Attorneys for Opposer Apple Inc.

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

Application Serial No. 88/643,979



For the Mark:

Filed: October 6, 2019

Published: October 6, 2020

APPLE INC.,

Opposer,

v.

GEORGETTE, LLC,

Applicant.

NOTICE OF OPPOSITION

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, April 5, 2021.

/s/ Alberto Garcia
Alberto Garcia

EXHIBIT 1

THE WORLD'S MOST VALUABLE BRANDS



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acoustic



BY MARTY SWANT

INTRODUCTION

Forbes' annual list of the World's Most Valuable Brands—which looks at the top 100 companies from fiscal year 2019—shows that some of the biggest winners during the ongoing Covid-19 pandemic have been on top since the close of last year. Companies including Amazon, Netflix and PayPal all show substantial gains in brand value since last year's list, falling in line with trends related to e-commerce, streaming and digital payments. However, there are some newcomers. Brands like Nintendo, Burger King, Hennessy and AXA, for example, all made their way onto the ranking, while Philips, Hewlett Packard Enterprise, Nissan and Kellogg's were knocked off. The question is: What will the 2020 list look like a year after the beginning of the pandemic? [Read More](#)

METHODOLOGY

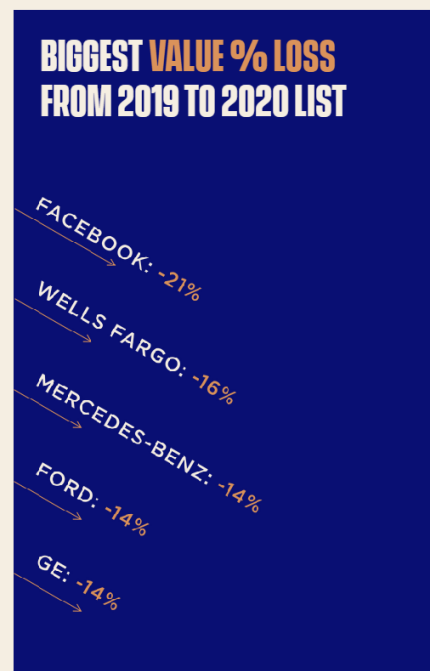
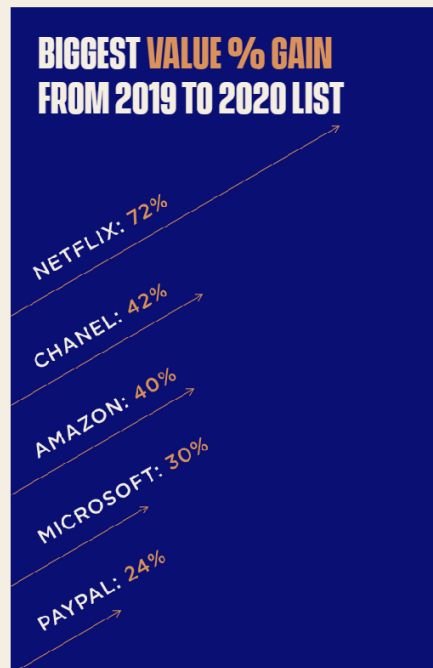
After looking at a universe of 200 global brands with a notable presence in

METHODOLOGY

After looking at a universe of 200 global brands with a notable presence in the U.S., our first step in valuing the brands was to determine revenue and earnings before interest and taxes for each one. We then averaged earnings before interest and taxes (EBIT) over the past three years and subtracted from earnings a charge of 8% of the brand's capital employed, figuring a generic brand should be able to earn at least 8% on this capital. (Forbes also applied the corporate tax rate in the parent company's home country to that net earnings figure.) Next, we allocated a percentage of those earnings to the brand based on the role brands play in each industry. To this net brand earnings number, we applied the average price-to-earnings multiple over the past three years to arrive at the final brand value. For privately held outfits we applied earnings multiples for comparable public companies.

BY THE NUMBERS

The brands that gained and lost the most value in the past year:



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THE LIST

SEARCH BY STATE

OR

SEARCH BY NAME

Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Industry
1	Apple	241200	17	\$260.2 B	Technology
2	Google	207500	24	\$145.6 B	Technology
3	Microsoft	162900	30	\$125.8 B	Technology
4	Amazon	135400	40	\$260.5 B	Technology
5	Facebook	70300	-21	\$49.7 B	Technology
6	Coca-Cola	64400	9	\$25.2 B	Beverages
7	Disney	61300	18	\$38.7 B	Leisure
8	Samsung	50400	-5	\$209.5 B	Technology
9	Louis Vuitton	47200	20	\$15 B	Luxury
10	McDonald's	46100	5	\$100.2 B	Restaurants
11	Toyota	41500	-7	\$187 B	Automotive
12	Intel	39500	2	\$72 B	Technology
13	NIKE	39100	6	\$39.3 B	Apparel
14	AT&T	37300	-10	\$151.2 B	Telecom
15	Cisco	36000	4	\$50.6 B	Technology
16	Oracle	35700	11	\$39.1 B	Technology
17	Verizon	32300	2	\$131.9 B	Telecom
18	Visa	31800	18	\$23 B	Financial Services
19	Walmart	29500	12	\$341 B	Retail
20	GE	29500	-14	\$76.6 B	Diversified
21	Budweiser	28900	6	\$11.2 B	Alcohol
22	SAP	28600	0	\$30.9 B	Technology
23	Mercedes-Benz	28500	-14	\$121.7 B	Automotive
24	IBM	28200	-10	\$77.1 B	Technology
25	Marlboro	26800	-6	\$25.1 B	Tobacco
26	Netflix	26700	72	\$20.2 B	Technology
27	BMW	25900	-13	\$93.4 B	Automotive

11	Toyota	41500	-7	\$187 B	Automotive
12	Intel	39500	2	\$72 B	Technology
13	NIKE	39100	6	\$39.3 B	Apparel
14	AT&T	37300	-10	\$151.2 B	Telecom
15	Cisco	36000	4	\$50.6 B	Technology
16	Oracle	35700	11	\$39.1 B	Technology
17	Verizon	32300	2	\$131.9 B	Telecom
18	Visa	31800	18	\$23 B	Financial Services
19	Walmart	29500	12	\$341 B	Retail
20	GE	29500	-14	\$76.6 B	Diversified
21	Budweiser	28900	6	\$11.2 B	Alcohol
22	SAP	28600	0	\$30.9 B	Technology
23	Mercedes-Benz	28500	-14	\$121.7 B	Automotive
24	IBM	28200	-10	\$77.1 B	Technology
25	Marlboro	26800	-6	\$25.1 B	Tobacco
26	Netflix	26700	72	\$20.2 B	Technology
27	BMW	25900	-13	\$93.4 B	Automotive
28	American Express	25100	-3	\$43.6 B	Financial Services
29	Honda	24500	-5	\$126.2 B	Automotive
30	L'Oréal	22800	23	\$11.7 B	Consumer Packaged Goods
31	Gucci	22600	22	\$10.8 B	Luxury
32	Hermès	21600	19	\$7.7 B	Luxury
33	Nescafe	20400	14	\$9.2 B	Beverages
34	Home Depot	19200	6	\$110.2 B	Retail
35	Accenture	19100	15	\$43.2 B	Business Services
36	Pepsi	18200	-3	\$9.3 B	Beverages
37	Starbucks	17800	5	\$26.5 B	Restaurants
38	Mastercard	17300	23	\$16.9 B	Financial Services
39	Frito-Lay	16300	11	\$12.2 B	Consumer Packaged Goods
40	IKEA	15800	3	\$46.2 B	Retail
41	Zara	14700	9	\$21.9 B	Retail
42	Gillette	14500	-13	\$6 B	Consumer Packaged Goods
43	HSBC	14400	12	\$94.3 B	Financial Services
44	Audi	13800	-3	\$59.6 B	Automotive
45	J.P. Morgan	13700	11	\$52.6 B	Financial Services
46	Deloitte	13500	9	\$46.2 B	Business Services
47	Sony	13300	18	\$63 B	Technology
48	UPS	13300	5	\$74.1 B	Transportation
49	Bank of America	13200	14	\$97.5 B	Financial Services
50	Chase	13100	12	\$64.9 B	Financial Services

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The World's Most Valuable Brands

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

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

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Education

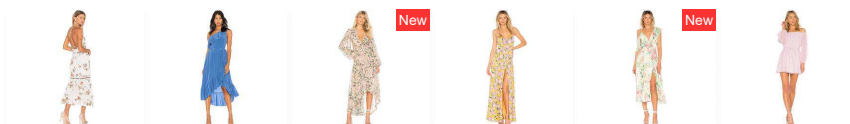
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The World's Most Valuable Brands



REVOLVE






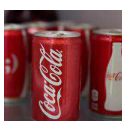

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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$182.8 B	8%	\$228.6 B	-	Technology
	#2	Google	\$132.1 B	30%	\$97.2 B	\$5.1 B	Technology
	#3	Microsoft	\$104.9 B	21%	\$98.4 B	\$1.5 B	Technology
	#4	Facebook	\$94.8 B	29%	\$35.7 B	\$324 M	Technology
	#5	Amazon	\$70.9 B	31%	\$169.3 B	\$6.3 B	Technology
	#6	Coca-Cola	\$57.3 B	2%	\$23.4 B	\$4 B	Beverages
	#7	Samsung	\$47.6 B	25%	\$203.4 B	\$4.5 B	Technology

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#8 Disney \$47.5 B 8% \$30.4 B \$2.6 B Leisure



#9 Toyota \$44.7 B 9% \$176.4 B \$3.8 B Automotive



#10 AT&T \$41.9 B 14% \$160.5 B \$3.8 B Telecom



#11 McDonald's \$41.4 B 3% \$90.9 B \$533 M Restaurants



#12 GE \$37.2 B -2% \$104.9 B - Diversified



#13 Mercedes-Benz \$34.4 B 18% \$116.9 B - Automotive



#14 Intel \$34.1 B 9% \$62.8 B \$1.4 B Technology



#15 Louis Vuitton \$33.6 B 17% \$12.9 B \$5.4 B Luxury



#16 Cisco \$32.4 B 5% \$48.1 B \$209 M Technology



#17 IBM \$32.1 B -4% \$79.1 B \$1.4 B Technology



#18 NIKE \$32 B 8% \$33.3 B \$3.3 B Apparel



#19 Verizon \$31.4 B 9% \$126 B \$2.6 B Telecom

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#20 BMW \$31.4 B 9% \$86.8 B - Automotive

THE SECOND LARGEST IT CLUSTER IN NORTH AMERICA



#21 Oracle \$30.8 B 6% \$39.5 B \$95 M Technology



#22 Marlboro \$26.6 B 10% - \$859 M Tobacco



#23 SAP \$26.2 B 10% \$25.4 B - Technology



#24 Honda \$25.5 B 6% \$120.4 B - Automotive



#25 Budweiser \$25.5 B 4% \$11.6 B - Alcohol



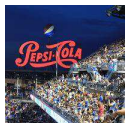
#26 Walmart \$24.9 B 3% \$335.5 B \$3.1 B Retail



#27 Visa \$24.5 B 15% \$18.4 B - Financial Services



#28 American Express \$23.1 B -6% \$35.6 B \$3.2 B Financial Services



#29 Pepsi \$18.4 B 1% \$9.7 B \$2.4 B Beverages



#30 L'Oréal \$17.2 B 10% \$10.1 B \$8 B Consumer Packaged Goods

THE SECOND LARGEST IT CLUSTER IN NORTH AMERICA

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2018 RANKING



#31

Nescafe

\$17.1 B

2%

\$9.1 B

-

Beverages



#32

Gillette

\$17.1 B

-11%

\$6.6 B

\$7.1 B

Consumer Packaged Goods



#33

Home Depot

\$16.4 B

10%

\$100.9 B

\$797 M

Retail



#34

Starbucks

\$16.2 B

9%

\$21.9 B

\$283 M

Restaurants



#35

Hermès

\$15.3 B

17%

\$6 B

\$298 M

Luxury



#36

Gucci

\$14.9 B

18%

\$6.7 B

-

Luxury



#37

Audi

\$14.8 B

5%

\$59.1 B

-

Automotive

accenture

#38

Accenture

\$14.8 B

5%

\$39.1 B

\$80 M

Business Services

ESPN

#39

ESPN

\$14.6 B

-8%

\$11.4 B

\$2.6 B

Media



#40

IKEA

\$14.5 B

7%

\$39.3 B

-

Retail



R



#41

Frito-Lay

\$14.4 B

5%

\$11.4 B

\$2.4 B

Consumer Packaged Goods



#42

Ford

\$14.1 B

3%

\$149.3 B

\$4.1 B

Automotive

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2018 RANKING



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



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



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



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



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



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



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



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

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



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



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



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

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2018 RANKING



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



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



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



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



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



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

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



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



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



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



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



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

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2018 RANKING



#67 Danone \$10 B -2% \$10.6 B - Consumer Packaged Goods



#68 Adidas \$9.5 B 20% \$20.6 B \$2.3 B Apparel



#69 Lexus \$9.5 B 4% \$20.7 B \$3.8 B Automotive



#70 Nissan \$9.4 B 5% \$95.2 B \$2.6 B Automotive

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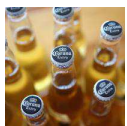
#71 Rolex \$9.3 B 7% \$4.6 B - Luxury



#72 T-Mobile \$9 B 18% \$38.7 B \$1.8 B Telecom



#73 Kraft \$8.8 B -4% \$6.5 B \$629 M Consumer Packaged Goods



#74 Corona \$8.8 B 16% \$5.7 B - Alcohol



#75 Hyundai \$8.7 B -2% \$81.8 B \$2.1 B Automotive



#76 Santander \$8.7 B 5% \$49.5 B \$820 M Financial Services



#77 BASF \$8.6 B 9% \$69.9 B - Diversified



#78 Lowe's \$8.5 B 16% \$68.6 B \$968 M Retail

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2018 RANKING



#79

Huawei

\$8.4 B

15%

\$85.9 B

-

Technology



#80

Adobe

\$8.3 B

13%

\$7.3 B

\$142 M

Technology



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

Henrique Albuquerque, Bradesco Bank

[See how →](#)



#81

FedEx

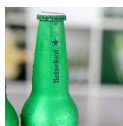
\$8.3 B

11%

\$63.9 B

\$458 M

Transportation



#82

Heineken

\$8.2 B

7%

\$5.6 B

-

Alcohol



#83

Goldman Sachs

\$8.2 B

11%

\$42.3 B

-

Financial Services



#84

Kellogg's

\$8.2 B

-3%

\$5.8 B

\$731 M

Consumer Packaged Goods



#85

Boeing

\$8.1 B

14%

\$93.4 B

-

Aerospace



#86

Costco

\$8 B

15%

\$136 B

-

Retail



#87

Chanel

\$8 B

10%

\$5.6 B

-

Luxury



#88

Lancôme

\$8 B

13%













\$5.3 B

\$8 B

Consumer Packaged Goods

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2018 RANKING

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



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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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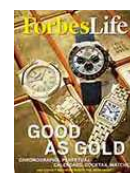
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Kurt BadenhausenForbes Staff

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

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



(AP Photo/Matthias Schrader, File)

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

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

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

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

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



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

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

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

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

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

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

Brands

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

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

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

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

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

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

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

Special Report: The World's Most Valuable Brands



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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

-

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

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

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

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

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

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

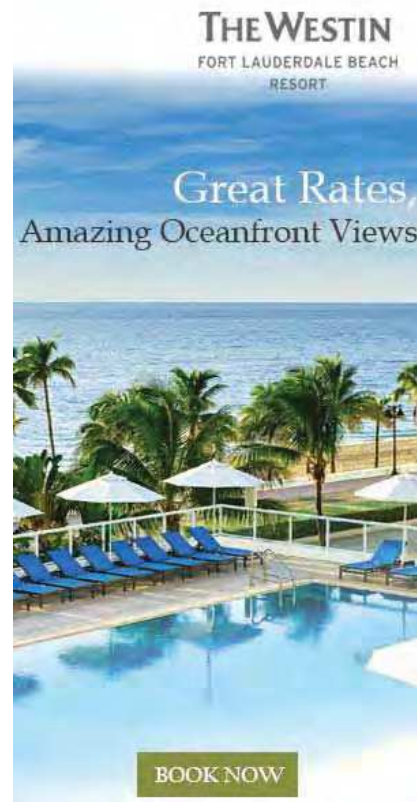
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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

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

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

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



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

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

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

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

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

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[The Richest Person In Every State](#)

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

Apple Dominates List Of The World's Most Valuable Brands

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

Research: Courtney Retter

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

FORBES 10/02/2012 @ 4:57PM | 88,776 views

Apple Tops List Of The World's Most Powerful Brands

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

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

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

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

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

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

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

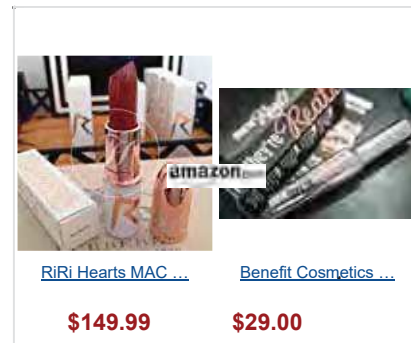
In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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



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

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

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

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

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

In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

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

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

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

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

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

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


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

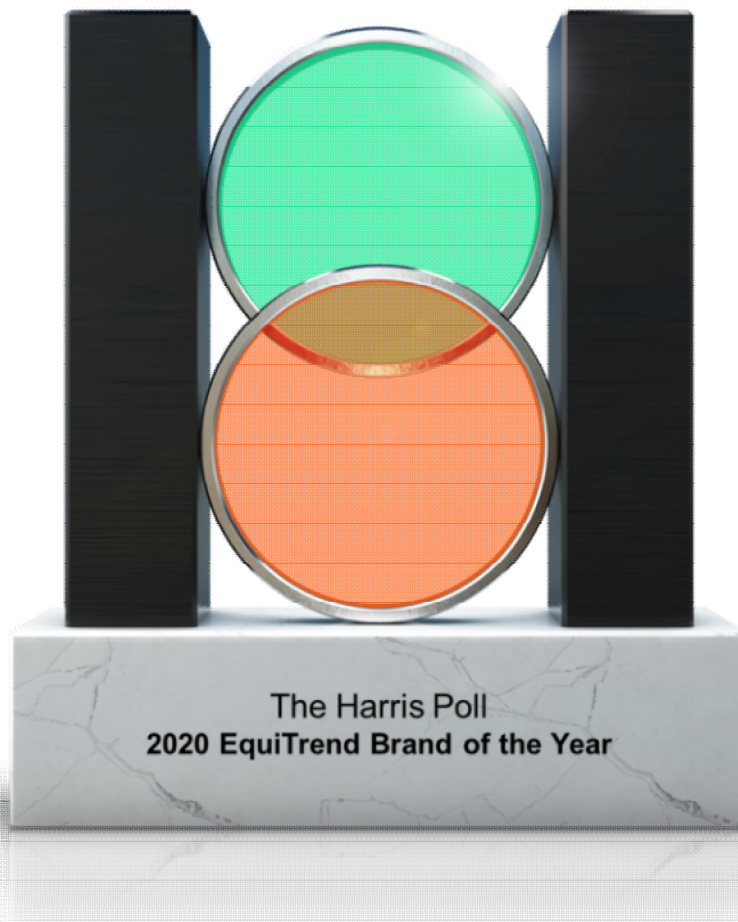
The top 50 brands are below. A [full report](#) can be downloaded here (pdf).

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EXHIBIT 2

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

 theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2020/



The Harris Poll's 32nd annual EquiTrend Study reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household, and nonprofit industries, based on consumer response.

NEW YORK, April 1, 2020 –

The Harris Poll EquiTrend survey is fielded each year in January, therefore, the results released today are based on data collected before much of the U.S. was impacted by events surrounding the global pandemic, COVID-19. Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and Purchase Consideration – that result in a brand equity rating for each brand. Brands ranking highest in Equity receive the Harris Poll EquiTrend “Brand of the Year” award for their respective categories. This year, more than 39,000 U.S. consumers assessed nearly 2,000 brands across 200 categories.

The Harris Poll 2020 EquiTrend Brands of the Year

This year, the 32nd year that The Harris Poll has been measuring brand equity, 93 companies were awarded the coveted Brand of the Year designation across 90 categories.

Category	Award Name	2020 Award Companies
Nonprofit	Animal Welfare Nonprofit	American Society for the Prevention of Cruelty to Animals (ASPCA)
Media	Audio Streaming Services	YouTube Music
Restaurant	Burger Restaurant	Culver's
Restaurant	Casual Dining Restaurant	The Cheesecake Factory
Restaurant	Chicken Restaurant	Chick-fil-A
CPG	Coffee	(TIE) Dunkin' Donuts Coffee/Starbucks Coffee
Restaurant	Coffee Shop	Krispy Kreme
Tech	Computer Manufacturer	Microsoft Computers
Retail	Convenience Store	Wawa Convenience Store
Home	Coolers	YETI Coolers
Restaurant	Delivery App	Postmates
CPG	Deodorant	Dove Deodorant
Retail	Department Store	Kohl's Department Stores
FSR	Digital Investing	Vanguard Personal Advisor Services
FSR	Digital Wallet	PayPal
Nonprofit	Disability Nonprofit	National Autism Association
Retail	Drug Store	Walgreens
Travel	Economy Hotel	Baymont Inn & Suites
Home	Exercise Equipment	ProForm Exercise Equipment

Travel	Extended Stay Hotel	Home2 Suites by Hilton
Media	Factual Entertainment Television	Discovery Channel
Tech	File Storage	Google Drive
Retail	Footwear Store	DSW (Designer Shoe Warehouse)
Travel	Full Service Airline	Hawaiian Airlines
Tech	Gaming Console	Nintendo Gaming Consoles
Media	General Entertainment Television	AMC Television Network (American Movie Classics)
CPG	Greeting Card	Hallmark Greeting Cards
Retail	Hardware & Home Store	Lowe's Home Improvement
Retail	Health & Beauty Retail	Bath and Body Works
Home	Health & Fitness Club	Planet Fitness Clubs
FSR	Health Insurance	Blue Cross Blue Shield
Nonprofit	Health Nonprofit	St. Jude Children's Research Hospital
Retail	Home Goods Store	Bed Bath & Beyond
Retail	Home Meal Kit Service	HelloFresh
CPG	Household Cleaner	Windex Household Cleaner
CPG	Ice Cream	Häagen-Dazs Ice Cream
Home	Insulated Drinkware	YETI Rambler
Nonprofit	International Aid Nonprofit	Food For The Poor
FSR	Investment	Fidelity Investments Financial Services
Media	Kids TV	Disney Channel
CPG	Laundry Detergent	Tide Laundry Detergent

FSR	Life Insurance	(TIE) MassMutual Insurance/Prudential Life Insurance
Auto	Luxury Automotive	Mercedes-Benz Vehicles
Retail	Luxury Department Store	Neiman Marcus
Travel	Luxury Hotel	Waldorf Astoria Hotels & Resorts
Tech	Mapping App	Google Maps
Retail	Mass Retailer	Amazon
Tech	Media Streaming Device	Amazon Fire TV/Fire Stick
Restaurant	Mexican Restaurant	Chipotle Mexican Grill
Travel	Midscale Hotel	(TIE) Holiday Inn Express Hotels & Resorts/Wyndham Garden Hotels
Nonprofit	Military & Veteran Serving Nonprofit	Disabled American Veterans (DAV)
FSR	National Bank	CHASE Bank
Media	News Service	National Public Radio (NPR)
Auto	Non-Luxury Automotive	Toyota Vehicles
Auto	Online Auto Shopping	Kelley Blue Book (KBB.com)
FSR	Online Bank	Capital One 360 Bank
Home	Online Home Search	Zillow.com
Home	Online Job Search	Indeed.com
FSR	Online Lending	SoFi
Travel	Online Travel Service	Google Flights
Media	Pay Cable TV Network	HBO Television Network
FSR	Payment Card	Visa

Retail	Pet Supply Store	PetSmart Stores
Restaurant	Pizza Restaurant	Pizza Hut
CPG	Popcorn	Orville Redenbacher's Popcorn
CPG	Potato Chip	Lay's Chips
Travel	Premium Hotel	Hilton Hotels & Resorts
FSR	Property and Casualty Insurance	AAA Insurance
Home	Real Estate Agency	Berkshire Hathaway HomeServices Real Estate
Restaurant	Sandwich Shop	Panera Bread
Tech	Smart Speaker	Google Home
Telecom	Smartphone	Apple iPhone Smartphones
Nonprofit	Social Services Nonprofit	Ronald McDonald House Charities
Home	Sport League	NCAA Football
Retail	Sporting Goods Store	Finish Line Sporting Goods
CPG	Sports Drink	Gatorade Sports Drink
Tech	Tablet Computer	Apple iPad Tablets
CPG	Tea	Lipton Tea
CPG	Toothpaste	Crest Toothpaste
Media	TV & Internet Provider	Google Fiber
Media	TV Network	PBS Television Network (Public Broadcasting Service)
Media	TV News	The Weather Channel
Travel	Upscale Hotel	Courtyard Marriott
Travel	Value Airline	Southwest Airlines

Retail	Value Store	Dollar Tree
Tech	Virtual Personal Assistant	Apple Siri
Tech	Wearable Tech	Apple Watch
Telecom	Wireless Carrier	Verizon Wireless
CPG	Yogurt	Chobani Greek Yogurt
Nonprofit	Youth Nonprofit	Girl Scouts of the USA

Methodology

The 2020 Harris Poll EquiTrend Study is based on a sample of 39,100 U.S. consumers ages 15 and over surveyed online, in English and Spanish, in the month of January. The survey took an average of 30 minutes to complete. The total number of brands rated was 1,708. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 900 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, and income. Data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in Harris Poll surveys, no estimates of theoretical sampling error can be calculated.

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

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

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

About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S.; tracking public opinion, motivations and social sentiment since 1963. The Harris Poll is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for

transformational times. The Harris Poll works with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Learn more at www.theharrispoll.com @HarrisPoll



The Harris Poll

A Year After the Business Roundtable Redefined the Purpose of a Corporation, Americans See...

JUST Capital In collaboration with our survey research partner, The Harris Poll, we have been polling the American public on a regular basis to identify what matters most regarding companies' initial response to the COVID-19 pandemic, evolving...

The Harris Poll

A year after 181 CEOs of companies like Apple and Walmart committed to stakeholder...

By: Marguerite Ward | Business Insider One year ago today, the public conversation on capitalism turned a big corner. Some 181 CEOs — including JP Morgan's Jamie Dimon, Apple's Tim Cook, and Walmart's Doug McMillon —...

The Harris Poll

Americans are split right down the middle about voting by mail

By: Zlati Meyer | Fast Company To vote by mail or to not vote by mail. That is the question. And according to a new survey from Harris Poll, Americans are unsure of the answer. The...

In the News COVID-19

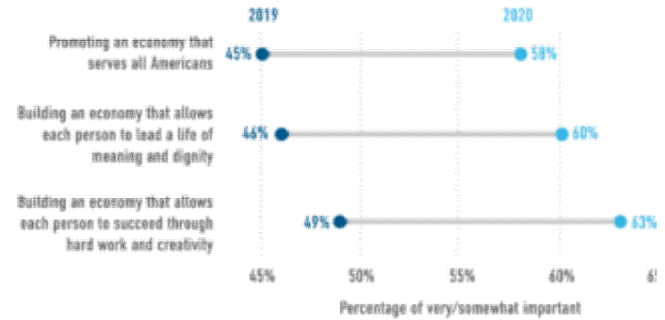
How Business Roundtable Companies Have Responded to Six Critical Stakeholder Issues During the COVID-19...

JUST Capital Today marks one year since 181 Business Roundtable CEOs signed on to a new Statement of Corporate Purpose (that number is now up to 220 executives, representing 206 companies), committing to lead their...

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HOW WELL DO YOU THINK TODAY'S LARGE, PUBLIC COMPANIES ARE DOING ON EACH OF THE FOLLOWING?



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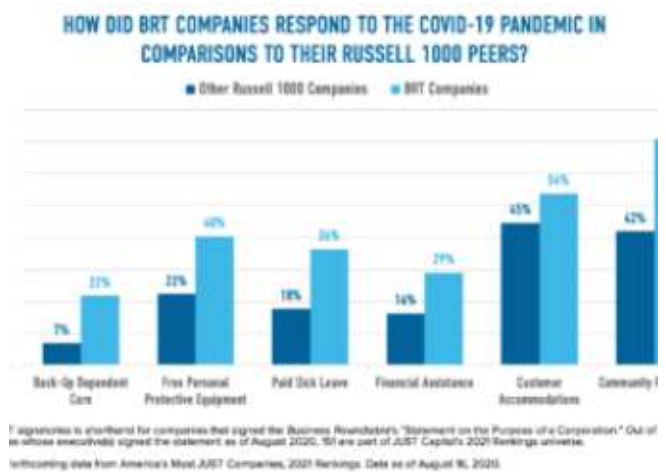


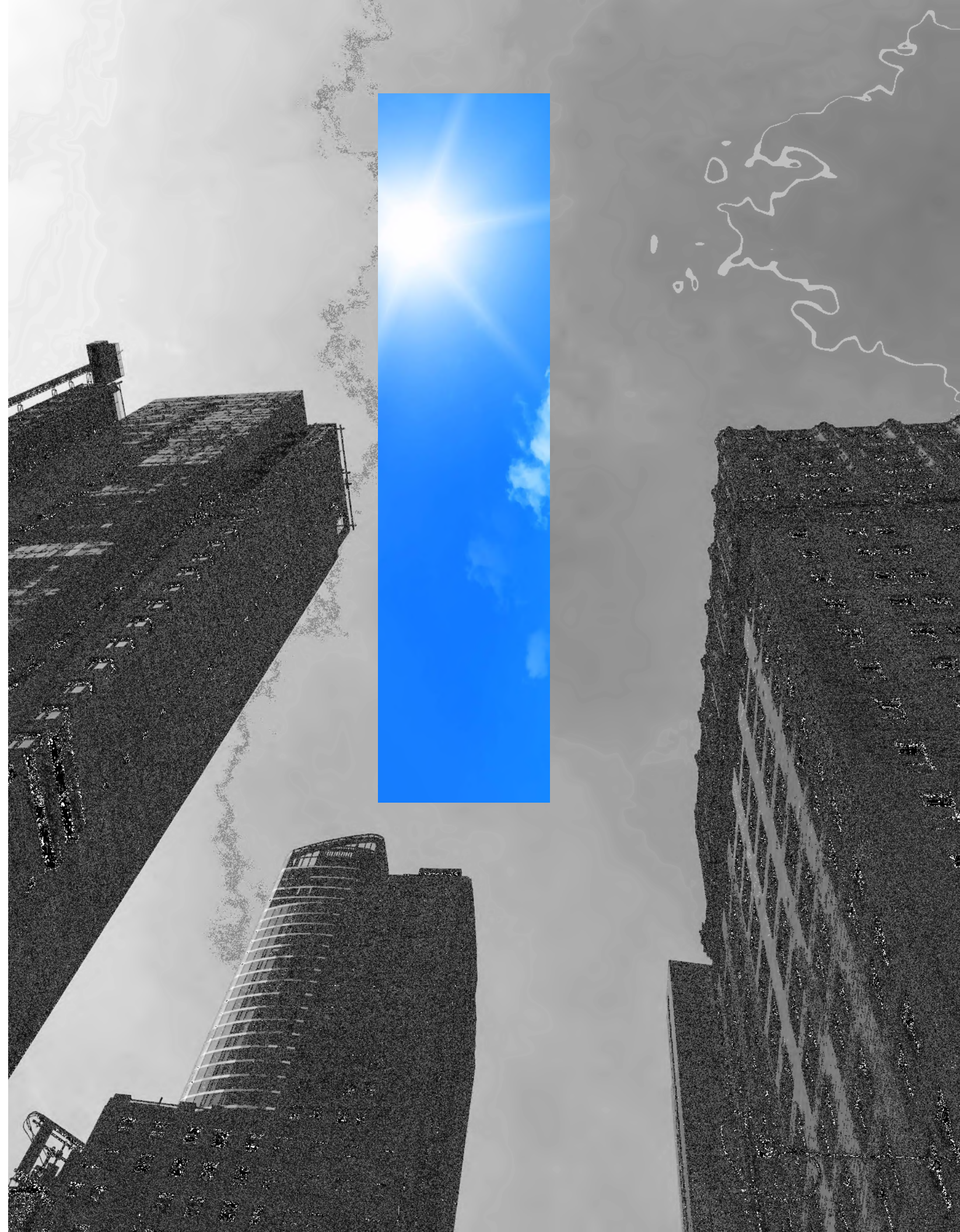
EXHIBIT 3



Top 100 →

The 100 Best Global Brands is a two-track table in 2020 with 43% of brands growing, and 57% declining in value (vs 29% declining in 2019). This years' winners are notable for particularly fast growth; the average increase amongst the top 3 brands alone was 50%.

It's clear that in 2020, strong brands have become stronger as a result of the COVID effect, which has accelerated digital transformation trends, such as cloud-based tech and streaming, across sectors, reinforcing the dominance of technology first brands. Average brand growth across the grid is 14% but in technology it's 20%. The top three brands are tech brands and they grew an average of 50%.



Biggest Risers

Amazon
Microsoft
Spotify
Netflix
Adobe
PayPal
Apple
Salesforce.com
Nintendo
MasterCard

60% growth
53% growth
52% growth
41% growth
41% growth
38% growth
38% growth
34% growth
31% growth
17% growth

Technology
Media
Business Service
Financial Service
Electronics



Spotify, Netflix and Amazon are among the biggest risers in ranking amid global COVID-19 lockdowns. Notably, however, Microsoft has also entered the top three. The fastest risers in 2020 (brands experiencing double digit % growth) significantly outperformed other brands on three Brand Strength factors - Empathy, Agility and Affinity.

Behind Microsoft's incredible transformation is an extraordinary cultural shift, underpinned by empathy – regarded by Nadella as a leadership trait as much as a business priority and an innovation ethos, he connects the core of the business with customers' needs through a deep sense of empathy.

Amazon, who invested over \$28 billion on R&D in 2018, is making agility exponential. Powered by real-time data, AI and machine learning, its moves – from daily, one-to-one interactions to category changing Iconic Moves such as the introduction of the Prime membership – are effectively shifting fulfilment expectations in much of the world.

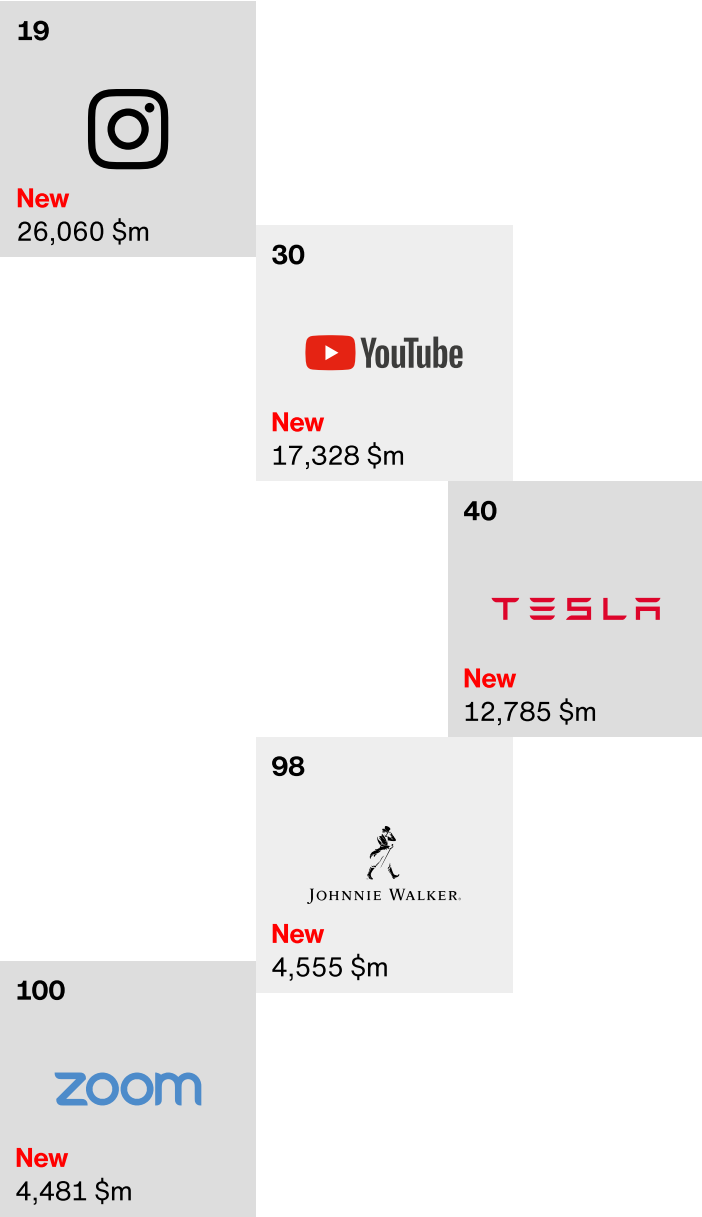
Spotify has developed deep affinity with customers. From its proposition, which promises to put the world's music in your pocket, to its partnerships with platforms that are central to culture (mobile networks, gaming devices) perhaps its most iconic move is using its customer data to tell stories about how its embedded in the emotional and social lives of customers around the world.

Also of note: more than half of the top growing brands have significant subscription model businesses.

01 +38% 322,999 \$m	02 +60% 200,667 \$m	03 +53% 166,001 \$m	04 -1% 165,444 \$m	05 +2% 62,289 \$m
06 -10% 56,894 \$m	07 -8% 51,595 \$m	08 -3% 49,268 \$m	09 -6% 42,816 \$m	10 -8% 40,773 \$m
11 -4% 39,756 \$m	12 -8% 36,971 \$m	13 -12% 35,178 \$m	14 -14% 34,885 \$m	15 +6% 34,388 \$m
16 -4% 34,119 \$m	17 -2% 31,720 \$m	18 +12% 28,011 \$m	19 New 26,060 \$m	20 -11% 21,694 \$m
21 -4% 21,203 \$m	22 +6% 20,220 \$m	23 -10% 19,458 \$m	24 +6% 19,161 \$m	25 +3% 18,870 \$m

New Entrants

→




2020 sees three new entrants and two re-entrants in 2020. The new entrants mirror the overall trend of a fractured society, in which we see huge uptake of brands that are designed to connect us. Furthermore, they reflect the wider trend of the table, the growth of which has primarily been driven by technology brands.
























Social media and communication brands -have fared exceptionally well in the past 12 months, with Instagram (#19), YouTube (#30) and Zoom (#100) entering the rankings for the first time. Zoom’s market capitalization has risen 389% in 12 months. Its revenue is up 270% in the first half of the year and its brand has enjoyed enormous growth thanks to the accelerating digital transformation in consumers working lives. Instagram and Youtube have entered the rank this year thanks to improved financial reporting from Facebook and Alphabet.


Tesla has also re-entered the rankings at #40, having last appeared in the Best Global Brands table in 2017. Tesla’s market capitalization has risen 769% in 12 months, its revenue has risen 10% in six months and the production launch of the futuristic Cybertruck, as well as the launch of connected services and plans to roll out a “Tesla Network” of self-driving “robo-taxis,” has cemented the brand with its core customer group.


























Johnnie Walker also re-enters in 2020. Though its market capitalization was affected by COVID-19 it remains a highly distinctive brand, with a newly updated visual identity

26		-9%	18,603 \$m	27		+41%	18,206 \$m	28		+0%	17,961 \$m	29		-30%	17,961 \$m	30		New	17,328 \$m
31		+2%	16,552 \$m	32		-2%	15,675 \$m	33		-3%	15,606 \$m	34		-4%	15,073 \$m	35		-13%	14,862 \$m
36		+1%	14,295 \$m	37		-14%	14,008 \$m	38		+2%	13,900 \$m	39		+7%	12,935 \$m	40		New	12,785 \$m
41		+41%	12,665 \$m	42		-12%	12,568 \$m	43		+8%	12,553 \$m	44		-2%	12,428 \$m	45		+15%	12,397 \$m
46		+2%	12,277 \$m	47		-5%	12,267 \$m	48		+3%	12,211 \$m	49		+7%	12,129 \$m	50		+1%	12,070 \$m



















51  +14% 12,010 \$m	52  -6% 11,936 \$m	53  +0% 11,671 \$m	54  -16% 11,578 \$m	55  -3% 11,301 \$m
56  -5% 11,246 \$m	57  +17% 11,055 \$m	58  +34% 10,755 \$m	59  -8% 10,553 \$m	60  +38% 10,514 \$m
61  +2% 10,512 \$m	62  +4% 10,340 \$m	63  +8% 10,252 \$m	64  -14% 10,118 \$m	65  -11% 9,740 \$m
66  -8% 9,547 \$m	67  +4% 9,409 \$m	68  +6% 9,345 \$m	69 Morgan Stanley +8% 8,865 \$m	70  +52% 8,389 \$m
71  -15% 8,057 \$m	72  +9% 7,535 \$m	73  -9% 7,494 \$m	74  -12% 7,474 \$m	75  +5% 7,367 \$m

76  +31% 7,296 \$m	77  -16% 6,654 \$m	78  +3% 6,563 \$m	79  -1% 6,379 \$m	80  -9% 6,301 \$m
81  +5% 6,289 \$m	82  -1% 6,288 \$m	83  -1% 5,988 \$m	84  -14% 5,855 \$m	85  -6% 5,844 \$m
86  -9% 5,830 \$m	87  +1% 5,764 \$m	88  -2% 5,520 \$m	89  -9% 5,367 \$m	90  +8% 5,210 \$m
91 Hennessy -3% 5,123 \$m	92  -7% 5,111 \$m	93  -13% 5,077 \$m	94 TIFFANY & CO. -7% 4,966 \$m	95  -10% 4,965 \$m
96  -13% 4,942 \$m	97  -8% 4,809 \$m	98  New 4,555 \$m	99  -6% 4,495 \$m	100  New 4,481 \$m

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

26		27		28		29		30	
	+5% 18,407 \$m		+7% 16,072 \$m		+9% 17,002 \$m		-3% 17,175 \$m		-3% 16,346 \$m
31		32		33		34		35	
	+14% 16,209 \$m		+3% 16,016 \$m		+23% 15,349 \$m		-5% 15,173 \$m		+2% 14,326 \$m
36		37		38		39		40	
	+5% 14,166 \$m		-16% 13,725 \$m		+4% 13,685 \$m		+20% 12,857 \$m		+6% 12,827 \$m
41		42		43		44		45	
	+10% 12,687 \$m		+4% 12,669 \$m		+12% 12,019 \$m		-6% 12,010 \$m		+11% 11,962 \$m
46		47		48		49		50	
	+6% 11,630 \$m		+6% 11,616 \$m		+23% 11,736 \$m		-4% 11,661 \$m		+9% 11,652 \$m

51		52		53		54		55	
	+4% 11,589 \$m		-6% 11,502 \$m		-4% 11,322 \$m		+4% 10,881 \$m		+19% 10,756 \$m
56		57		58		59		60	
	+13% 10,514 \$m		-2% 10,419 \$m		+1% 10,259 \$m		+4% 9,915 \$m		+7% 9,524 \$m
61		62		63		64		65	
	-9% 9,460 \$m		+25% 9,403 \$m		New 9,268 \$m		-1% 8,505 \$m		+10% 8,383 \$m
66		67		68		69		70	
	+2% 8,624 \$m		+13% 8,581 \$m		+7% 8,192 \$m		-7% 8,166 \$m		+24% 8,004 \$m
71		72		73		74		75	
	-3% 7,969 \$m		+15% 7,664 \$m		+2% 6,968 \$m		-9% 6,867 \$m		+6% 6,664 \$m

76		77		78		79		80	
	+19% 6,791 \$m		+12% 6,456 \$m		-7% 6,426 \$m		+15% 6,369 \$m		+13% 6,347 \$m
81		82		83		84		85	
	-2% 6,189 \$m		+16% 6,045 \$m		+2% 5,987 \$m		+9% 5,863 \$m		-6% 5,853 \$m
86		87		88		89		90	
	-6% 5,759 \$m		New 5,714 \$m		+4% 5,658 \$m		+18% 5,556 \$m		+5% 5,502 \$m
91		92		93		94		95	
	-4% 5,526 \$m		+7% 5,516 \$m		+1% 5,509 \$m		-5% 5,536 \$m		+12% 5,287 \$m
96		97		98		99		100	
	+4% 5,025 \$m		-3% 5,105 \$m		New 4,836 \$m		-7% 4,792 \$m		-1% 4,761 \$m

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Best Global Brands 2018 Rankings

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01  +16% 214,480 \$m	02  +10% 155,506 \$m	03 TOP GROWING  +56% 100,764 \$m	04  +16% 92,715 \$m	05  -5% 66,341 \$m	06  +6% 59,890 \$m	07  +6% 53,404 \$m	08  +2% 48,601 \$m
09  -6% 45,168 \$m	10  +5% 43,417 \$m	11  +10% 43,293 \$m	12  -8% 42,972 \$m	13  -1% 41,006 \$m	14  -2% 39,874 \$m	15  +8% 34,575 \$m	16  -26% 32,757 \$m
17  +11% 30,120 \$m	18 TOP GROWING  +23% 28,152 \$m	19  -5% 26,133 \$m	20  +4% 23,682 \$m	21  +1% 22,885 \$m	22  +2% 20,796 \$m	23  NEW 20,005 \$m	24  +8% 19,139 \$m
25  -5% 17,712 \$m	26  +12% 17,567 \$m	27  -5% 17,458 \$m	28  -7% 16,864 \$m	29  +3% 16,849 \$m	30  -18% 16,826 \$m	31  +1% 16,617 \$m	32  +15% 16,372 \$m
33  +2% 15,627 \$m	34  +14% 14,214 \$m	35  +3% 13,995 \$m	36  +3% 13,535 \$m	37  +3% 13,053 \$m	38  -2% 13,017 \$m	39 TOP GROWING  +30% 12,942 \$m	40  +6% 12,213 \$m
41  +6% 12,201 \$m	42  +1% 12,187 \$m	43  +5% 12,104 \$m	44  +8% 11,769 \$m	45  +9% 11,577 \$m	46  +6% 11,208 \$m	47  0% 11,118 \$m	48  +4% 11,102 \$m
49  +8% 10,821 \$m	50  +17% 10,772 \$m	51 TOP GROWING  +19% 10,748 \$m	52  +6% 10,707 \$m	53  -3% 10,634 \$m	54  +9% 10,433 \$m	55  +6% 10,380 \$m	56  +1% 10,132 \$m
57  +10% 9,615 \$m	58  +2% 9,533 \$m	59  +10% 9,316 \$m	60  +2% 9,104 \$m	61  +15% 9,021 \$m	62  +2% 8,938 \$m	63  +7% 8,802 \$m	64  +4% 8,659 \$m
65  -9% 8,157 \$m	66 TOP GROWING  +45% 8,111 \$m	67  +1% 7,646 \$m	68  +14% 7,578 \$m	69  +13% 7,547 \$m	70 TOP GROWING  +19% 7,545 \$m	71  +4% 6,925 \$m	72  +10% 6,890 \$m
73 TOP GROWING  +22% 6,621 \$m	74  -7% 6,533 \$m	75 TOP GROWING  +23% 6,432 \$m	76  +5% 6,293 \$m	77  +3% 6,231 \$m	78  +2% 6,221 \$m	79  +3% 5,861 \$m	80 TOP GROWING  +18% 5,760 \$m
81  +6% 5,755 \$m	82 TOP GROWING  +18% 5,730 \$m	83  +5% 5,642 \$m	84  +6% 5,641 \$m	85  +16% 5,517 \$m	86  +3% 5,481 \$m	87  +4% 5,393 \$m	88  +12% 5,375 \$m

+11% 30,120 \$m	+23% 28,152 \$m	-5% 26,133 \$m	+4% 23,682 \$m	+1% 22,865 \$m	+2% 20,798 \$m	NEW 20,005 \$m	+8% 19,139 \$m
25 ZARA -5% 17,712 \$m	26 J.P.Morgan +12% 17,567 \$m	27 IKEA -5% 17,458 \$m	28 Gillette -7% 16,864 \$m	29 ups +3% 16,849 \$m	30 H&M -18% 16,826 \$m	31 Pampers +1% 16,617 \$m	32 HERMÈS PARIS +15% 16,372 \$m
33 Budweiser +2% 16,627 \$m	34 accenture +14% 14,214 \$m	35 Ford +3% 13,995 \$m	36 HYUNDAI +3% 13,535 \$m	37 NESCAFÉ +3% 13,053 \$m	38 ebay -2% 13,017 \$m	39 GUCCI +30% 12,942 \$m	40 NISSAN +6% 12,213 \$m
41 VW +6% 12,201 \$m	42 Audi +1% 12,187 \$m	43 Philips +5% 12,104 \$m	44 Goldman Sachs +8% 11,769 \$m	45 citi +9% 11,577 \$m	46 HSBC +6% 11,208 \$m	47 AXA 0% 11,118 \$m	48 L'ORÉAL +4% 11,102 \$m
49 Allianz +8% 10,621 \$m	50 adidas +17% 10,772 \$m	51 Adobe +19% 10,748 \$m	52 PORSCHE +6% 10,707 \$m	53 Kellogg's -3% 10,634 \$m	54 hp +9% 10,433 \$m	55 Canon +6% 10,360 \$m	56 SIEMENS +1% 10,132 \$m
57 Starbucks +10% 9,615 \$m	58 DANONE +2% 9,533 \$m	59 SONY +10% 9,316 \$m	60 3M +2% 9,104 \$m	61 VISA +15% 9,021 \$m	62 Nestlé +2% 8,938 \$m	63 Morgan Stanley +7% 8,802 \$m	64 Colgate +4% 8,659 \$m
65 Hewlett Packard Enterprise -9% 8,157 \$m	66 NETFLIX +45% 8,111 \$m	67 Cartier +1% 7,646 \$m	68 HUAWEI +14% 7,578 \$m	69 Santander +13% 7,547 \$m	70 mastercard +19% 7,545 \$m	71 KIA +4% 6,925 \$m	72 FedEx +10% 6,890 \$m
73 PayPal +22% 6,621 \$m	74 LEGO -7% 6,533 \$m	75 salesforce +23% 6,432 \$m	76 Panasonic +5% 6,293 \$m	77 Johannes-Johannes +3% 6,231 \$m	78 LAND-ROVER +2% 6,221 \$m	79 DHL +3% 5,861 \$m	80 Ferrari +18% 5,760 \$m
81 Dow +6% 5,755 \$m	82 CATERPILLAR +18% 5,730 \$m	83 TIFFANY & CO. +5% 5,642 \$m	84 JACK DANIEL'S +6% 5,641 \$m	85 Corona Extra +16% 5,517 \$m	86 KFC +3% 5,481 \$m	87 Heineken want your world +4% 5,393 \$m	88 JOHN DEERE +12% 5,375 \$m
89 Shell +9% 5,276 \$m	90 MINI +3% 5,254 \$m	91 Dior +14% 5,223 \$m	92 Spotify NEW 5,176 \$m	93 Harley-Davidson -9% 5,161 \$m	94 BURBERRY LONDON ENGLAND -3% 4,989 \$m	95 PRADA +2% 4,812 \$m	96 Sprite -2% 4,733 \$m
97 JOHNNIE WALKER +7% 4,731 \$m	98 Hennessy NEW 4,722 \$m	99 Nintendo NEW 4,696 \$m	100 SUBARU NEW 4,214 \$m				

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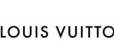













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Best Global Brands 2017 Rankings


















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

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

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

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

	Work	Views	Best Brands	Services	About	Contact	Global	Q
70			Technology	+6%			6,026 \$m	
71			Financial Services	+11%			6,350 \$m	
72			Logistics	+12%			6,255 \$m	
73			Automotive	+7%			6,095 \$m	
74			FMCG	+4%			6,041 \$m	
75			Electronics	-6%			5,983 \$m	
76			Logistics	0%			5,715 \$m	
77			Automotive	+3%			5,671 \$m	
78			Media	NEW			5,592 \$m	
79			Media	-9%			5,411 \$m	
80			Financial Services	+12%			5,408 \$m	
81			Luxury	-6%			5,394 \$m	
82			Alcohol	+3%			5,332 \$m	
83			Restaurants	-7%			5,313 \$m	
84			Technology	NEW			5,224 \$m	
85			Alcohol	+1%			5,181 \$m	
86			Luxury	-4%			5,135 \$m	

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

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








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












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













Interbrand

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
















Interbrand

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












Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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








Interbrand

Rankings
















Filter +

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
















Interbrand

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

















Interbrand

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
















Interbrand

45		9,784 \$m	+12%
44		10,328 \$m	+5%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50		8,882 \$m	-14%
51		8,632 \$m	+5%
52		8,588 \$m	+7%
53		8,553 \$m	-1%
54		8,498 \$m	+10%
55		8,464 \$m	+3%
56		8,055 \$m	+12%
57		7,924 \$m	+6%
58		7,702 \$m	-5%












Interbrand

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

Interbrand

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

Interbrand

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

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




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Interbrand

Rankings
















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















Interbrand

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

















Interbrand

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

Interbrand

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

Interbrand

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



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








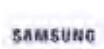






















			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants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

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

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















Interbrand

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

















Interbrand

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












Interbrand

60		+5%	6,996 \$m
61		-10%	6,845 \$m
62		+1%	6,779 \$m
63		+8%	6,710 \$m
64		+26%	6,471 \$m
65		+25%	6,203 \$m
66		+3%	6,192 \$m
67		-14%	6,086 \$m
68		+1%	5,821 \$m
69		+2%	5,811 \$m
70		NEW	5,756 \$m
71		-21%	5,724 \$m
72		+30%	5,570 \$m
73		+16%	5,535 \$m

Interbrand

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

Interbrand

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

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




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Interbrand**Best Global Brands 2012
Rankings**
















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















Interbrand

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












Interbrand

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
















Interbrand

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






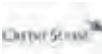





Interbrand

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

Interbrand

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

Interbrand

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

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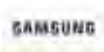










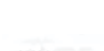
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Interbrand**Best Global Brands 2011
Rankings**







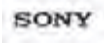








Filter +

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













Interbrand

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















Interbrand

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

















Interbrand

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












Interbrand

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

Interbrand

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

Interbrand

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

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EXHIBIT 4

BRANDZ™ TOP 100 MOST

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
























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

VALUABLE US BRANDS 2020

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


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

BRANDZ™ TOP 100 MOST

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

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

VALUABLE US BRANDS 2020

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

The Brand Value of Pepsi includes Diets

BRANDZ™ TOP 100 MOST

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















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

VALUABLE US BRANDS 2019

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

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

BRANDZ™ TOP 100 MOST

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

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

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
76		Hotels	8,344	7,309	+14%	2
77		Fast Food	8,281	7,120	+16%	3
78		Food & Dairy	8,220	8,239	+0%	3
79		Entertainment	8,215	NEW		3
80		Retail	8,078	5,185	+56%	4
81		Entertainment	7,911	NEW		3
82		Retail	7,876	9,109	-14%	3
83		Airlines	7,824	8,140	-4%	3
84		Tobacco	7,666	7,062	+9%	2
85		Fast Food	7,480	7,364	+2%	3
86		Insurance	7,405	6,491	+14%	2
87		Tobacco	7,391	NEW		3
88		Entertainment	7,376	NEW		3
89		Home Care	7,356	7,945	-7%	5
90		Technology	7,344	10,845	-32%	4
91		Tobacco	7,179	9,022	-20%	2
92		Airlines	7,164	6,958	+3%	2
93		Entertainment	6,754	NEW		5
94		Fast Food	6,642	5,533	+20%	3
95		Insurance	6,427	4,758	+35%	2
96		Personal Care	6,278	6,008	+5%	5
97	ESTÉE LAUDER	Personal Care	6,146	4,474	+37%	5
98		Technology	6,094	NEW		5
99		Technology	6,041	NEW		4
100		Fast Food	5,898	5,684	+4%	4

The Brand Value of Pepsi includes Diets

BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2018

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

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

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

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

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

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







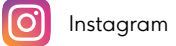











































EXHIBIT 5

BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

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

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

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

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

BrandZ™ Top 100 Most Valuable Global Brands 2020

SECTION TWO

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

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020 / RANKING

	Brand	Category	Brand Value 2020 \$Mil.	Brand Contribution	Brand Value % Change 2020 vs. 2019	Rank Change	Country of Origin
76	 Colgate	Personal Care	17,429	4	-1%	8	
77	 TD	Regional Banks	17,339	3	-13%	-5	
78	 BANK OF AMERICA	Regional Banks	16,924	2	-6%	5	
79	 TikTok	Entertainment	16,878	5	NEW		
80	 movistar	Telecom Providers	16,658	3	-14%	-5	
81	 mi Xiaomi	Technology	16,644	3	-16%	-7	
82	 KFC	Fast Food	16,584	3	-4%	3	
83	 Shell	Energy	16,129	1	-22%	-18	
84	 ALDI	Retail	15,927	3	+8%	12	
85	 Uber	Transport	15,848	3	-35%	-32	
86	 UnitedHealthcare	Insurance	15,799	2	NEW		
87	 citi	Global Banks	15,666	3	-17%	-10	
88	 FedEx	Logistics	15,461	5	-23%	-19	
89	 Gillette	Personal Care	15,116	5	+7%	9	
90	 BCA	Regional Banks	14,917	4	+11%	9	
91	 Bai 百度	Technology	14,840	5	-29%	-28	
92	 adidas	Apparel	14,812	4	+11%	8	
93	 DHL	Logistics	14,530	4	-13%	-5	
94	 SIEMENS	Conglomerate	13,981	2	-9%	-2	
95	 SUBWAY	Fast Food	13,768	4	-20%	-9	
96	 LOWE'S	Retail	13,717	2	-8%	-2	
97	 中国银行 BANK OF CHINA	Regional Banks	13,686	2	NEW		
98	 LANCÔME PARIS	Personal Care	13,617	5	+11%	N/A	
99	 pepsi	Beverages	13,319	4	NEW		
100	 Commonwealth Bank	Regional Banks	13,155	3	-17%	-9	

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















BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2020

BrandZ™ Top 100 Most Valuable

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













































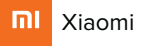





Source: BrandZ™ / Kantar (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Global Brands 2019

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

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

BrandZ™ Top 100 Most Valuable

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

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

Global Brands 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
76	 IKEA	Retail	18,949	3	+8%	0	
77	 citi	Global Banks	18,878	3	-11%	-19	
78	 美团 Meituan	Lifestyle Platform	18,760	5	NEW		
79	 Pampers	Baby Care	18,664	5	-8%	-15	
80	 ExxonMobil	Energy	18,604	1	+2%	-6	
81	 DELL Technologies	Technology	18,486	3	NEW		
82	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,199	2	-5%	-13	
83	 Bank of America	Regional Banks	17,983	2	+3%	-6	
84	 Colgate	Personal Care	17,567	4	-5%	-13	
85	 KFC	Fast Food	17,205	4	+14%	2	
86	 SUBWAY	Fast Food	17,124	4	-9%	-16	
87	 XBOX	Technology	16,690	2	NEW		
88	 DHL	Logistics	16,644	4	-19%	-26	
89	 Haier	IoT Ecosystem	16,272	5	NEW		
90	 AIA	Insurance	16,145	3	+7%	-4	
91	 Commonwealth Bank	Regional Banks	15,795	3	-18%	-23	
92	 SIEMENS	Conglomerate	15,308	2	-4%	-10	
93	 hp	Technology	15,202	3	+3%	-4	
94	 Lowe's	Retail	14,964	2	14%	1	
95	 usbank	Regional Banks	14,851	3	-9%	-15	
96	 ALDI	Retail	14,692	3	+7%	-3	
97	 TATA CONSULTANCY SERVICES	Technology	14,282	2	NEW		
98	 Gillette	Personal Care	14,150	5	-8%	-13	
99	 BCA	Regional Banks	13,437	4	+6%	0	
100	 adidas	Apparel	13,355	4	+7%	0	

The Brand Value of Budweiser includes Bud Light

BrandZ™ Top 100 Most

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

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

Valuable Global Brands 2018

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













































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

BrandZ™ Top 100 Most

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

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

Valuable Global Brands 2018

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

The Brand Value of Pepsi includes Diets

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
1	Google	Technology	245,581	4	7%	0
2	Apple	Technology	234,671	4	3%	0
3	Microsoft	Technology	143,222	4	18%	0
4	amazon	Retail	139,286	4	41%	3
5	facebook	Technology	129,800	4	27%	0
6	AT&T	Telecom Providers	115,112	3	7%	-2
7	VISA	Payments	110,999	4	10%	-1
8	Tencent 腾讯	Technology	108,292	5	27%	3
9	IBM	Technology	102,088	4	18%	1
10	McDonald's	Fast Food	97,723	4	10%	-1
11	verizon	Telecom Providers	89,279	3	-4%	-3
12	Marlboro	Tobacco	87,519	3	4%	0
13	Coca-Cola	Soft Drinks	78,142	5	-3%	0
14	Alibaba Group 阿里巴巴集团	Retail	59,127	2	20%	4
15	Wells Fargo	Regional Banks	58,424	3	0%	-1
16	ups	Logistics	58,275	4	17%	1
17	中国移动 China Mobile	Telecom Providers	56,535	4	1%	-2
18	Disney	Entertainment	52,040	4	6%	1
19	GE	Conglomerate	50,208	2	-7%	-3
20	MasterCard	Payments	49,928	4	8%	0
21	SAP	Technology	45,194	3	16%	1
22	Starbucks	Fast Food	44,230	4	2%	-1
23	xfinity	Telecom Providers	41,808	3	NEW ENTRY	
24	Home Depot	Retail	40,327	3	11%	2
25	T-Mobile	Telecom Providers	38,493	3	2%	-2

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

BrandZ™ Top 100 Most Valuable Global Brands 2017

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

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



BrandZ™ Top 100 Most Valuable Global Brands 2017

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
























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

BrandZ™ Top 100 Most Valuable Global Brands 2017

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

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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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


























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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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

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

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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




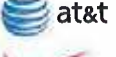










Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ Top 100 Most Valuable Global Brands 2016

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

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



















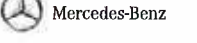






BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

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

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

Coca-Cola includes Lights, Diets and Zero


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

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

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

























Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

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

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

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

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

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

Pepsi includes Diets
Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	Google	Technology	158,843	3	40%	1
2	Apple	Technology	147,880	4	-20%	-1
3	IBM	Technology	107,541	4	-4%	0
4	Microsoft	Technology	90,185	4	29%	3
5	McDonald's	Fast Food	85,706	4	-5%	-1
6	Coca-Cola	Soft Drinks	80,583	4	3%	-1
7	VISA	Credit Card	79,197	4	41%	2
8	AT&T	Telecoms	77,883	3	3%	-2
9	Marlboro	Tobacco	67,341	3	-3%	-1
10	amazon.com	Retail	64,255	3	41%	4
11	Verizon	Telecoms	63,460	3	20%	1
12	Unilever	Conglomerate	56,685	2	2%	-1
13	ICBC 中国工商银行	Regional Banks	54,262	3	14%	0
14	Tencent 腾讯	Technology	53,615	4	97%	7
15	China Mobile	Telecoms	49,899	3	-10%	-5
16	DHL	Logistics	47,738	4	12%	-1
17	ICBC 中国工商银行	Regional Banks	42,101	2	2%	-1
18	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	Intel	Technology	29,768	4	46%	8

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




















BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	Mercedes-Benz	Cars	29,598	3	21%	-3
27	T-Mobile	Telecoms	28,756	2	20%	0
28	HSBC	Global Banks	27,051	3	13%	-3
29	Facebook	Technology	25,892	3	21%	1
30	L'Oréal Paris	Luxury	25,873	4	14%	-1
31	Starbucks	Fast Food	25,779	3	44%	13
32	BMW	Cars	25,730	4	7%	-8
33	China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	Nike	Apparel	24,579	4	53%	22
35	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	Prada	Luxury	21,844	5	14%	-1
42	Subaru	Cars	21,535	4	20%	1
43	Subway	Fast Food	21,020	4	26%	8
44	Commonwealth Bank	Regional Banks	21,001	3	18%	4
45	ORACLE	Technology	20,913	2	4%	-9
46	Movistar	Telecoms	20,809	2	56%	20
47	ID	Regional Banks	19,950	3	12%	-1
48	ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	HP	Technology	19,469	2	19%	5
50	Ikea	Retail	19,367	3	61%	24

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


























← Millward

BRANDZ™ Top 100 Most Valuable Global Brands 2014

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

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

BRANDZ™ Top 100 Most Valuable Global Brands 2014

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

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

← Milward

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology	Apple	185,071	4	1%	0
2 Technology	Google	113,594	3	5%	1
3 Technology	IBM	112,536	3	-3%	-1
4 Fast Food	McDonald's	90,255	4	-5%	0
5 Soft Drinks	Coca-Cola	78,415	5	6%	1
6 Telecoms	AT&T	75,507	3	10%	2
7 Technology	Microsoft	69,814	3	-9%	-2
8 Tobacco	British American Tobacco	69,393	3	-6%	-1
9 Credit Card	VISA	58,080	4	46%	6
10 Telecoms	Telcel	65,368	3	18%	0
11 Consumer Goods	Unilever	55,357	2	21%	0
12 Telecoms	Verizon	53,004	3	8%	-3
13 Regional Banks	Bank of America	47,748	3	20%	1
14 Retail	Amazon.com	45,727	3	34%	4
15 Logistics	DHL	42,747	5	16%	1
16 Regional Banks	Wells Fargo	41,115	2	-1%	-3
17 Telecoms	Apple	39,712	3	-8%	-5
18 Retail	Walmart	36,220	2	5%	-8
19 Technology	SAP	34,365	2	34%	3
20 Credit Card	MasterCard	27,821	4	34%	9
21 Technology	Tencent 腾讯	27,273	4	52%	16
22 Regional Banks	China Construction Bank	26,859	2	10%	2
23 Cars	Toyota	24,497	4	12%	5
24 Cars	BMW	24,015	4	-2%	-1
25 Global Banks	HSBC	23,970	3	24%	6

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



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

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

BRANDZ™ Top 100 Most Valuable Global Brands 2013

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


























Brand value is based on the brand's contribution to the company's earnings, based on the assumption that the influence of brand alone on earnings is on a scale of 1 to 5 & negative.

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

© 2013 BrandZ. The value of a brand is based on the brand's contribution to the company's earnings, based on the assumption that the influence of brand alone on earnings is on a scale of 1 to 5 & negative.

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-10%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	-7%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-4%	0
25	Technology		24,326	5	10	8%	4

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

Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

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

** The Brand Value of Budweiser includes Bud Light

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
26	Technology		22,898	3	3	-35%	-8
27	Technology		22,529	2	5	-16%	-5
28	Cars		21,779	3	5	-10%	-1
29	Financial		20,759	4	8	53%	31
30	Financial		20,198	4	3	18%	10
31	Financial		19,313	3	3	-14%	-3
32	Luxury		19,161	5	8	61%	39
33	Personal Care		19,055	5	7	-4%	-1
34	Oil & Gas		18,315	1	7	10%	7
35	Baby Care		18,299	5	7	-5%	-1
36	Retail		18,007	4	9	-18%	-5
37	Technology		17,992	4	8	19%	15
38	Financial		17,867	2	4	6%	5
39	Oil & Gas		17,781	1	3	17%	12
40	Financial		17,225	4	3	0%	-1
41	Telecoms		17,113	2	4	-37%	-20
42	Fast Food		17,072	4	9	43%	30
43	Entertainment		17,056	3	8	-1%	-5
44	Apparel		16,255	4	9	17%	13
45	Technology		16,118	3	5	4%	4
46	Cars		16,111	4	4	10%	4
47	Telecoms		15,981	3	6	3%	1
48	Beer		15,882	4	6	0%	-3
49	Technology		15,633	2	5	12%	9
50	Telecoms		15,351	2	3	-13%	-14

Source: Millward Brown

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

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
51	Personal Care	Colgate	14,948	4	7	5%	4
52	Fast Food	SUBWAY	14,843	4	11	4%	2
53	Insurance	中国平安	14,587	3	9	-25%	-20
54	Financial	TD	14,561	4	3	-14%	-12
55	Technology	ARMSTRONG	14,164	3	9	16%	12
56	Oil & Gas	BP	13,940	1	10	N/A	New
57	Personal Care	L'ORÉAL	13,773	4	5	-12%	-11
58	Apparel	H&M	13,485	2	7	4%	4
59	Technology	CISCO	13,317	2	7	-18%	-15
60	Financial	Standard Chartered	13,083	3	7	N/A	New
61	Financial	中国银行 BANK OF CHINA	12,982	2	6	-26%	-24
62	Retail	Walmart	12,968	2	5	31%	27
63	Financial	ICICI Bank	12,665	2	2	-15%	-10
64	Retail	eBay	12,662	3	11	18%	18
65	Cars	Volkswagen	12,647	3	3	-11%	-9
66	Apparel	ZARA	12,616	3	3	22%	20
67	Soft Drinks	pepsi ***	12,598	4	4	-3%	-4
68	Oil & Gas	Exxon	12,105	1	10	7%	10
69	Alcohol	Heineken	11,838	3	8	N/A	New
70	Logistics	FedEx	11,723	4	9	0%	3
71	Telecoms	airtel	11,531	3	8	N/A	New
72	Financial	usbank	11,420	3	2	9%	12
73	Technology	SIEMENS	10,676	2	3	-11%	-3
74	Financial	SBERBANK	10,649	3	5	25%	25
75	Oil & Gas	PETROBRAS	10,560	1	5	-21%	-14

*** The Brand Value of Pepsi includes Diets

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



















































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

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
76	Retail	Target	10,506	3	4	-14%	-11
77	Oil & Gas	壳牌 SHELL	10,424	1	3	-17%	-13
78	Insurance	中国平安 PING AN	10,174	3	9	-3%	5
79	Financial	Standard Chartered	10,064	2	1	-16%	-10
80	Soft Drinks	Red Bull ****	9,984	3	6	8%	13
81	Cars	Volkswagen	9,853	2	6	-2%	7
82	Financial	citi	9,760	2	1	-38%	-35
83	Financial	Scotiabank*	9,627	2	3	-4%	4
84	Telecoms	TELECOM FRANCE	9,572	3	8	-18%	-9
85	Telecoms	HTS	9,553	3	5	-12%	-5
86	Technology	SONY *****	9,444	4	4	-10%	-1
87	Retail	Walmart	9,310	2	6	1%	7
88	Telecoms	中国移动 CHINA MOBILE	9,273	3	8	N/A	New
89	Retail	宜家 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	BP	8,599	1	8	6%	New
94	Telecoms	O2	8,562	2	3	-27%	-20
95	Financial	渣打银行 HSBC	8,546	3	2	-25%	-18
96	Cars	本田 HONDA	8,519	3	6	15%	New
97	Telecoms	中国移动 CHINA MOBILE	8,449	3	6	-27%	-21
98	Retail	家乐福 CARREFOUR	7,836	3	5	-43%	-39
99	Insurance	State Farm	7,813	2	5	-7%	New
100	Logistics	顺丰速运 SF EXPRESS	7,601	3	5	N/A	New

Source: Millward Brown

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

BrandZ Top 100 Most Valuable Global Brands 2011



















































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

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

**Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems.

***The Brand Value of Buellmeister includes Bud Light.

****The Brand Value of Pepsi includes Lipton, Diet and Zero.

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,800	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,886	29%	95		8,838	21%
71		11,917	41%	96		8,760	-4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

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

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

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

Source: Millward Brown Optima (including all platform brands), Kantar Worldpanel and Bloomberg.

THE TOP 100

TOP 100 Most Valuable Global Brands 2010									
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009		#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	
1	Google	114,260	14%		26	TOYOTA	21,769	-27%	
2	IBM	86,383	30%		27	中国移动通信	20,929	-8%	
3		83,153	32%		28	Gillette	20,663	-10%	
4	Microsoft	76,344	0%		29	LV	19,781	2%	
5	Coca-Cola	67,983	1%		30		18,746	16%	
6	McDonald's	66,005	-1%		31		18,012	12%	
7	Marlboro	57,047	15%		32	Nintendo	17,834	-2%	
8	SIEMENS	52,616	-14%		33	Infiniti	17,434	-8%	
9		45,054	-25%		34	Green	17,283	N/A	
10		44,404	-17%		35	CISCO	16,719	-7%	
11	ICBC	43,927	15%		36		16,608	12%	
12	hp	39,717	-47%		37	Bank of America	16,393	0%	
13	Walmart	39,421	-4%		38	Electrolux	15,991	20%	
14	BlackBerry	30,708	12%		39	ExxonMobil	15,476	N/A	
15	amazon.com	27,459	29%		40		15,112	N/A	
16		26,492	-5%		41	Disney	15,000	-35%	
17	TESCO	25,741	12%		42		14,980	0%	
18	VISA	24,883	52%		43	NOKIA	14,856	-58%	
19	ORACLE	24,817	16%		44	accenture	14,734	-2%	
20	Verizon	24,675	39%		45	ICICI Bank	14,454	N/A	
21	SAP	24,291	3%		46		14,303	-2%	
22	atat	23,714	18%		47	Colgate	14,224	15%	
23	HSBC	23,408	23%		48	intel	14,210	-38%	
24	中国银行	21,960	4%		49	L'OREAL	14,129	-6%	
25		21,816	-9%		50		14,018	6%	

*The Brand Value of Coca-Cola includes Lites, Diet and Zero
 **The Brand Value of Nintendo includes Wii and Nintendo DS
 ***The Brand Value of Budweiser includes Bud Light
 ****The Brand Value of Pepsi includes Lites, Diet and Zero
 *****The Brand Value of Red Bull includes sugarfree and Cola
 ****The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 *****The Brand Value includes Playstation 2, ps3, as well as PSP
 Source: Millward Brown Optima (including data from BrandZ, Datamonitor and Bloomberg)

Millward

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51		13,935	N/A	76	ebay	9,328	-26%
52		13,912	-7%	77	SIEMENS	9,293	-31%
53		13,736	-11%	78		9,283	25%
54	citi	13,403	-8%	79	WRIGLEY'S	9,201	-15%
55	中国移动	13,010	20%	80	ZARA	8,986	4%
56	BBVA	12,977	3%	81		8,971	-3%
57	docomo	12,969	-13%	82	Red Bull	8,917	9%
58	pepsi	12,752	-15%	83		8,747	1%
59		12,597	5%	84	NISSAN	8,607	-16%
60		12,434	14%	85		8,490	17%
61	CHASE	12,426	17%	86	HERO	8,457	8%
62		12,148	-1%	87	BARCLAYS	8,363	20%
63	H&M	12,131	1%	88	usbank	8,377	N/A
64	SUBWAY	12,032	9%	89	Standard Chartered	8,327	1%
65		12,021	-31%	90	中国工商银行	8,236	2%
66		11,938	-23%	91		8,214	19%
67		11,659	57%	92	EuroRSCG	8,160	-8%
68		11,351	-50%	93	J.P.Morgan	8,159	-4%
69		10,850	NA	94	SONY	8,147	30%
70	O2	10,593	23%	95		8,003	18%
71	TD	10,274	-7%	96	Auchan	7,848	NA
72	MTS	9,723	6%	97	GUCCI	7,588	2%
73	PROLOGIS	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	Starbucks	9,356	62%	100	TIM	7,280	14%

THE TOP 100

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1	Google	100,039	16%	26	amazon.com	21,294	85%
2	Microsoft	76,249	8%	27	中国工商银行 BANK OF CHINA	21,192	9%
3	Coca-Cola	67,626	16%	28	at&t	20,059	67%
4	IBM	66,622	20%	29	LV LOUIS VUITTON	19,396	5%
5	McDonald's	66,575	34%	30	HSBC	19,079	3%
6	中国建设银行 CHINA CONSTRUCTION BANK	63,113	14%	31	hugoboss	18,945	N/A
7	中国建设银行 CHINA CONSTRUCTION BANK	61,263	7%	32	Nintendo	18,233	N/A
8	IBM	59,793	-16%	33	cisco	17,965	-25%
9	vodafone	53,727	45%	34	Wendy's	17,713	-8%
10	Marlboro	49,460	33%	35	Bank of America	17,467	-20%
11	Walmart	41,083	19%	36	VISA	16,353	N/A
12	ICBC (中国工商银行) 中国工商银行	38,056	36%	37	中国工商银行 BANK OF CHINA	16,228	-34%
13	NOKIA CORPORATION FINLAND	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	Apple	27,842	-9%	40	Mercedes-Benz Mercedes-Benz AG	15,499	-14%
16	BlackBerry	27,478	100%	41	Bank of America	15,480	-53%
17	hp	26,745	9%	42	Bank of America	15,422	1%
18	Bank of America	23,948	-15%	43	accenture	15,076	7%
19	SAP	23,615	9%	44	pepsi	14,996	-3%
20	Disney	23,110	-3%	45	L'ORÉAL	14,991	-9%
21	TESCO	22,938	-1%	46	Bank of America	14,963	-40%
22	Gillette	22,919	6%	47	Bank of America	14,961	-1%
23	intel	22,851	4%	48	Bank of America	14,804	-22%
24	中国工商银行 BANK OF CHINA	22,811	10%	49	citi	14,608	-52%
25	ORACLE	21,438	-0%	50	HONDA HONDA MOTOR CO., LTD.	14,571	-12%

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

Millward

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	SIEMENS	13,562	-8%	76	ZARA	8,609	-1%
52	Bank of America	13,292	23%	77	O2	8,601	36%
53	Bank of America	13,242	-6%	78	Standard Chartered	8,219	20%
54	ebay	12,970	16%	79	Red Bull	8,154	N/A
55	BBVA	12,549	33%	80	Bank of America	8,052	100%
56	Bank of America	12,396	17%	81	Yankee	7,927	-31%
57	Bank of America	12,264	-17%	82	HERMES	7,862	13%
58	H&M	12,061	8%	83	J.P.Morgan	7,852	-20%
59	Nike	11,999	-4%	84	Bank of America	7,777	8%
60	SUBWAY	10,997	6%	85	Bank of America	7,512	-10%
61	ID	10,991	N/A	86	GUCCI	7,468	15%
62	M	10,911	34%	87	Bank of America	7,427	7%
63	中国移动	10,864	22%	88	Bank of America	7,415	-38%
64	WRIGLEY'S	10,841	N/A	89	Bank of America	7,260	-40%
65	Auchan	10,586	40%	90	BARCLAYS	6,992	-5%
66	CHASE	10,582	-17%	91	Bank of America	6,922	-27%
67	NISSAN	10,206	-13%	92	Morgan Stanley	6,765	-40%
68	Bank of America	9,719	18%	93	ING	6,743	-55%
69	FedEx	9,401	-17%	94	Bank of America	6,721	10%
70	Bank of America	9,280	-40%	95	Bank of America	6,713	-21%
71	Bank of America	8,180	14%	96	NIVEA	6,572	24%
72	Samsung	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	Bradesco	6,565	N/A
74	Bank of America	8,638	49%	99	TIM	6,409	-19%
75	AVON	8,631	20%	100	Bank of America	6,394	N/A

Top 100 Brands

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

Top 100 Brands

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

Top 100 Brands

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

EXHIBIT 6

MOST ICONIC LOGOS

The top 5 most instantly recognizable logos



#1
Apple



#2
McDonald's



#3
Coca-Cola



#4
Nike



#5
Starbucks

3 in 5

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

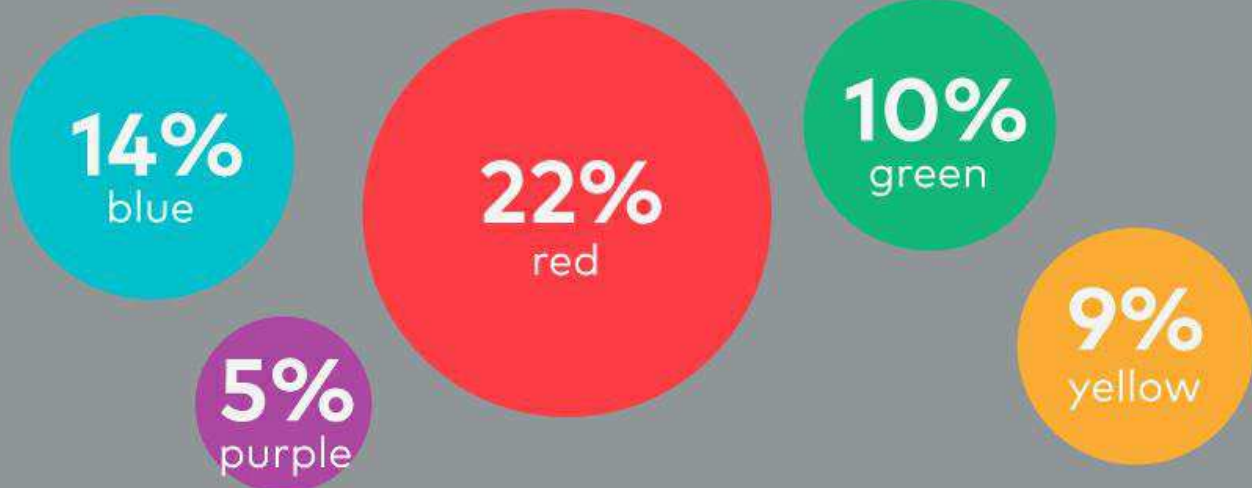
Half

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



What color makes a logo memorable?

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



Importance of branding

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



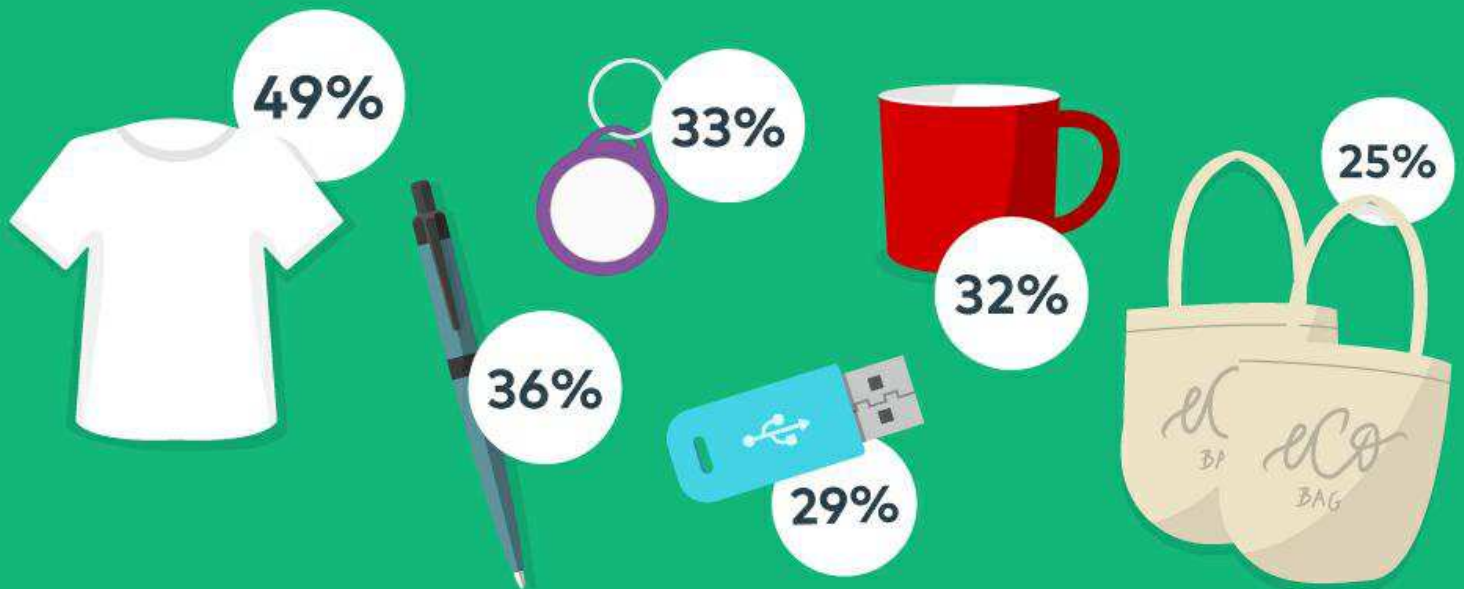
the first thing
3 in 10
notice when they
see a product is the
logo

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



Branded promotional materials and merchandise

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



Top 30 most recognizable brand logos

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

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

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World's Most Admired Companies

For an astounding 13th straight year, Apple claims the top spot in Fortune's annual ranking of corporate reputation, based on a survey of almost 3,800 executives, directors, and analysts.

Note: When you click "Explore the List," the "order" number that appears next to each company does not reflect the company's overall ranking on the list if its order number exceeds 50. Companies ordered No. 1 through 50 are ranked; the "order" numbers beyond the Top 50 (51 through 331) are used to sort the rest of the companies, which make up our "industry rankings," alphabetically.

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The 2020 World's Most Admired Companies List
Here are this year's top 10 all-stars.

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The Top 50

- 1 Apple
- 2 Amazon
- 3 Microsoft
- 4 Walt Disney
- 5 Berkshire Hathaway
- 6 Starbucks
- 7 Alphabet
- 8 JPMorgan Chase
- 9 Costco Wholesale
- 10 Salesforce

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10 Salesforce

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BY SCOTT DECARLO AND MATTHEW HEIMER
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Company Info

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

Key Attributes of Reputation

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

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

Key Attributes of Reputation

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

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

Key Attributes of Reputation

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

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Company Info

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

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

Key Attributes of Reputation

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

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Company Info

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

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

Key Attributes of Reputation

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

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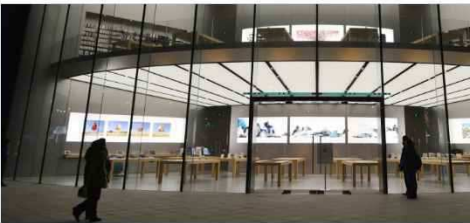
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Apple holds onto the coveted No. 1 spot as the World's Most Admired Company for the ninth year in a row.

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Company Info

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

Key Attributes of Reputation

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

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Company Info

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

Key Attributes of Reputation

Innovation	1
People Management	1
Use of Corporate Assets	1
Social Responsibility	1
Quality of Management	1
Financial Soundness	1
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RANK	PREV RANK	INDUSTRY	INDUSTRY RANK	PREV INDUSTRY RANK	OVERALL SCORE	HQ COUNTRY	WEBSITE
1	1	Computers	1	1	8.29	USA	http://www.apple.com

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

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Nine Key Attributes of Reputation

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

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Apple



MARIO TAMA / GETTY IMAGES

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

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

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Nine Key Attributes of Reputation

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

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

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Fortune 500		World's Most Admired Companies	

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Apple

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COURTESY: APPLE

1

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

(Previous rank: 1)

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

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

Headquarters:

Cupertino, CA

Website: www.apple.com

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

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Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

[How we pick the Most Admired](#)

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[Top 50](#)
[358 Most Admired companies](#)
[All companies](#)
[Regional winners](#)
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[Use of](#)
[assets](#)
[Social](#)
[responsibility](#)
[Mgmt.](#)
[quality](#)
[Financial](#)
[soundness](#)
[Long-term](#)
[investment](#)
[Product](#)
[quality](#)
[Global](#)
[competitiveness](#)

Top 50

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

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

Galleries & video

**Who's more admired?**

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

[Take the quiz](#)

Where are the Most Admired?

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

Winning streaks

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

Find companies you most admire

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

[See All](#)

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

[See All](#)

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

[See All](#)

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

[\(HOW THIS TOOL WORKS\)](#)

[Submit](#)

Readers' choice

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



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

How we pick the Most Admired

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

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

From the March 19, 2012 issue

* A tie in the rankings.

WORLD'S MOST ADMIRED COMPANIES

2011 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRED

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

(Previous rank: 1)

Overall score: 8.16

Why it's admired

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

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

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

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



COURTESY: APPLE

Find companies you most admire

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

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

(HOW THIS TOOL WORKS)

Submit

Top 3

INNOVATION

PEOPLE
MANAGEMENTFINANCIAL
SOUNDNESS

Company

Industry rank

Apple

1

Google

1

Nike

1

See the rest

Should Apple be admired, or what?

Apple stats

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

Industry: Computers

Most Admired

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

From the March 21, 2011 issue

Galleries

◀ ▶



8 green stars

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

See them all

Headquarters

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

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

WORLD'S MOST ADMIRABLE COMPANIES

2010 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired

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



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

Should Apple be admired, or what?

Apple stats

Nine key attributes of reputation

Industry rank

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

Headquarters

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

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

Featured Companies



10 most admired for quality

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

[See them all](#)

Industry: Computers

Most Admired

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

[More competitors](#)

[See all](#)

From the March 22, 2010 issue

Find companies you most admire

☐ Innovation

☐ Quality of management

☐ People management

☐ Financial soundness

☐ Use of corporate assets

☐ Long-term investment

☐ Social responsibility

☐ Product/services quality

☐ Global competitiveness

Select Industry(s)

[See All](#)

Select State(s)

[See All](#)

Select Country(s)

[See All](#)

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

Submit

Video



Apple three-peats as Most Admired

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

Top 3

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

[See the rest](#)

How we pick the Most Admired

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

WORLD'S MOST 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 (1 of 3)



'Most Admired' banks

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

Top 3

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

[See the rest](#)

How we pick the Most Admired

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

...Top 50 Headquarters



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

AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20 Most Admired Companies

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

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

Apple

Top 20 rank: 1
Rank in Computers: 1

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

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

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

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

LAST UPDATED MARCH 03 2008: 2:10 PM ET



COURTESY: APPLE



Apple



Berkshire
Hathaway



General
Electric



Google



Toyota Motor



Starbucks



FedEx

[MORE >](#)

More most admired



Most admired: Full list

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



Most admired in your state

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

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



Game: How admirable are you?

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

EXHIBIT 8

Top 25 Most Valuable Brands

<div>1↑ 3<div></div><div>\$263,375m</div><div>+87.4%</div></div>	<div>2↓ 1<div></div><div>\$254,188m</div><div>+15.1%</div></div>	<div>3↓ 2<div></div><div>\$191,215m</div><div>+1.4%</div></div>	<div>4← 4<div></div><div>\$140,435m</div><div>+20.0%</div></div>	<div>5← 5<div></div><div>\$102,623m</div><div>+8.6%</div></div>
<div>6↑ 8<div></div><div>\$93,185m</div><div>+20.2%</div></div>	<div>7← 7<div></div><div>\$81,476m</div><div>+2.1%</div></div>	<div>8↓ 6<div></div><div>\$72,788m</div><div>-9.9%</div></div>	<div>9↑ 12<div></div><div>\$68,889m</div><div>+8.2%</div></div>	<div>10↑ 19<div></div><div>\$67,902m</div><div>+25.4%</div></div>
<div>11↑ 13<div></div><div>\$59,649m</div><div>-4.7%</div></div>	<div>12↑ 15<div></div><div>\$59,479m</div><div>+2.4%</div></div>	<div>13↓ 11<div></div><div>\$58,225m</div><div>-10.5%</div></div>	<div>14↑ 26<div></div><div>\$56,432m</div><div>+28.0%</div></div>	<div>15↓ 10<div></div><div>\$55,396m</div><div>-14.9%</div></div>
<div>16← 16<div></div><div>\$55,203m</div><div>-3.1%</div></div>	<div>17↓ 9<div></div><div>\$54,579m</div><div>-20.9%</div></div>	<div>18↑ 36<div></div><div>\$53,335m</div><div>+44.2%</div></div>	<div>19↓ 18<div></div><div>\$53,134m</div><div>-2.8%</div></div>	<div>20↑ 21<div></div><div>\$52,917m</div><div>+4.8%</div></div>
<div>21↓ 14<div></div><div>\$51,372m</div><div>-13.1%</div></div>	<div>22↓ 17<div></div><div>\$51,244m</div><div>-8.7%</div></div>	<div>23↑ 30<div></div><div>\$51,107m</div><div>+27.9%</div></div>	<div>24↑ 48<div></div><div>\$49,179m</div><div>+60.4%</div></div>	<div>25↓ 20<div></div><div>\$48,689m</div><div>-3.8%</div></div>

EXHIBIT 9

Only at Apple

Hidrate Spark 3 Smart Water Bottle

\$59.95

Color - Black



Add to Bag



Order by 5pm, delivers:
Fri, Apr 2 – Free
Delivery options for 60601**

Pickup:
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Watch the video by HidrateSpark



[View transcript](#)

Product Information



Overview

Hidrate Spark 3 smart water bottle helps improve your water intake by tracking your water consumption and glowing when it's time for a drink. The bright glow and push notifications on your iPhone, iPad, or Apple Watch will train you to sip more often, inching you closer to your hydration goals.

Hydration equation

How does Hidrate Spark 3 work? Throughout each day it calculates and adjusts a personalized hydration goal based on your body and activity level. The sensor inside the bottle records how many ounces or millimeters you drink and then records it via the app on your iPhone or iPad.

Apple Health integration

The free Hidrate Spark Smart Bottle app syncs seamlessly with the Spark 3. Once you create an account, the app can access Apple Health for your personal info and step data—which it uses to adjust your daily hydration goal. The app also pushes every sip it records back to Apple Health, allowing you to see all your data in one place. You can also keep track your consumption on Apple Watch and easily add amounts of water that you drink from sources other than the Hidrate Spark 3 bottle.

... ..

adjust your daily hydration goal. The app also pushes every sip it records back to Apple Health, allowing you to see all your data in one place. You can also keep track your consumption on Apple Watch and easily add amounts of water that you drink from sources other than the Hidrate Spark 3 bottle.

Highlights

- Tracks every sip and syncs to the Hidrate Spark hydration app
- Connection to iPhone, iPad, or Apple Watch powered by Bluetooth Low Energy
- Soft grip body improves grip and minimizes condensation
- 20 ounce/592 milliliter capacity
- Choose from three glow styles to match your needs or motivations
- BPA-free, food-safe Tritan and Polypropylene plastic materials
- Syncs with most fitness apps to adjust daily goal accordingly
- Able to track each family member's progress to make staying hydrated a fun activity
- Find your misplaced bottle with the "bottle's last connected location" feature in the app
- Lid and bottom ring are dishwasher safe; body and sensor are hand washable
- Easy-to-change CR2477 battery lasts for months

What's in the Box

- Hidrate Spark 3 Smart Water Bottle
- Finger loop
- CR2477 battery
- Instruction manual

Tech Specs

- Other Features: Health App Compatible, Wireless
- Internet Access: Some Features Require Internet Access
- Connections: Wireless
- Bluetooth Compatibility: Bluetooth 4.0
- Power Source: Battery
- Battery Type: Lithium cell CR2477
- Battery life: Approximately six months
- Height: 10.4 in./26.42 cm
- Width: 3 in./7.62 cm
- Depth: 3.25 in./8.25 cm

System Requirements

- Operating System: iOS 13 or later; watchOS 4.3 or later

Manufacturer Information

- Part Number
- Mfr. Part Number: HI-003-015C
- UPC or EAN No.: 815105021740
- Warranty
- Note: Products sold through this website that do not bear the Apple brand name are serviced and supported exclusively by their manufacturers in accordance with terms and conditions packaged with the products. Apple's Limited Warranty does not apply to products that are not Apple branded, even if packaged or sold with Apple products. Please contact the manufacturer directly for technical support and customer service.
- Warranty: Limited 100-day warranty

Compatibility



Featured App



Recommended



Power Source: Battery
Battery Type: Lithium cell CR2477
Battery life: Approximately six months

Height: 10.4 in./26.42 cm
Width: 3 in./7.62 cm
Depth: 3.25 in./8.25 cm

System Requirements

Operating System: iOS 13 or later; watchOS 4.3 or later

Manufacturer Information

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Mfr. Part Number: HI-003-015C
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Warranty: Limited 100-day warranty

Compatibility



Featured App



Recommended



Only at Apple

HidrateSpark STEEL - 21 oz. (620 ml) Chug Brushed Stainless Ste...

\$69.95



Activbody Activ5 Fitness System

\$129.95



UPRIGHT GO 2 Posture Trainer

\$99.95



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United States

Ember 10 oz. Temperature Control Mug 2

\$99.95

Size
10 oz. ▾

Add to Bag



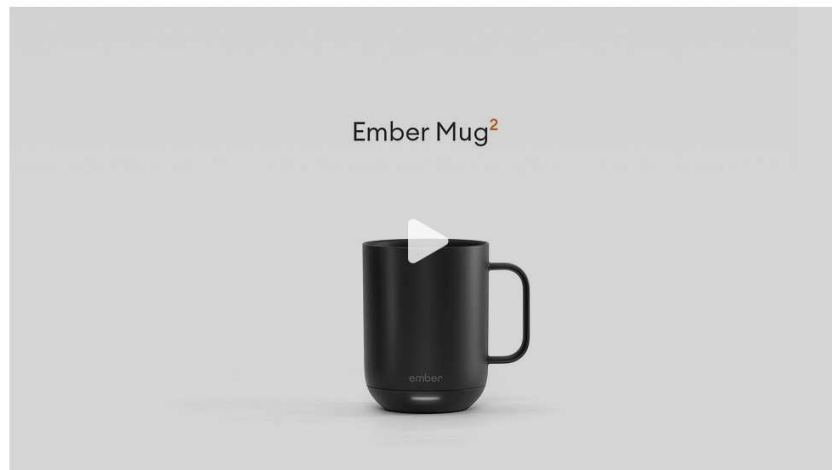
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Pickup:
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Watch the video by Ember



[View transcript](#)

Product Information



Overview

Designed for home or office, the Ember Mug and its companion app on your iPhone or Apple Watch allow you to set your precise drinking temperature for hot beverages, track caffeine consumption, save presets for your favorite drinks, customize the LED color, and more. Ember also maintains your chosen temperature for approximately 1.5 hours, so your hot beverage stays perfect from the first sip to the last drop.

Highlights

Remotely set drinking temperature and control Ember settings from your iPhone or Apple Watch
Maintain your perfect drinking temperature in the 10-ounce mug for 1.5 hours on a single charge—or all day on the included charging coaster

Track your caffeine consumption in the Ember app integrated with the Health app

LED indicator informs you when a beverage is too hot to drink or has reached the desired temperature—or when the mug needs charging

Made from stainless steel with a durable ceramic coating; maintains beverage's warmth while remaining cool to the touch

10 fluid ounce (295 milliliter) capacity

IPX7 rated for full underwater submersion

Reaches temperatures in a range from 120° to 145°F (50° to 62.5°C)

temperature—or when the mug needs charging

Made from stainless steel with a durable ceramic coating; maintains beverage's warmth while remaining cool to the touch

10 fluid ounce (295 milliliter) capacity

IPX7 rated for full underwater submersion

Reaches temperatures in a range from 120° to 145°F (50° to 62.5°C)

What's in the Box

Ember Temperature Control Mug 2

Charging coaster

Power adapter

Quick start guide

Tech Specs

Height: 4.2 in./10.67 cm

Width: 4.3 in./10.92 cm

Depth: 3.3 in./8.38 cm

Weight: 14.46 oz./410 g

System Requirements

Operating System: iOS 10 or later

Manufacturer Information

Part Number

Mfr. Part Number: CM191000US

Warranty

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Warranty: One-year limited

Compatibility



Recommended



Ember 14 oz. Temperature Control
Mug 2

\$129.95



Ember Temperature Control Travel
Mug 2 (12 Oz.)

\$179.95



Only at Apple

HidrateSpark STEEL - 21 oz. (620
ml) Chug Brushed Stainless Ste...

\$69.95



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🍏 > All Accessories > Health & Fitness > Ember 10 oz. Temperature Control Mug 2

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Apple TV

Apple Store

Find a Store

Shop Online

Genius Bar

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Youth Programs

Apple Store App

Refurbished and Clearance

Financing

Apple Trade In

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Apple and Business

Shop for Business

Government

Shop for Government

Apple and Government

For Healthcare

Apple in Healthcare

Health on Apple Watch

Health Records on iPhone

Apple Values

Accessibility

Education

Environment

Inclusion and Diversity

Account

Manage Your Apple ID

Apple Store Account

iCloud.com

About Apple

Newsroom

Apple Leadership

Job Opportunities


Investors

What's in the Box	Ember Temperature Control Mug 2
	Charging coaster
	Power adapter
	Quick start guide
Tech Specs	Height: 4.2 in./10.67 cm
	Width: 4.3 in./10.92 cm
	Depth: 3.3 in./8.38 cm
	Weight: 14.46 oz./410 g
System Requirements	Operating System: iOS 10 or later
Manufacturer Information	Part Number
	Mfr. Part Number: CM191000US
	Warranty
Note: Products sold through this website that do not bear the Apple brand name are serviced and supported exclusively by their manufacturers in accordance with terms and conditions packaged with the products. Apple's Limited Warranty does not apply to products that are not Apple branded, even if packaged or sold with Apple products. Please contact the manufacturer directly for technical support and customer service.	
Warranty: One-year limited	

Compatibility


+

Recommended




Ember 14 oz. Temperature Control Mug 2

\$129.95



Ember Temperature Control Travel Mug 2 (12 Oz.)

\$179.95



Only at Apple

HidrateSpark STEEL - 21 oz. (620 ml) Chug Brushed Stainless Steel

\$69.95

MaciPadiPhoneWatchTVMusicSupport

AccessoriesBrowse all

Only at Apple

HidrateSpark STEEL - 21 oz. (620 ml) Chug Brushed Stainless Steel + Bonus Straw Lid

\$69.95

Color - Black

Add to Bag

Order by 5pm, delivers: Fri, Apr 2 - Free Delivery options for 60601**

Pickup:

Apple Store Pickup is currently unavailable

Need some help? Contact us.

Product Information

Overview	<p>HidrateSpark STEEL is a stainless-steel, vacuum-insulated chug that keeps drinks cold up to 24 hours. LED smart sensor “puck” glows to remind you when it’s time to drink and tracks your water intake by syncing via bluetooth to the HidrateSpark App. The HidrateSpark STEEL bundle includes both a chug and a straw lid.</p> <p>How does HidrateSpark STEEL work?</p> <p>Throughout each day, HidrateSpark STEEL calculates and adjusts a personalized hydration goal based on your body and activity level. The sensor puck tracks how many ounces or millimeters you drink and then records it via the app on your iPhone, iPad, and Apple Watch.</p> <p>Apple Health Integration</p> <p>The free HidrateSpark App syncs seamlessly with the HidrateSpark STEEL. Once you create an account, the app can access Apple Health for your personal info and step data—which it uses to adjust your daily hydration goal. The app also pushes every sip it records back to Apple Health, allowing you to see all your data in one place. You can also keep track of your consumption on Apple Watch and easily add amounts of water that you drink from sources other than the HidrateSpark STEEL bottle.</p>
Highlights	<p>Glows to remind you to drink throughout the day and can be customized by pattern and color</p> <p>Sensor puck tracks water intake, syncs via Bluetooth to the Free HidrateSpark App</p> <p>Rechargeable battery with included fast-charging cable</p> <p>Stainless steel and vacuum insulated to keep drinks cold for up to 24 hours</p> <p>BPA Free</p> <p>Protective spout cover and lock to keep out dirt and germs and prevent spills</p> <p>Clinically proven accuracy within 3% of manual readings through Mayo Clinic trials</p> <p>Carry loop makes it easy to carry on-the-go</p> <p>Bottle and lids are dishwasher safe. Clean sensor puck with a damp cloth</p>
What’s in the Box	<p>HidrateSpark STEEL 21 oz. smart water bottle</p> <p>Chug lid</p> <p>Straw lid</p> <p>Rechargeable battery</p> <p>Instruction manual</p>
Tech Specs	<p>Other Features: Bluetooth, Charging, Health App Compatible</p> <p>Internet Access: Some Features Require Internet Access</p> <p>Cable Length: 20.6 in. / 52.3 cm</p> <p>Connections: Bluetooth</p>

Document title: HidrateSpark STEEL - 21 oz. (620 ml) Chug Brushed Stainless Steel + Bonus Straw Lid - Black - Apple

Capture URL: https://www.apple.com/shop/product/HPGE2ZM/A/hidratespark-steel-21-oz-chug-brushed-stainless-steel-bonus-straw-lid?node=6bf6f48eb674f4cc7fd8b6...

Capture timestamp (UTC): Wed, 31 Mar 2021 21:11:14 GMT

Page 1 of 3

Tech Specs

Other Features: Bluetooth, Charging, Health App Compatible

Internet Access: Some Features Require Internet Access

Cable Length: 20.6 in. / 52.3 cm

Connections: Bluetooth

Bluetooth Compatibility: Bluetooth 4.0, Bluetooth 5.0

Power Source: USB

Batteries: Lithium Ion

Battery life: 10-14 days

Charge Time: 2.5 hours

Height: 10.7 in. / 27.2 cm

Length: 3.2 in. / 8.2 cm

Width: 3.2 in. / 8.2 cm

System Requirements

Operating System: iOS 12 or later; watchOS 5.3 or later

Manufacturer Information

Part Number

Mfr. Part Number: HI-009-002

UPC or EAN No.: 815105023881

Warranty

Note: Products sold through this website that do not bear the Apple brand name are serviced and supported exclusively by their manufacturers in accordance with terms and conditions packaged with the products. Apple's Limited Warranty does not apply to products that are not Apple branded, even if packaged or sold with Apple products. Please contact the manufacturer directly for technical support and customer service.

Warranty: 100-day

Compatibility



Recommended



Only at Apple

HidrateSpark 3 Smart Water Bottle

\$59.95



Activbody Activ5 Fitness System

\$129.95



FORM Smart Swim Goggles

\$199.95



** We approximate your location from your internet IP address by matching it to a geographic region or from the location entered during your previous visit to Apple.

Apple > All Accessories > Health & Fitness > HidrateSpark STEEL - 21 oz. (620 ml) Chug Brushed Stainless Steel + Bonus Straw Lid

Shop and Learn

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Apple Watch
TV
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iTunes
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iPod touch
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Youth Programs
Apple Store App
Refurbished and Clearance
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For Business
Apple and Business
Shop for Business

Government
Shop for Government
Shop for Veterans & Military

For Healthcare

Apple in Healthcare
Health on Apple Watch
Health Records on iPhone

Apple Values
Accessibility
Education
Environment
Inclusion and Diversity
Privacy
Supplier Responsibility

Account

Manage Your Apple ID
Apple Store Account
iCloud.com

About Apple
Newsroom
Apple Leadership
Job Opportunities
Investors
Events
Contact Apple

Connections: Bluetooth
Bluetooth Compatibility: Bluetooth 4.0, Bluetooth 5.0

Power Source: USB
Batteries: Lithium Ion
Battery life: 10-14 days
Charge Time: 2.5 hours

Height: 10.7 in. / 27.2 cm
Length: 3.2 in. / 8.2 cm
Width: 3.2 in. / 8.2 cm

System Requirements

Operating System: iOS 12 or later; watchOS 5.3 or later


Manufacturer Information

Part Number
Mfr. Part Number: HI-009-002
UPC or EAN No.: 815105023881

Warranty
Note: Products sold through this website that do not bear the Apple brand name are serviced and supported exclusively by their manufacturers in accordance with terms and conditions packaged with the products. Apple's Limited Warranty does not apply to products that are not Apple branded, even if packaged or sold with Apple products. Please contact the manufacturer directly for technical support and customer service.
Warranty: 100-day

Compatibility +

Recommended




Only at Apple

HidrateSpark 3 Smart Water Bottle


\$59.95

● ● ●



Activbody Activ5 Fitness System

\$129.95



FORM Smart Swim Goggles

\$199.95

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● ● ● ●

EXHIBIT 10

United States of America

United States Patent and Trademark Office



Reg. No. 3,818,856

Registered July 13, 2010

Int. Cls.: 21 and 22

TRADEMARK

PRINCIPAL REGISTER

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

FOR: HOUSEWARES, NAMELY, DECORATIVE GLASS NOT FOR BUILDING, LUNCH BOXES, MUGS, SPORTS BOTTLES SOLD EMPTY, THERMAL INSULATED CONTAINERS FOR FOOD OR BEVERAGE, VACUUM BOTTLES; LUNCH KITS CONSISTING OF LUNCH BOXES AND INSULATED CONTAINERS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 3-31-1981; IN COMMERCE 3-31-1981.

FOR: LANYARDS FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, AUDIO, IMAGE, AND VIDEO FILES, IN CLASS 22 (U.S. CLS. 1, 2, 7, 19, 22, 42 AND 50).

FIRST USE 10-19-2004; IN COMMERCE 10-19-2004.

OWNER OF U.S. REG. NOS. 1,401,237, 2,657,931, AND 2,715,578.

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

SN 77-356,362, FILED 12-19-2007.

CHERYL CLAYTON, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2021-04-05 15:50:52 EDT

Mark:



US Serial Number: 77356362

Application Filing Date: Dec. 19, 2007

US Registration Number: 3818856

Registration Date: Jul. 13, 2010

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 26, 2020

Publication Date: Apr. 22, 2008

Notice of Allowance Date: Apr. 21, 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 a 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: 0982228

International Application(s) /Registration(s) Based on this Property: A0012847/0982228

Claimed Ownership of US Registrations: 1401237, 2657931, 2715578

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: Housewares, namely, [decorative glass not for building,] lunch boxes, mugs, sports bottles sold empty, thermal insulated containers for food or beverage, vacuum bottles; lunch kits consisting of lunch boxes and insulated containers

International 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class(es):**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Mar. 31, 1981**Use in Commerce:** Mar. 31, 1981**For:** Lanyards for portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, audio, image, and video files**International Class(es):** 022 - Primary Class**U.S Class(es):** 001, 002, 007, 019, 022, 042, 050**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Oct. 19, 2004**Use in Commerce:** Oct. 19, 2004

Basis Information (Case Level)

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

Current Owner(s) Information

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

Attorney/Correspondence Information

Attorney of Record

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

Correspondent

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

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Aug. 26, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 26, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70833
Aug. 26, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70833
Aug. 25, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70833
Jul. 14, 2020	TEAS SECTION 8 & 9 RECEIVED	
Jul. 13, 2019	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
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. 21, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Sep. 21, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69471
Sep. 21, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	69471
Jul. 13, 2016	TEAS SECTION 8 & 15 RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 13, 2015	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 12, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jul. 13, 2010	REGISTERED-PRINCIPAL REGISTER	
Jun. 08, 2010	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jun. 07, 2010	LAW OFFICE REGISTRATION REVIEW COMPLETED	70997
May 31, 2010	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
May 08, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
May 07, 2010	STATEMENT OF USE PROCESSING COMPLETE	76538
Apr. 19, 2010	USE AMENDMENT FILED	76538
May 07, 2010	EXTENSION 2 GRANTED	76538
Apr. 19, 2010	EXTENSION 2 FILED	76538
May 07, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	76538
Apr. 19, 2010	TEAS EXTENSION RECEIVED	
Apr. 19, 2010	TEAS STATEMENT OF USE RECEIVED	
Jun. 23, 2009	EXTENSION 1 GRANTED	98765
Jun. 23, 2009	EXTENSION 1 FILED	98765
Jun. 23, 2009	TEAS EXTENSION RECEIVED	
Apr. 21, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 25, 2009	PAPER RECEIVED	
Mar. 11, 2009	TTAB RELEASE CASE TO TRADEMARKS	183772
Mar. 11, 2009	OPPOSITION TERMINATED NO. 999999	183772
Mar. 11, 2009	OPPOSITION DISMISSED NO. 999999	183772
Apr. 28, 2008	OPPOSITION INSTITUTED NO. 999999	183772
Apr. 25, 2008	OPPOSITION PAPERS RECEIVED AT TTAB	
Apr. 22, 2008	PUBLISHED FOR OPPOSITION	
Apr. 02, 2008	NOTICE OF PUBLICATION	
Mar. 18, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	70997
Mar. 18, 2008	ASSIGNED TO LIE	70997
Feb. 29, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 29, 2008	ASSIGNED TO EXAMINER	77300
Dec. 28, 2007	NOTICE OF DESIGN SEARCH CODE MAILED	
Dec. 27, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 26, 2020

Proceedings

Summary

Number of 9
Proceedings:

Type of Proceeding: Opposition

Proceeding Number: [91255167](#)

Filing Date: Apr 08, 2020

Status: Terminated

Status Date: Jul 17, 2020

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Jinjiang Dayan Guangdian Youxian Gongsi

Correspondent Address: ZAREEFA B FLNER
77 WEST WASHINGTON STREET, SUITE 800
CHICAGO IL UNITED STATES , 60602

Correspondent e-mail: chinatm-mtzc@fleneriplaw.com , info@rongqh.cn

Associated marks

Mark	Application Status	Serial Number	Registration Number
COCOAPPLE	Abandoned - After Inter-Partes Decision	88541197	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 08, 2020	May 18, 2020
3	INSTITUTED	Apr 08, 2020	
4	NOTICE OF DEFAULT	May 28, 2020	
5	BD DECISION: OPP SUSTAINED	Jul 17, 2020	
6	TERMINATED	Jul 17, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91250196](#)

Filing Date: Aug 14, 2019

Status: Terminated

Status Date: Nov 16, 2019

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Anhui Deli Household Glass Co., Ltd.

Correspondent ALEX PATEL

Address: PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: notice@paiplaw.com , paulo@paiplaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GREENAPPLE	Abandoned - After Inter-Partes Decision	88210462	
Plaintiff(s)			

Name: Apple Inc.

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

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND RENEWED	73120444	1078312
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78170383	2808567

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 14, 2019	Sep 23, 2019
3	INSTITUTED	Aug 14, 2019	
4	NOTICE OF DEFAULT	Oct 03, 2019	
5	BD DECISION: OPP SUSTAINED	Nov 16, 2019	
6	TERMINATED	Nov 16, 2019	

Type of Proceeding: Cancellation

Proceeding Number: [92071889](#)

Filing Date: Jul 30, 2019

Status: Terminated

Status Date: Dec 13, 2019

Interlocutory Attorney: WENDY COHEN

Defendant

Name: Chang Huowen

Correspondent Address: CHANG HUOWEN
1501 UNIT C BLOCK 1, BINHAIZHICHUANG GARDEN NANSHAN DISTRICT
SHENZHEN GUANGDONG CHINA

Correspondent e-mail: daisywzmark@gmail.com , sll654143776@gmail.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APLEOK	Cancelled - Section 18	86866439	5017894
Plaintiff(s)			

Name: Apple Inc.

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

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	78408365	3084491
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
	REGISTERED AND RENEWED	77356362	3818856
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028
APPLE	REGISTERED AND RENEWED	74527910	1895326
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE EARPODS	Registered	85728401	4891106
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	85726560	4359316
APPLE MAGIC KEYBOARD	Registered	86786857	4955954
IPHONE	REGISTERED AND RENEWED	77976400	3746840
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499807	3894316
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 30, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 01, 2019	Sep 10, 2019
3	INSTITUTED	Aug 01, 2019	
4	NOTICE OF DEFAULT	Sep 20, 2019	
5	BD DECISION: CAN GRANTED	Oct 30, 2019	
6	COMMR ORDER CANCELLING REG	Dec 13, 2019	
7	TERMINATED	Dec 13, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91247046](#)

Filing Date: Mar 18, 2019

Status: Terminated

Status Date: Jan 22, 2020

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Laurent Bensaid

Correspondent BEN T LILA

Address: MANDOUR & ASSOCIATES APC
8605 SANTA MONICA BLVD, SUITE 1500
LOS ANGELES CA UNITED STATES , 90069

Correspondent e-mail: blila@mandourlaw.com , jmandour@mandourlaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
VAPES	Abandoned - After Inter-Partes Decision	87630047	
Plaintiff(s)			

Name: Apple Inc.

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

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
WATCH WATCH APPLE APPLE	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78156911	3070037
	Registered	86658546	4885796
	REGISTERED AND RENEWED	78156920	3064984
	Registered	86390818	5161497
	Registered	86390853	4783440
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73120444	1078312

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 18, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 19, 2019	Apr 28, 2019
3	PENDING, INSTITUTED	Mar 19, 2019	
4	ANSWER	Mar 23, 2019	
5	P REQ FOR DISCOVERY CONFERENCE-ESTTA	Jun 28, 2019	
6	RESPONSE DUE	Jul 10, 2019	
7	D REQ TO W/DRAW AS ATTORNEY	Jul 25, 2019	
8	D REQ TO W/DRAW AS ATTORNEY	Jul 25, 2019	
9	RESPONSE DUE 30 DAYS (DUE DATE)	Aug 01, 2019	Aug 31, 2019
10	D CHANGE OF CORRESP ADDRESS	Aug 29, 2019	
11	D APPEARANCE / POWER OF ATTORNEY	Aug 29, 2019	
12	TRIAL DATES RESET	Sep 10, 2019	
13	W/DRAW OF APPLICATION	Jan 15, 2020	
14	BD DECISION: OPP SUSTAINED	Jan 22, 2020	
15	TERMINATED	Jan 22, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91230852](#)

Filing Date: Oct 26, 2016

Status: Terminated

Status Date: Feb 03, 2017

Interlocutory Attorney: WENDY COHEN

Defendant

Name: Shenzhen Quanye Electronic Commerce Co., Ltd.

Correspondent YE LI FANG

Address: 19 YIMEISHANZHUANG, 2B UNIT 3 BUILDING , LONGGANG SHENZHEN
CHINA CHINA

Correspondent e-mail: 110887207@qq.com , ylf@pto360.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APIE	Abandoned - After Inter-Partes Decision	86889078	
Plaintiff(s)			

Name: Apple Inc.

Correspondent Address: CRYSTAL C GENTEMAN
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA UNITED STATES , 30309

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	74527910	1895326
	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	REGISTERED AND RENEWED	73120444	1078312
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	77648705	3679056
IPHONE	REGISTERED AND RENEWED	77976400	3746840
	REGISTERED AND RENEWED	73566876	1421062
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
THE APPLE STORE	REGISTERED AND RENEWED		

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 26, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 27, 2016	Dec 06, 2016
3	PENDING, INSTITUTED	Oct 27, 2016	
4	NOTICE OF DEFAULT	Dec 16, 2016	
5	BD DECISION: SUSTAINED	Feb 03, 2017	
6	TERMINATED	Feb 03, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91219829](#)

Filing Date: Dec 18, 2014

Status: Terminated

Status Date: Feb 03, 2015

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Chung Ying Chang

Correspondent Address: ROBERT B GOLDEN
LACKENBACH SIEGEL, LLP
ONE CHASE RD, LACKENBACH SIEGEL BLDG PENTHOUSE
SCARSDALE NY UNITED STATES , 10583-4156

Correspondent e-mail: RGolden@LSLLP.com , EMenist@LSLLP.com , TMEFS@LSLLP.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
ADAM ELEMENTS	Abandoned - After Inter-Partes Decision	86148622	
Plaintiff(s)			

Name: Apple Inc.

Correspondent JOSEPH PETERSEN
Address: KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21 ST FL
NEW YORK NY UNITED STATES , 10036-4156

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IPHONE APPLE APPLE APPLE APPLE STORE APPLE STORE	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	78155196	2951270
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	77976400	3746840
	REGISTERED AND RENEWED	73120444	1078312
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	77388864	3621571
	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 18, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 18, 2014	Jan 27, 2015
3	PENDING, INSTITUTED	Dec 18, 2014	
4	W/DRAW OF APPLICATION	Jan 20, 2015	
5	BD DECISION: SUSTAINED	Feb 03, 2015	
6	TERMINATED	Feb 03, 2015	

Type of Proceeding: Opposition

Proceeding Number: [91214699](#)

Filing Date: Jan 29, 2014

Status: Terminated

Status Date: May 20, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

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

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

Correspondent e-mail: INFO@DRWOODHALL.COM

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

Plaintiff(s)**Name:** Apple Inc.**Correspondent** JOSEPH PETERSEN**Address:** KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FOOR
NEW YORK NY UNITED STATES , 10036**Correspondent e-mail:** JPetersen@kiltown.com , NChollet@kiltown.com , agarcia@kiltown.com , NYTrademarks@ktslaw.com , tmadmin@ktslaw.com**Associated marks**

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

Prosecution History

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

Type of Proceeding: Opposition**Proceeding Number:** [91200263](#)**Filing Date:** Jun 15, 2011**Status:** Terminated**Status Date:** Oct 12, 2011**Interlocutory Attorney:** ROBERT COGGINS**Defendant****Name:** Tree Top, Inc.**Correspondent** LORRAINE LINFORD**Address:** SEED IP LAW GROUP PLLC
701 5TH AVE , STE 5400
SEATTLE WA UNITED STATES , 98104-7064**Correspondent e-mail:** LorraineL.docketing@SeedIP.com , litcal@Seedip.com

mail: _____

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

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	74660120	2079765
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	74712807	2180949
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	77365106	3462174

Prosecution History

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

Type of Proceeding: Opposition

Proceeding Number: [91183772](#)

Filing Date: Apr 25, 2008

Status: Terminated

Status Date: Mar 11, 2009

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Apple Inc.

Correspondent Address: Joseph Petersen
Kilpatrick Stockton, LLP
31 West 52nd Street, 14th Floor
New York NY UNITED STATES , 10019

Correspondent e-mail: JPeterse@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	77356362	3818856

Plaintiff(s)

Name: Dexas International, Ltd.

Correspondent Mary Jane Frisby

Address: Barnes & Thornburg LLP
11 S. Meridian Street
Indianapolis IN UNITED STATES , 46204

Correspondent e-mail: mfrisby@btlaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73091226	1071482
Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 25, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 28, 2008	Jun 07, 2008
3	PENDING, INSTITUTED	Apr 28, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jun 05, 2008	
5	EXTENSION OF TIME GRANTED	Jun 05, 2008	
6	STIPULATION FOR AN EXTENSION OF TIME	Jul 07, 2008	
7	EXTENSION OF TIME GRANTED	Jul 07, 2008	
8	ANSWER AND COUNTERCLAIM (FEE)	Aug 06, 2008	
9	COUNTERCLAIM DATES SET	Aug 12, 2008	
10	STIPULATION FOR AN EXTENSION OF TIME	Sep 03, 2008	
11	EXTENSION OF TIME GRANTED	Sep 03, 2008	
12	ANSWER TO COUNTERCLAIM	Oct 07, 2008	
13	BD'S COMMUNICATION	Oct 20, 2008	
14	CHANGE OF CORRESPONDENCE ADDRESS	Oct 30, 2008	
15	APPEARANCE	Oct 30, 2008	
16	P'S REQUEST TO WITHDRAW AS ATTORNEY	Oct 31, 2008	
17	TRIAL DATES REMAIN AS SET	Dec 02, 2008	
18	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Feb 24, 2009	
19	AMENDMENT TO APPLICATION	Feb 25, 2009	
20	BD'S DECISION: DISMISSED W/O PREJUDICE	Mar 11, 2009	
21	TERMINATED	Mar 11, 2009	

Int. Cl.: 21

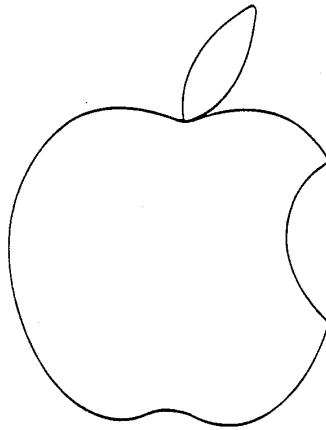
Prior U.S. Cls.: 2, 30 and 33

United States Patent and Trademark Office

Reg. No. 1,401,237

Registered July 15, 1986

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
20525 MARIANI AVENUE
CUPERTINO, CA 95014

FIRST USE 3-0-1981; IN COMMERCE 3-0-1981.

OWNER OF U.S. REG. NOS. 1,078,312, 1,228,952 AND OTHERS.

FOR: MUGS, DISHES, DRINKING GLASSES, BEER STEINS AND WINE GLASSES, IN CLASS 21 (U.S. CLS. 2, 30 AND 33).

SER. NO. 566,772, FILED 11-4-1985.

RONALD R. SUSSMAN, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2021-04-05 15:53:19 EDT

Mark:



US Serial Number: 73566772

Application Filing Date: Nov. 04, 1985

US Registration Number: 1401237

Registration Date: Jul. 15, 1986

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: Sep. 30, 2016

Publication Date: Apr. 22, 1986

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

Claimed Ownership of US Registrations: 1078312, 1114431, 1130288, 1219945, 1221880, 1228952

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: MUGS, [DISHES,] *AND*DRINKING GLASSES [, BEER STEINS] [AND WINE GLASSES]

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 1981

Use in Commerce: Mar. 1981

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

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

Phone: 408-974-2385

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

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 30, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 30, 2016	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76874
Sep. 30, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
Sep. 30, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Jul. 15, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 15, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 22, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 09, 2008	CASE FILE IN TICRS	
Mar. 06, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69934
Mar. 06, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 02, 2007	ASSIGNED TO PARALEGAL	69934
Jan. 08, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 08, 2007	TEAS SECTION 8 & 9 RECEIVED	
Feb. 19, 1992	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	

Oct. 07, 1991	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED
Jul. 15, 1986	REGISTERED-PRINCIPAL REGISTER
Apr. 22, 1986	PUBLISHED FOR OPPOSITION
Mar. 25, 1986	NOTICE OF PUBLICATION
Feb. 12, 1986	APPROVED FOR PUB - PRINCIPAL REGISTER
Feb. 07, 1986	EXAMINER'S AMENDMENT MAILED

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 30, 2016

Assignment Abstract Of Title Information

Summary

Total Assignments: 2

Registrant: APPLE COMPUTER, INC.

Assignment 1 of 2

Conveyance: SECURITY INTEREST RELEASE

Reel/Frame: [1559/0010](#)

Pages: 10

Date Recorded: Dec. 26, 1996

Supporting Documents: No Supporting Documents Available

Assignor

Name: [PHILADELPHIA NATIONAL BANK, INCORPORATED AS CORESTATES BANK, N.A.](#)

Execution Date: Nov. 03, 1994

Legal Entity Type: NATIONAL BANKING ASSOCIATION

State or Country Where Organized: No Place Where Organized Found

Assignee

Name: [FRANKLIN MINT COMPANY](#)

Legal Entity Type: GENERAL PARTNERSHIP

State or Country Where Organized: DELAWARE

Address: ROUTE ONE
FRANKLIN CENTER, PENNSYLVANIA 19091

Correspondent

Correspondent Name: SEIDEL, GONDA, LAVORGNA ET AL

Correspondent Address: HARRIET E. PERKINS
SUITE 1800
TWO PENN CENTER PLAZA
PHILADELPHIA, PA 19102

Domestic Representative - Not Found

Assignment 2 of 2

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91255167](#)

Filing Date: Apr 08, 2020

Status: Terminated

Status Date: Jul 17, 2020

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Jinjiang Dayan Guangdian Youxian Gongsi

Correspondent Address: ZAREEFA B FLENER
77 WEST WASHINGTON STREET, SUITE 800
CHICAGO IL UNITED STATES , 60602

Correspondent e-mail: chinatm-mtzc@fleneriplaw.com , info@rongqh.cn

Associated marks

Mark	Application Status	Serial Number	Registration Number
COCOAPPLE	Abandoned - After Inter-Partes Decision	88541197	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 08, 2020	May 18, 2020

3	INSTITUTED	Apr 08, 2020
4	NOTICE OF DEFAULT	May 28, 2020
5	BD DECISION: OPP SUSTAINED	Jul 17, 2020
6	TERMINATED	Jul 17, 2020

Type of Proceeding: Opposition

Proceeding Number: [91250196](#)

Filing Date: Aug 14, 2019

Status: Terminated

Status Date: Nov 16, 2019

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Anhui Deli Household Glass Co., Ltd.

Correspondent Address: ALEX PATEL
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: notice@paiplaw.com , paulo@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GREENAPPLE	Abandoned - After Inter-Partes Decision	88210462	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 14, 2019	Sep 23, 2019
3	INSTITUTED	Aug 14, 2019	
4	NOTICE OF DEFAULT	Oct 03, 2019	
5	BD DECISION: OPP SUSTAINED	Nov 16, 2019	
6	TERMINATED	Nov 16, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91181984](#)

Filing Date: Jan 16, 2008

Status: Terminated

Status Date: Jul 22, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: NYC & Company, Inc.

Correspondent Address: KATHERINE WINNINGHAM
NEW YORK CITY LAW DEPARTMENT
100 CHURCH STREET
NEW YORK NY UNITED STATES , 10007-2601

Correspondent e-mail: kwinning@law.nyc.gov

Associated marks			
Mark	Application Status	Serial Number	Registration Number
NYC.GOV/PLANYC2030	Section 8 and 15 - Accepted and Acknowledged	77179942	4056550
	Abandoned - No Statement Of Use Filed	77179968	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Joseph Petersen
Kilpatrick Stockton LLP
31 West 52nd Street - 14th Floor
New York NY UNITED STATES , 10019

Correspondent e-mail: jpeterse@kilpatrickstockton.com , click@kilpatrickstockton.com , scoates@kilpatrickstockton.com , agarcia@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
APPLE	Cancelled - Section 8	73201697	1144147
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	76117498	2657931
APPLESEED	REGISTERED AND RENEWED	76426501	2715578
	Cancelled - Section 8	78044925	2882805
	REGISTERED AND RENEWED	78155188	2926853
APPLE	REGISTERED AND RENEWED	78156809	3070035
	REGISTERED AND RENEWED	78408605	3108652
	REGISTERED AND RENEWED	76116541	3226289
	REGISTERED AND RENEWED	78943482	3298028

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 18, 2008	Feb 27, 2008
3	PENDING, INSTITUTED	Jan 18, 2008	
4	ANSWER AND COUNTERCLAIM (FEE)	Feb 26, 2008	
5	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 13, 2008	Apr 12, 2008
6	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 14, 2008	Apr 13, 2008
7	ANSWER TO COUNTERCLAIM	Apr 04, 2008	
8	AMENDMENT WITH CONSENT	Jun 26, 2008	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Jul 22, 2008	
10	TERMINATED	Jul 22, 2008	

United States of America

United States Patent and Trademark Office



Reg. No. 2,180,949

Registered Aug. 11, 1998

Amended Mar. 12, 2019

Int. Cl.: 43

Service Mark

Principal Register

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

CLASS 43: restaurant services

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

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



Andrei Iancu

Director of the United States
Patent and Trademark Office

Generated on: This page was generated by TSDR on 2021-04-05 18:28:27 EDT

Mark:



US Serial Number: 74712807

Application Filing Date: Aug. 08, 1995

US Registration Number: 2180949

Registration Date: Aug. 11, 1998

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 26, 2018

Publication Date: May 14, 1996

Notice of Allowance Date: Aug. 06, 1996

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1293320

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

Goods and Services

Note:

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

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

For: restaurant services

International Class(es): 043 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 04, 1998

Use in Commerce: May 04, 1998

Basis Information (Case Level)

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

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

Current Owner(s) Information

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

Attorney/Correspondence Information

Attorney of Record

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

Correspondent

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

Domestic Representative - Not Found

Prosecution History

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

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

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103

Date in Location: Feb. 05, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Proceedings

Summary

Number of
Proceedings: 7

Type of Proceeding: Opposition

Proceeding
Number: [91254886](#)

Filing Date: Mar 25, 2020

Status: Suspended

Status Date: Dec 23, 2020

Interlocutory
Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Super Healthy Kids, Inc.

Correspondent
Address: MARGARET NIVER MCGANN
PARSONS BEHLE & LATIMER
201 SOUTH MAIN STREET, SUITE 1800
SALT LAKE CITY UT UNITED STATES , 84111

Correspondent e-mail: trademarks@parsonsbhele.com , jlove@parsonsbhele.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	87315348	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	85120250	4206562
APPLE	Registered	85120231	4913886
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78943482	3298028
	REGISTERED AND RENEWED	78156920	3064984
	REGISTERED AND RENEWED	74712807	2180949
WATCH	Registered	86390818	5161497
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
APPLE WATCH	Registered	86389914	5161494
APPLE WATCH	Registered	86390028	5628055

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 25, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 25, 2020	May 04, 2020

3	INSTITUTED	Mar 25, 2020
4	ANSWER	May 04, 2020
5	P MOT FOR EXT W/ CONSENT	Nov 16, 2020
6	EXTENSION OF TIME GRANTED	Nov 16, 2020
7	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Dec 23, 2020
8	SUSPENDED	Dec 23, 2020
9	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Jan 29, 2021
10	SUSPENDED	Jan 29, 2021
11	MOT TO AMEND APPLICATION	Feb 09, 2021
12	RESPONSE DUE	Mar 01, 2021
13	D RESP TO BD ORDER/INQUIRY	Mar 02, 2021

Type of Proceeding: Opposition

Proceeding Number: [91252048](#)

Filing Date: Nov 04, 2019

Status: Pending

Status Date: Nov 04, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Savor Health, LLC

Correspondent LISEL M. FERGUSON

Address: PROCOPIO, CORY, HARGREAVES & SAVITCH LLP
525 B STREET, SUITE 2200
SAN DIEGO CA UNITED STATES , 92101

Correspondent e-mail: docketing@procopio.com , richard.campbell@procopio.com , neil.salyards@procopio.com , pamela.lawson@procopio.com , lisel.ferguson@procopio.com , michele.fuger@procopio.com , calendaring@procopio.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Opposition Pending	88180297	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

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

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

Associated marks

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

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Nov 04, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Nov 04, 2019	Dec 14, 2019
3	INSTITUTED	Nov 04, 2019	
4	D MOT FOR EXT W/ CONSENT	Nov 20, 2019	
5	EXTENSION OF TIME GRANTED	Nov 20, 2019	
6	D MOT FOR EXT W/ CONSENT	Dec 18, 2019	
7	EXTENSION OF TIME GRANTED	Dec 18, 2019	
8	D MOT FOR EXT W/ CONSENT	Feb 07, 2020	
9	EXTENSION OF TIME GRANTED	Feb 07, 2020	
10	D MOT FOR EXT W/ CONSENT	Mar 04, 2020	
11	EXTENSION OF TIME GRANTED	Mar 04, 2020	
12	D MOT FOR EXT W/ CONSENT	Apr 03, 2020	
13	EXTENSION OF TIME GRANTED	Apr 03, 2020	
14	D MOT FOR EXT W/ CONSENT	Jun 09, 2020	
15	EXTENSION OF TIME GRANTED	Jun 09, 2020	
16	D MOT FOR EXT W/ CONSENT	Jul 13, 2020	
17	EXTENSION OF TIME GRANTED	Jul 13, 2020	
18	D MOT FOR EXT W/ CONSENT	Sep 08, 2020	
19	EXTENSION OF TIME GRANTED	Sep 08, 2020	
20	D MOT FOR EXT W/ CONSENT	Oct 28, 2020	
21	EXTENSION OF TIME GRANTED	Oct 28, 2020	
22	D CHANGE OF CORRESP ADDRESS	Nov 02, 2020	
23	D MOT FOR EXT W/ CONSENT	Dec 30, 2020	
24	EXTENSION OF TIME GRANTED	Jan 21, 2021	
25	ANSWER	Mar 08, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91238600](#)

Filing Date: Dec 26, 2017

Status: Terminated

Status Date: Jul 01, 2019

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Pak?d, Inc.

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

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

Associated marks

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

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	74712807	2180949

APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
	REGISTERED AND RENEWED	78155188	2926853
APPLE PAY	Registered	86483200	5105598
PAY	Registered	86393745	5110262
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 26, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 26, 2017	Feb 04, 2018
3	PENDING, INSTITUTED	Dec 26, 2017	
4	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Feb 02, 2018	
5	SUSPENDED	Feb 04, 2018	
6	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Mar 16, 2018	
7	SUSPENDED	Mar 16, 2018	
8	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Apr 20, 2018	
9	SUSPENDED	Apr 20, 2018	
10	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Jun 29, 2018	
11	SUSPENDED	Jun 29, 2018	
12	ANSWER	Aug 03, 2018	
13	D CHANGE OF CORRESP ADDRESS	Aug 06, 2018	
14	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Aug 29, 2018	
15	SUSPENDED	Aug 29, 2018	
16	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Oct 31, 2018	
17	SUSPENDED	Oct 31, 2018	
18	P MOT TO COMPEL DISCOVERY	Jan 02, 2019	
19	P DECL IN SUPPORT OF MOT TO COMPEL	Jan 02, 2019	
20	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 22, 2019	
21	PROCEEDINGS RESUMED	Feb 06, 2019	
22	P MOT FOR SANCTIONS(OTHER)	May 24, 2019	
23	SUSP PEND DISP OF OUTSTNDNG MOT	May 30, 2019	
24	BD DECISION: OPP SUSTAINED	Jul 01, 2019	
25	TERMINATED	Jul 01, 2019	

Type of Proceeding: Opposition

Proceeding Number: 91214699	Filing Date: Jan 29, 2014
Status: Terminated	Status Date: May 20, 2014
Interlocutory Attorney: MARY CATHERINE FAINT	

Defendant

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

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

Correspondent e-mail: INFO@DRWOODHALL.COM

Associated marks

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

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

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

Prosecution History

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

Type of Proceeding: Opposition

Proceeding Number: [91200263](#)

Filing Date: Jun 15, 2011

Status: Terminated

Status Date: Oct 12, 2011

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Tree Top, Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
50	Abandoned - After Inter-Partes Decision	85157220	
Plaintiff(s)			

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	74660120	2079765
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	74712807	2180949
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	77365106	3462174

Prosecution History

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

Type of Proceeding: Opposition

Proceeding Number: [91181844](#)

Filing Date: Jan 11, 2008

Status: Terminated

Status Date: Apr 21, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: Doctors Nutrition, LLC

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

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

Associated marks

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

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Stephen J. Coates
Kilpatrick Stockton LLP

31 W 52nd Street, 14th Floor
New York NY UNITED STATES , 10019

Correspondent e-mail: JPeterse@kilpatrickstockton.com , scoates@kilpatrickstockton.com , Agarcia@kilpatrickstockton.com , CLick@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	74712807	2180949
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 11, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 11, 2008	Feb 20, 2008
3	PENDING, INSTITUTED	Jan 11, 2008	
4	NOTICE OF DEFAULT	Mar 06, 2008	
5	NOTICE OF DEFAULT	Mar 06, 2008	
6	BOARD'S DECISION: SUSTAINED	Apr 21, 2008	
7	TERMINATED	Apr 21, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91181726](#)

Filing Date: Jan 07, 2008

Status: Terminated

Status Date: Apr 21, 2008

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: Nutricate Corporation

Correspondent Address: Sandy Lipkin
Law Offices of Sandy Lipkin
1891 Goodyear Ave., Suite 622
Ventura CA UNITED STATES , 93003

Correspondent e-mail: sandy@sandylipkin.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APLES	Abandoned - After Inter-Partes Decision	78899161	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Joseph Petersen
Kilpatrick Stockton LLP
31 West 52nd Street
New York NY UNITED STATES , 10019

Correspondent e-mail: JPeterse@kilpatrickstockton.com , Click@kilpatrickstockton.com , Agarcia@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
	Cancelled - Section 8	73193803	1130288
	REGISTERED AND RENEWED	74712807	2180949
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

APPLESEED

Cancelled - Section 8

[78044925](#)

[2882805](#)

REGISTERED AND RENEWED

[78155188](#)

[2926853](#)

REGISTERED AND RENEWED

[78408365](#)

[3084491](#)

REGISTERED AND RENEWED

[78943482](#)

[3298028](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 07, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 07, 2008	Feb 16, 2008
3	PENDING, INSTITUTED	Jan 07, 2008	
4	NOTICE OF DEFAULT	Mar 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Apr 21, 2008	
6	TERMINATED	Apr 21, 2008	

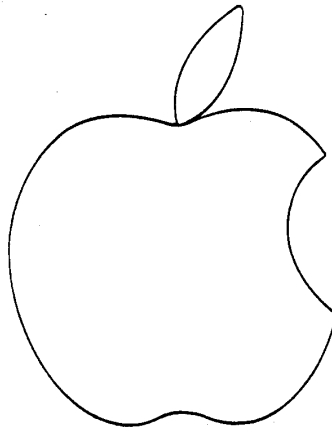
Int. Cl.: 25

Prior U.S. Cl.: 39

Reg. No. 1,400,442

United States Patent and Trademark Office Registered July 8, 1986

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
20525 MARIANI AVENUE
CUPERTINO, CA 95014

FOR: CLOTHING, NAMELY MENS AND LADIES SWEATSHIRTS, T-SHIRTS, SHIRTS, SHORTS, JACKETS, TIES, BELTS, HEAD-

BANDS, SWEATERS, HATS AND VISORS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1979; IN COMMERCE 2-0-1979.

OWNER OF U.S. REG. NO. 1,228,952.

SER. NO. 566,555, FILED 11-4-1985.

ERIC WACHSPRESS, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2021-04-05 15:54:37 EDT

Mark:



US Serial Number: 73566555

Application Filing Date: Nov. 04, 1985

US Registration Number: 1400442

Registration Date: Jul. 08, 1986

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: Sep. 25, 2016

Publication Date: Apr. 15, 1986

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

Claimed Ownership of US Registrations: 1228952

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: CLOTHING, NAMELY MENS AND LADIES SWEATSHIRTS, T-SHIRTS, SHIRTS, [SHORTS,] JACKETS, [TIES, BELTS, HEADBANDS,] SWEATERS, HATS AND VISORS

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: Feb. 1979

Use in Commerce: Feb. 1979

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
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	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 25, 2016	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	68973
Sep. 25, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68973
Sep. 25, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Jul. 06, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 08, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 22, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 13, 2008	CASE FILE IN TICRS	
Mar. 06, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	69934
Mar. 06, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 02, 2007	ASSIGNED TO PARALEGAL	69934
Jan. 08, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 08, 2007	TEAS SECTION 8 & 9 RECEIVED	

Jan. 13, 2004	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 19, 1992	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 07, 1991	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 08, 1986	REGISTERED-PRINCIPAL REGISTER	
Apr. 15, 1986	PUBLISHED FOR OPPOSITION	
Mar. 16, 1986	NOTICE OF PUBLICATION	
Jan. 15, 1986	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 15, 1986	ASSIGNED TO EXAMINER	61872
Jan. 14, 1986	ASSIGNED TO EXAMINER	62993

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 25, 2016

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE COMPUTER, INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91251401](#)

Filing Date: Oct 03, 2019

Status: Terminated

Status Date: Jan 13, 2020

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Orelando Ramos

Correspondent Address: ORELANDO RAMOS
490 E ADAIR ST
LONG BEACH CA UNITED STATES , 90805-3452

Correspondent e-mail: orelando@applewear.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLEWEAR	Abandoned - After Inter-Partes Decision	85833075	
Plaintiff(s)			

Name: Apple Inc.

Correspondent Address: WILLIAM BRYNER
1001 WEST FOURTH STREET
WINSTON-SALEM NC UNITED STATES , 27101

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE APPLE STORE APPLE STORE APPLE STORE APPLE	REGISTERED AND RENEWED	78156809	3070035
	REGISTERED AND RENEWED	73566555	1400442
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	75857191	2424976
	REGISTERED AND RENEWED	75857151	2462798
	REGISTERED AND RENEWED	76400649	2683410
	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
APPLE	REGISTERED AND RENEWED	77648705	3679056
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 03, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 03, 2019	Nov 12, 2019
3	INSTITUTED	Oct 03, 2019	
4	NOTICE OF DEFAULT	Nov 22, 2019	
5	BD DECISION: OPP SUSTAINED	Jan 13, 2020	
6	TERMINATED	Jan 13, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91232343](#)

Filing Date: Jan 18, 2017

Status: Terminated

Status Date: Apr 27, 2017

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Keen Ching Industrial Co., Ltd.

Correspondent Address: CHAO-CHANG DAVID PAI
PAI PATENT & TRADEMARK LAW FIRM
1001 4TH AVENUE, SUITE 3200
SEATTLE WA UNITED STATES , 98154

Correspondent e-mail: dpai@pailaw.com , info@pailaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	87014721	

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

Mark	Application Status	Serial Number	Registration Number
APPLE APPLE	REGISTERED AND RENEWED	77365106	3462174
	REGISTERED AND RENEWED	73566848	1402855
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND RENEWED	73120444	1078312
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	73566876	1421062
	REGISTERED AND RENEWED	78156809	3070035
	REGISTERED AND RENEWED	73566555	1400442

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 18, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 18, 2017	Feb 27, 2017
3	PENDING, INSTITUTED	Jan 18, 2017	
4	NOTICE OF DEFAULT	Mar 09, 2017	
5	BD DECISION: SUSTAINED	Apr 27, 2017	
6	TERMINATED	Apr 27, 2017	

Type of Proceeding: Opposition**Proceeding Number:** [91186626](#)**Filing Date:** Sep 24, 2008**Status:** Terminated**Status Date:** Aug 20, 2009**Interlocutory Attorney:** ANN LINNEHAN VOGLER**Defendant****Name:** APPLE(CHINA)CO.,LTD**Correspondent Address:** SHI SHENGJIE; A&M ACCOUTING DEPARTMENT
APPLE TOWER.NO 88.YUNCHENG WEST ROAD.
BAIYUN DISTRICT.GUANGZHOU 510180.CHINA
GUANGZHOU CA UNITED STATES , 510180**Correspondent e-mail:** SSDSSJ@HOTMAIL.COM**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	77345886	3688027

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** Joseph Petersen
Kilpatrick Stockton LLP
31 W 52nd Street, 14th Floor
New York NY UNITED STATES , 10019**Correspondent e-mail:** JPetersen@kilpatrickstockton.com , AGarcia@kilpatrickstockton.com , Scoates@kilpatrickstockton.com , avaneepoel@kilpatrickstockton.com**Associated marks**

Serial	Registration
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Mark	Application Status	Number	Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	73566876	1421062
	Cancelled - Section 8	73287573	1228952
	REGISTERED AND RENEWED	73566555	1400442

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 24, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 26, 2008	Nov 05, 2008
3	PENDING, INSTITUTED	Sep 26, 2008	
4	DEF'S COMMUNICATION	Oct 24, 2008	
5	P'S MOTION FOR DEFAULT JUDGEMENT	Nov 19, 2008	
6	DEF'S COMMUNICATION	Dec 08, 2008	
7	TRIAL DATES RESET	Dec 16, 2008	
8	ANSWER	Jan 16, 2009	
9	P'S MOTION FOR DEFAULT JUDGEMENT	Feb 04, 2009	
10	SUSPENDED PENDING DISP OF OUTSTNDNG MOT	Feb 06, 2009	
11	D'S RESPONSE TO BOARD ORDER/INQUIRY	Feb 11, 2009	
12	P'S REPLY IN SUPPORT OF MOTION	Mar 03, 2009	
13	TRIAL DATES RESET	Apr 24, 2009	
14	AMENDMENT TO APPLICATION	Jul 10, 2009	
15	CHANGE OF CORRESPONDENCE ADDRESS	Jul 10, 2009	
16	BOARD'S ORDER	Jul 24, 2009	
17	PL'S CONSENT TO AMENDMENT	Jul 30, 2009	
18	RESPONSE DUE 30 DAYS (DUE DATE)	Aug 17, 2009	Sep 16, 2009
19	WITHDRAWAL OF OPPOSITION	Aug 19, 2009	
20	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 20, 2009	
21	TERMINATED	Aug 20, 2009	
22	UNDELIVERABLE MAIL	Oct 06, 2009	
23	UNDELIVERABLE MAIL	Oct 16, 2009	

Int. Cl.: 14

Prior U.S. Cls.: 2, 27, 28 and 50

United States Patent and Trademark Office

Reg. No. 3,070,037

Registered Mar. 21, 2006

**TRADEMARK
PRINCIPAL REGISTER**



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

FOR: JEWELRY; WATCHES AND CLOCKS; CUFFLINKS; KEY RINGS OF PRECIOUS METAL; CHRONOMETERS; BROOCHES, CHARMS; TIE PINS; TIE CLIPS; BADGES, BRACELETS, NECKLACES; MEDALLIONS, BELT BUCKLES, PINS; ACCESSORY BOXES, JEWELRY BOXES, ORNAMENTS ALL MADE OF PRECIOUS METAL OR COATED THEREWITH; COSTUME JEWELRY; STATUES AND ORNAMENTS OF PRECIOUS METAL; PARTS AND FITTINGS FOR THE AFORESAID GOODS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

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

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

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

SER. NO. 78-156,911, FILED 8-22-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78156911

Application Filing Date: Aug. 22, 2002

US Registration Number: 3070037

Registration Date: Mar. 21, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Dec. 01, 2016

Publication Date: Jan. 04, 2005

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0868666

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

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

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2593127

Foreign Application Filing Date: Feb. 26, 2002

Foreign Registration Number: 002593127

Foreign Registration Date: Feb. 20, 2004

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

Foreign Expiration Date: Feb. 26, 2012

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: [Jewelry; watches and clocks; cufflinks;] key rings of precious metal [; chronometers; brooches, charms; tie pins; tie clips;] badges [, bracelets, necklaces; medallions, belt buckles, pins; accessory boxes, jewelry boxes, ornaments all made of precious metal or coated therewith; costume jewelry; statues and ornaments of precious metal; parts and fittings for the aforesaid goods]

International Class(es): 014 - Primary Class

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

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 01, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	

Dec. 01, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
Dec. 01, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
Dec. 01, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Sep. 20, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 21, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 27, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Sep. 27, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Sep. 27, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Sep. 20, 2012	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 21, 2006	REGISTERED-PRINCIPAL REGISTER	
Feb. 03, 2006	1(B) BASIS DELETED; PROCEED TO REGISTRATION	66530
Feb. 03, 2006	NOTICE OF ALLOWANCE CANCELLED	66530
Jan. 25, 2006	TEAS DELETE 1(B) BASIS RECEIVED	
Sep. 06, 2005	EXTENSION 1 GRANTED	98765
Sep. 06, 2005	EXTENSION 1 FILED	98765
Sep. 06, 2005	TEAS EXTENSION RECEIVED	
Mar. 29, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 04, 2005	PUBLISHED FOR OPPOSITION	
Dec. 15, 2004	NOTICE OF PUBLICATION	
Oct. 29, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Oct. 29, 2004	ASSIGNED TO LIE	68552
Oct. 18, 2004	ASSIGNED TO LIE	68552
Oct. 12, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 09, 2004	TEAS/EMAIL CORRESPONDENCE ENTERED	68658
Sep. 28, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68658
Sep. 28, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 25, 2004	LETTER OF SUSPENSION MAILED	
Feb. 24, 2004	LETTER OF SUSPENSION E-MAILED	
Jan. 12, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 12, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 13, 2004	EMAIL RECEIVED	
Oct. 28, 2003	INQUIRY TO SUSPENSION E-MAILED	
Oct. 03, 2003	CASE FILE IN TICRS	
Oct. 03, 2003	CASE FILE IN TICRS	
Feb. 07, 2003	LETTER OF SUSPENSION E-MAILED	
Jan. 16, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 16, 2003	NON-FINAL ACTION E-MAILED	
Jan. 10, 2003	ASSIGNED TO EXAMINER	69811
Jan. 08, 2003	ASSIGNED TO EXAMINER	76731

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Dec. 01, 2016

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 9

Type of Proceeding: Cancellation

Proceeding Number: [92074688](#)

Filing Date: Jul 10, 2020

Status: Pending

Status Date: Apr 02, 2021

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: R.T. Diamond Trading Co Pte. Ltd.

Correspondent Address: RT DIAMOND TRADING CO PTE LTD
101 CECIL STREET, TONG ENG BUILDING #10-02
SINGAPORE SINGAPORE , 06953

Associated marks

Mark	Application Status	Serial Number	Registration Number
DIAMOND APPLE	Cancelled - Section 18	79169609	4911615

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE WATCH	Registered	86389945	4783437
WATCH	Registered	86390853	4783440
WATCH EDITION	Registered	86512795	4852670

	Registered	86658546	4885796
	REGISTERED AND RENEWED	78156911	3070037
APPLE WATCH	Registered	86389914	5161494
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86390028	5628055
WATCH	Registered	86390778	5628056
WATCH EDITION	Registered	86512737	5638181
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 10, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 13, 2020	Aug 22, 2020
3	INSTITUTED	Jul 13, 2020	
4	NOTICE OF DEFAULT	Sep 01, 2020	
5	RESPONSE DUE 30 DAYS (DUE DATE)	Sep 10, 2020	Oct 10, 2020
6	BD DECISION: CAN GRANTED	Oct 20, 2020	
7	COMMR ORDER CANCELLING REG	Nov 04, 2020	
8	TERMINATED	Nov 04, 2020	
9	PAPER RECEIVED AT TTAB	Apr 02, 2021	

Type of Proceeding: Opposition

Proceeding Number: [91255496](#)

Filing Date: Apr 27, 2020

Status: Terminated

Status Date: Jul 29, 2020

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Apple Of My Eye LLC

Correspondent Address: APPLE OF MY EYE LLC
145 OAKWOODS DR
WAKEFIELD RI UNITED STATES , 02879

Correspondent e-mail: hikelarson@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE OF MY EYE	Abandoned - After Inter-Partes Decision	88495877	

Plaintiff(s)

Name: Apple Inc.

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

Correspondent e-mail: bbryner@ktslaw.com , jpetersen@ktslaw.com , hyang@ktslaw.com , agarcia@ktslaw.com , tadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78156911	3070037
	Registered	86658546	4885796
APPLE WATCH	Registered	86389945	4783437
WATCH	Registered	86390853	4783440

WATCH SPORT	Registered	86512876	4819882
WATCH EDITION	Registered	86512795	4852670
APPLE WATCH	Registered	86389914	5161494
WATCH	Registered	86390818	5161497
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE WATCH	Registered	86390028	5628055

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 27, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 27, 2020	Jun 06, 2020
3	INSTITUTED	Apr 27, 2020	
4	NOTICE OF DEFAULT	Jun 16, 2020	
5	BD DECISION: OPP SUSTAINED	Jul 29, 2020	
6	TERMINATED	Jul 29, 2020	

Type of Proceeding: Opposition

Proceeding Number:	91255167	Filing Date:	Apr 08, 2020
Status:	Terminated	Status Date:	Jul 17, 2020
Interlocutory Attorney:	MARY CATHERINE FAINT		

Defendant	
Name:	Jinjiang Dayan Guangdian Youxian Gongsi
Correspondent Address:	ZAREEFA B FLNER 77 WEST WASHINGTON STREET, SUITE 800 CHICAGO IL UNITED STATES , 60602
Correspondent e-mail:	chinatm-mtzc@fleneriplaw.com , info@rongqh.cn

Associated marks			
Mark	Application Status	Serial Number	Registration Number
COCOAPPLE	Abandoned - After Inter-Partes Decision	88541197	

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History			

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 08, 2020	May 18, 2020
3	INSTITUTED	Apr 08, 2020	
4	NOTICE OF DEFAULT	May 28, 2020	
5	BD DECISION: OPP SUSTAINED	Jul 17, 2020	
6	TERMINATED	Jul 17, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91250196](#)

Filing Date: Aug 14, 2019

Status: Terminated

Status Date: Nov 16, 2019

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Anhui Deli Household Glass Co., Ltd.

Correspondent Address: ALEX PATEL
PATEL & ALMEIDA PC
16830 VENTURA BLVD, SUITE 360
ENCINO CA UNITED STATES , 91436

Correspondent e-mail: notice@paiplaw.com , paulo@paiplaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GREENAPPLE	Abandoned - After Inter-Partes Decision	88210462	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 14, 2019	Sep 23, 2019
3	INSTITUTED	Aug 14, 2019	
4	NOTICE OF DEFAULT	Oct 03, 2019	
5	BD DECISION: OPP SUSTAINED	Nov 16, 2019	
6	TERMINATED	Nov 16, 2019	

Type of Proceeding: Opposition

Proceeding [91250139](#)
Number:

Filing Date: Aug 12, 2019

Status: Suspended

Status Date: Nov 12, 2020

Interlocutory ANDREW P BAXLEY
Attorney:

Defendant

Name: Wang, Yuzhi; Tsutsumida, Eric

Correspondent ERIC TSUTSUMIDA
Address: 1901 PETRA LN
PLACENTIA CA UNITED STATES , 92870

Correspondent e-mail: gracew0506@gmail.com , erictsutsumida@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLETREEGEMS	Opposition Pending	88052801	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78156911	3070037
	Registered	86658546	4885796
APPLE WATCH	Registered	86389945	4783437
WATCH	Registered	86390853	4783440
WATCH SPORT	Registered	86512876	4819882
WATCH EDITION	Registered	86512795	4852670
APPLE WATCH	Registered	86389914	5161494
WATCH	Registered	86390818	5161497
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE WATCH	Registered	86390028	5628055

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 12, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 12, 2019	Sep 21, 2019
3	INSTITUTED	Aug 12, 2019	
4	ANSWER	Sep 20, 2019	
5	P MOT FOR EXT W/ CONSENT	Mar 18, 2020	
6	EXTENSION OF TIME GRANTED	Mar 18, 2020	
7	P MOT FOR EXT W/ CONSENT	May 15, 2020	
8	EXTENSION OF TIME GRANTED	May 15, 2020	
9	P MOT FOR EXT W/ CONSENT	Jul 16, 2020	
10	EXTENSION OF TIME GRANTED	Jul 16, 2020	
11	P CHANGE OF CORRESP ADDRESS	Jul 16, 2020	
12	P MOT FOR EXT W/ CONSENT	Sep 14, 2020	
13	EXTENSION OF TIME GRANTED	Sep 14, 2020	
14	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Nov 12, 2020	
15	SUSPENDED	Nov 12, 2020	

16	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Jan 13, 2021
17	SUSPENDED	Jan 13, 2021
18	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Mar 15, 2021
19	SUSPENDED	Mar 15, 2021

Type of Proceeding: Opposition

Proceeding Number: [91247046](#)

Filing Date: Mar 18, 2019

Status: Terminated

Status Date: Jan 22, 2020

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Laurent Bensaid

Correspondent Address: BEN T LILA
MANDOUR & ASSOCIATES APC
8605 SANTA MONICA BLVD, SUITE 1500
LOS ANGELES CA UNITED STATES , 90069

Correspondent e-mail: blila@mandourlaw.com , jmandour@mandourlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VAPES	Abandoned - After Inter-Partes Decision	87630047	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78156911	3070037
	Registered	86658546	4885796
	REGISTERED AND RENEWED	78156920	3064984
WATCH	Registered	86390818	5161497
WATCH	Registered	86390853	4783440
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	73120444	1078312

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 18, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 19, 2019	Apr 28, 2019
3	PENDING, INSTITUTED	Mar 19, 2019	
4	ANSWER	Mar 23, 2019	
5	P REQ FOR DISCOVERY CONFERENCE-ESTTA	Jun 28, 2019	
6	RESPONSE DUE	Jul 10, 2019	
7	D REQ TO W/DRAW AS ATTORNEY	Jul 25, 2019	
8	D REQ TO W/DRAW AS ATTORNEY	Jul 25, 2019	
9	RESPONSE DUE 30 DAYS (DUE DATE)	Aug 01, 2019	Aug 31, 2019
10	D CHANGE OF CORRESP ADDRESS	Aug 29, 2019	
11	D APPEARANCE / POWER OF ATTORNEY	Aug 29, 2019	

12	TRIAL DATES RESET	Sep 10, 2019
13	W/DRAW OF APPLICATION	Jan 15, 2020
14	BD DECISION: OPP SUSTAINED	Jan 22, 2020
15	TERMINATED	Jan 22, 2020

Type of Proceeding: Opposition

Proceeding Number: [91245828](#)

Filing Date: Jan 14, 2019

Status: Terminated

Status Date: May 22, 2019

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: ithk tm limited

Correspondent Address: JEFFREY H EPSTEIN
COWAN LIEBOWITZ & LATMAN PC
114 WEST 47TH STREET
NEW YORK NY UNITED STATES , 10036-1525

Correspondent e-mail: trademark@cll.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
AAPE+	Registered	87794114	5956258

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE WATCH	Registered	86390028	5628055
APPLE WATCH	Registered	86389945	4783437
WATCH	Registered	86390853	4783440
	Registered	86658546	4885796
	REGISTERED AND RENEWED	78156911	3070037
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
	REGISTERED AND RENEWED	78155188	2926853

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 14, 2019	Feb 23, 2019
3	PENDING, INSTITUTED	Jan 14, 2019	
4	D MOT FOR EXT W/ CONSENT	Feb 12, 2019	
5	EXTENSION OF TIME GRANTED	Feb 12, 2019	
6	D MOT FOR EXT W/ CONSENT	Mar 25, 2019	
7	EXTENSION OF TIME GRANTED	Mar 25, 2019	
8	MOT TO AMEND APPLICATION	Apr 19, 2019	
9	D MOT FOR EXT W/ CONSENT	Apr 24, 2019	

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 UNITED STATES , 27983

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 UNITED STATES , 94025

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
	REGISTERED AND RENEWED	78156911	3070037
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	77648705	3679056
	REGISTERED AND 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 Number: [91214699](#)

Filing Date: Jan 29, 2014

Status: Terminated

Status Date: May 20, 2014

Interlocutory MARY CATHERINE FAINT

Attorney:

Defendant

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

Correspondent KATRINA E WOODHALL MD AND ASSOCIATES

Address: A PROFESSIONSL MEDICAL CORPORATION
PO BOX 642
SOLANA BEACH CA UNITED STATES , 92075-0642

Correspondent e-mail: INFO@DRWOODHALL.COM

Associated marks

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

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

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

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

Associated marks

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

Prosecution History

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

Int. Cl.: 20

Prior U.S. Cls.: 2, 13, 22, 25, 32 and 50

United States Patent and Trademark Office

Reg. No. 3,078,580

Registered Apr. 11, 2006

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: FURNITURE; OFFICE FURNITURE; CABINETS, ENCLOSURE, NON-METAL RACKS AND OTHER FURNITURE FOR CONSUMER ELECTRONICS, COMPUTERS AND TELECOMMUNICATIONS EQUIPMENT, AND FOR THE PERIPHERAL EQUIPMENT DEVICES THEREFORE, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

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

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

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

SER. NO. 78-408,618, FILED 4-27-2004.

ALICE BENMAMAN, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2021-04-05 15:56:59 EDT

Mark:



US Serial Number: 78408618

Application Filing Date: Apr. 27, 2004

US Registration Number: 3078580

Registration Date: Apr. 11, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 28, 2016

Publication Date: Nov. 08, 2005

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

Description of Mark: The mark consists of a 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: 0902538

International Application(s) /Registration(s) Based on this Property: A0004854, A0005137/0902538

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

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 3528452

Foreign Application Filing Date: Nov. 04, 2003

Foreign Registration Number: 3528452

Foreign Registration Date: Apr. 27, 2005

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

Foreign Expiration Date: Nov. 04, 2013

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: Furniture; [office furniture;] cabinets, enclosure, [non-metal racks and other furniture] for consumer electronics, computers and telecommunications equipment, and for the peripheral equipment devices therefore

International Class(es): 020 - Primary Class

U.S Class(es): 002, 013, 022, 025, 032, 050

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 03, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 03, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	

Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 28, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 28, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Jun. 28, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	67723
Jun. 28, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	67723
Apr. 08, 2016	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 08, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 11, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 30, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Oct. 30, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 30, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Oct. 10, 2012	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Apr. 11, 2006	REGISTERED-PRINCIPAL REGISTER	
Feb. 24, 2006	1(B) BASIS DELETED; PROCEED TO REGISTRATION	71034
Feb. 02, 2006	NOTICE OF ALLOWANCE CANCELLED	71034
Feb. 02, 2006	TEAS DELETE 1(B) BASIS RECEIVED	
Jan. 31, 2006	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Nov. 08, 2005	PUBLISHED FOR OPPOSITION	
Oct. 19, 2005	NOTICE OF PUBLICATION	
Sep. 20, 2005	LAW OFFICE PUBLICATION REVIEW COMPLETED	68171
Sep. 16, 2005	ASSIGNED TO LIE	68171
Sep. 12, 2005	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 25, 2005	TEAS/EMAIL CORRESPONDENCE ENTERED	68171
Aug. 16, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
Aug. 16, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jun. 20, 2005	LETTER OF SUSPENSION MAILED	
Jun. 20, 2005	SUSPENSION LETTER WRITTEN	73370
Jun. 02, 2005	TEAS/EMAIL CORRESPONDENCE ENTERED	68171
May 23, 2005	CORRESPONDENCE RECEIVED IN LAW OFFICE	68171
May 23, 2005	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 23, 2004	NON-FINAL ACTION MAILED	
Nov. 22, 2004	NON-FINAL ACTION WRITTEN	73370
Nov. 22, 2004	ASSIGNED TO EXAMINER	73370
May 05, 2004	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 28, 2016

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Documents: _____

Assignor

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

Assignee

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

Correspondent

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

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 3

Type of Proceeding: Opposition

Proceeding Number: [91255167](#)
Filing Date: Apr 08, 2020
Status: Terminated
Status Date: Jul 17, 2020
Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Jinjiang Dayan Guangdian Youxian Gongsi
Correspondent Address: ZAREEFA B FLENER
77 WEST WASHINGTON STREET, SUITE 800
CHICAGO IL UNITED STATES , 60602
Correspondent e-mail: chinatm-mtzc@fleneriplaw.com , info@rongqh.cn

Associated marks

Mark	Application Status	Serial Number	Registration Number
COCOAPPLE	Abandoned - After Inter-Partes Decision	88541197	

Plaintiff(s)

Name: Apple Inc.
Correspondent Address: WILLIAM M BRYNER
KILPATRICK TOWNSEND & STOCKTON LLP
1001 WEST FOURTH STREET
WINSTON-SALEM NC UNITED STATES , 27101
Correspondent e-mail: BBRYNER@kilpatricktownsend.com , jpetersen@kilpatricktownsend.com , HYang@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@Kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	76426501	2715578

	REGISTERED AND RENEWED	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 08, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 08, 2020	May 18, 2020
3	INSTITUTED	Apr 08, 2020	
4	NOTICE OF DEFAULT	May 28, 2020	
5	BD DECISION: OPP SUSTAINED	Jul 17, 2020	
6	TERMINATED	Jul 17, 2020	

Type of Proceeding: Opposition

Proceeding Number:	91250196	Filing Date:	Aug 14, 2019
Status:	Terminated	Status Date:	Nov 16, 2019
Interlocutory Attorney:	ELIZABETH WINTER		

Defendant			
Name:	Anhui Deli Household Glass Co., Ltd.		
Correspondent Address:	ALEX PATEL PATEL & ALMEIDA PC 16830 VENTURA BLVD, SUITE 360 ENCINO CA UNITED STATES , 91436		
Correspondent e-mail:	notice@paiplaw.com , paulo@paiplaw.com		

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GREENAPPLE	Abandoned - After Inter-Partes Decision	88210462	

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	77356362	3818856
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	78156911	3070037
	REGISTERED AND RENEWED	78408618	3078580
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78146716	2753069
APPLE	REGISTERED AND RENEWED	78170383	2808567

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 14, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 14, 2019	Sep 23, 2019

3	INSTITUTED	Aug 14, 2019
4	NOTICE OF DEFAULT	Oct 03, 2019
5	BD DECISION: OPP SUSTAINED	Nov 16, 2019
6	TERMINATED	Nov 16, 2019

Type of Proceeding: Opposition

Proceeding Number: [91214699](#)

Filing Date: Jan 29, 2014

Status: Terminated

Status Date: May 20, 2014

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

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

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

Correspondent e-mail: INFO@DRWOODHALL.COM

Associated marks

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

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks

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

REGISTERED AND RENEWED

[78408605](#)

[3108652](#)

Prosecution History

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

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,070,035

Registered Mar. 21, 2006

**TRADEMARK
PRINCIPAL REGISTER**



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

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

FOR: FOOTWEAR; HEADWEAR; SHIRTS, T-SHIRTS, SWEATSHIRTS, JOGGING SUITS, TROUSERS, PANTS, SHORTS, TANK TOPS, RAINWEAR, CLOTH BIBS, SKIRTS, BLOUSES; DRESSES, SUSPENDERS, SWEATERS, JACKETS, COATS, RAINCOATS, SNOW SUITS, TIES, ROBES, HATS, CAPS, SUN-VISORS, BELTS, SCARVES, SLEEPWEAR, PJAMAS, LINGERIE, UNDERWEAR, BOOTS, SHOES, SNEAKERS, SANDALS, BOOTIES, SLIPPER SOCKS, SWIMWEAR AND MASQUERADE AND HALLOWEEN COSTUMES, IN CLASS 25 (U.S. CLS. 22 AND 39).

OWNER OF U.S. REG. NOS. 140,042, 1,401,154 AND OTHERS.

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

SER. NO. 78-156,809, FILED 8-22-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2021-04-05 15:58:06 EDT

Mark:



US Serial Number: 78156809

Application Filing Date: Aug. 22, 2002

US Registration Number: 3070035

Registration Date: Mar. 21, 2006

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 07, 2016

Publication Date: Jan. 04, 2005

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0868666

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

Claimed Ownership of US Registrations: 1114431, 1401154 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 2593127

Foreign Application Filing Date: Feb. 26, 2002

Foreign Registration Number: 002593127

Foreign Registration Date: Feb. 20, 2004

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

Foreign Expiration Date: Feb. 26, 2012

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: [Footwear;] headwear; shirts, t-shirts, sweatshirts,[jogging suits, trousers, pants, shorts, tank tops, rainwear, cloth bibs, skirts,] blouses; [dresses, suspenders,] sweaters, jackets, coats, raincoats, [snow suits, ties, robes,] hats, and caps[, sun-visors, belts, scarves, sleepwear, pajamas, lingerie, underwear, boots, shoes, sneakers, sandals, booties, slipper socks, swimwear and masquerade and Halloween costumes]

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: No

Filed 44D: Yes

Currently 44E: Yes

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

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

Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jun. 07, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 07, 2016	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	85321
Jun. 07, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	85321
Jun. 07, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	85321
Mar. 21, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 21, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 27, 2012	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Sep. 27, 2012	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68973
Sep. 27, 2012	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68973
Sep. 20, 2012	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Mar. 21, 2006	REGISTERED-PRINCIPAL REGISTER	
Feb. 03, 2006	1(B) BASIS DELETED; PROCEED TO REGISTRATION	66530
Feb. 03, 2006	NOTICE OF ALLOWANCE CANCELLED	66530
Jan. 25, 2006	TEAS DELETE 1(B) BASIS RECEIVED	
Sep. 06, 2005	EXTENSION 1 GRANTED	98765
Sep. 06, 2005	EXTENSION 1 FILED	98765
Sep. 06, 2005	TEAS EXTENSION RECEIVED	
Mar. 29, 2005	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 04, 2005	PUBLISHED FOR OPPOSITION	
Dec. 15, 2004	NOTICE OF PUBLICATION	
Oct. 29, 2004	LAW OFFICE PUBLICATION REVIEW COMPLETED	68552
Oct. 29, 2004	ASSIGNED TO LIE	68552
Oct. 18, 2004	ASSIGNED TO LIE	68552
Oct. 12, 2004	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 09, 2004	TEAS/EMAIL CORRESPONDENCE ENTERED	68658
Sep. 28, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	68658
Sep. 28, 2004	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 25, 2004	LETTER OF SUSPENSION MAILED	
Feb. 24, 2004	LETTER OF SUSPENSION E-MAILED	
Jan. 12, 2004	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 12, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 13, 2004	EMAIL RECEIVED	
Oct. 28, 2003	INQUIRY TO SUSPENSION E-MAILED	
Oct. 03, 2003	CASE FILE IN TICRS	
Oct. 03, 2003	CASE FILE IN TICRS	
Mar. 04, 2003	ASSIGNED TO EXAMINER	69811
Feb. 28, 2003	LETTER OF SUSPENSION E-MAILED	
Feb. 12, 2003	ASSIGNED TO EXAMINER	75589
Jan. 24, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 23, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 08, 2003	NON-FINAL ACTION MAILED	
Jan. 02, 2003	ASSIGNED TO EXAMINER	69811
Dec. 31, 2002	ASSIGNED TO EXAMINER	76840

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 07, 2016

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 4

Type of Proceeding: Opposition

Proceeding Number: [91251401](#)

Filing Date: Oct 03, 2019

Status: Terminated

Status Date: Jan 13, 2020

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: Orelando Ramos

Correspondent Address: ORELANDO RAMOS
490 E ADAIR ST
LONG BEACH CA UNITED STATES , 90805-3452

Correspondent e-mail: orelando@applewear.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLEWEAR	Abandoned - After Inter-Partes Decision	85833075	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: WILLIAM BRYNER
1001 WEST FOURTH STREET
WINSTON-SALEM NC UNITED STATES , 27101

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE APPLE STORE APPLE STORE APPLE STORE APPLE	REGISTERED AND RENEWED	78156809	3070035
	REGISTERED AND RENEWED	73566555	1400442
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	75857191	2424976
	REGISTERED AND RENEWED	75857151	2462798
	REGISTERED AND RENEWED	76400649	2683410
	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	77648705	3679056
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 03, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 03, 2019	Nov 12, 2019
3	INSTITUTED	Oct 03, 2019	
4	NOTICE OF DEFAULT	Nov 22, 2019	
5	BD DECISION: OPP SUSTAINED	Jan 13, 2020	
6	TERMINATED	Jan 13, 2020	

Type of Proceeding: Opposition

Proceeding Number: [91232343](#)

Filing Date: Jan 18, 2017

Status: Terminated

Status Date: Apr 27, 2017

Interlocutory Attorney: MARY B MYLES

Defendant

Name: Keen Ching Industrial Co., Ltd.

Correspondent Address: CHAO-CHANG DAVID PAI
PAI PATENT & TRADEMARK LAW FIRM
1001 4TH AVENUE, SUITE 3200
SEATTLE WA UNITED STATES , 98154

Correspondent e-mail: dpai@pailaw.com , info@pailaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	87014721	

Plaintiff(s)

Name: Apple Inc.

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

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

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	77365106	3462174
	REGISTERED AND RENEWED	73566848	1402855
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	77648705	3679056

APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	73566876	1421062
	REGISTERED AND RENEWED	78156809	3070035
	REGISTERED AND RENEWED	73566555	1400442

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 18, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 18, 2017	Feb 27, 2017
3	PENDING, INSTITUTED	Jan 18, 2017	
4	NOTICE OF DEFAULT	Mar 09, 2017	
5	BD DECISION: SUSTAINED	Apr 27, 2017	
6	TERMINATED	Apr 27, 2017	

Type of Proceeding: Opposition

Proceeding Number:	91214699	Filing Date:	Jan 29, 2014
Status:	Terminated	Status Date:	May 20, 2014
Interlocutory Attorney:	MARY CATHERINE FAINT		

Defendant

Name:	Katrina E. Woodhall MD and Associates, A Professional Medical Corporation
Correspondent Address:	KATRINA E WOODHALL MD AND ASSOCIATES A PROFESSIONSL MEDICAL CORPORATION PO BOX 642 SOLANA BEACH CA UNITED STATES , 92075-0642
Correspondent e-mail:	INFO@DRWOODHALL.COM

Associated marks			
Mark	Application Status	Serial Number	Registration Number

Abandoned - After Inter-Partes Decision [85841168](#)

Plaintiff(s)

Name:	Apple Inc.
Correspondent Address:	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1114 AVENUE OF THE AMERICAS, 21ST FOOR NEW YORK NY UNITED STATES , 10036
Correspondent e-mail:	JPetersen@kiltown.com , NChollet@kiltown.com , agarcia@kiltown.com , NYTrademarks@ktslaw.com , tadmin@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number

REGISTERED AND RENEWED	78156920	3064984
REGISTERED AND RENEWED	77365106	3462174
REGISTERED AND RENEWED	73162799	1114431
REGISTERED AND RENEWED	76426501	2715578
REGISTERED AND RENEWED	77648705	3679056
REGISTERED AND RENEWED	78408365	3084491
REGISTERED AND RENEWED	78156911	3070037
REGISTERED AND RENEWED	76117498	2657931
REGISTERED AND RENEWED	78156887	3070036
REGISTERED AND RENEWED	78408618	3078580
REGISTERED AND RENEWED	77356362	3818856
REGISTERED AND RENEWED	78156809	3070035
REGISTERED AND RENEWED	78155196	2951270

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

Prosecution History

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

Type of Proceeding: Opposition

Proceeding Number: [91181984](#)

Filing Date: Jan 16, 2008

Status: Terminated

Status Date: Jul 22, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: NYC & Company, Inc.

Correspondent Address: KATHERINE WINNINGHAM
NEW YORK CITY LAW DEPARTMENT
100 CHURCH STREET
NEW YORK NY UNITED STATES , 10007-2601

Correspondent e-mail: kwinning@law.nyc.gov

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Section 8 and 15 - Accepted and Acknowledged	77179942	4056550
NYC.GOV/PLANYC2030	Abandoned - No Statement Of Use Filed	77179968	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Joseph Petersen
Kilpatrick Stockton LLP
31 West 52nd Street - 14th Floor
New York NY UNITED STATES , 10019

Correspondent e-mail: jpeterse@kilpatrickstockton.com , click@kilpatrickstockton.com , scoates@kilpatrickstockton.com , agarcia@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	73162799	1114431
APPLE	Cancelled - Section 8	73201697	1144147
	REGISTERED AND RENEWED	73566772	1401237
	REGISTERED AND RENEWED	76117498	2657931
	REGISTERED AND RENEWED	76426501	2715578
APPLESEED	Cancelled - Section 8	78044925	2882805

REGISTERED AND RENEWED	78155188	2926853
REGISTERED AND RENEWED	78156809	3070035
REGISTERED AND RENEWED	78408605	3108652
REGISTERED AND RENEWED	76116541	3226289
REGISTERED AND RENEWED	78943482	3298028

APPLE

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jan 18, 2008	Feb 27, 2008
3	PENDING, INSTITUTED	Jan 18, 2008	
4	ANSWER AND COUNTERCLAIM (FEE)	Feb 26, 2008	
5	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 13, 2008	Apr 12, 2008
6	RESPONSE DUE 30 DAYS (DUE DATE)	Mar 14, 2008	Apr 13, 2008
7	ANSWER TO COUNTERCLAIM	Apr 04, 2008	
8	AMENDMENT WITH CONSENT	Jun 26, 2008	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Jul 22, 2008	
10	TERMINATED	Jul 22, 2008	

Int. Cl.: 16

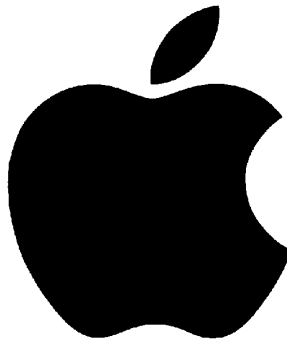
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,657,931

United States Patent and Trademark Office

Registered Dec. 10, 2002

**TRADEMARK
PRINCIPAL REGISTER**



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

ELECTRONIC COMMERCE AND TELECOMMUNICATIONS; STATIONERY, PENS AND PENCILS, CLIPBOARDS, POSTERS, MEMO PADS, BINDERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: PRINTED MATERIALS AND PUBLICATIONS, NAMELY, USER MANUALS, SERIES OF BOOKS, BOOKLETS, BROCHURES, DATA SHEETS, WHITE PAPERS, NEWSLETTERS, CATALOGS, PAMPHLETS, PERIODICALS AND MAGAZINES, ALL IN THE FIELDS OF BUSINESS, CREATIVE DESIGN, COMPUTERS, INFORMATION TECHNOLOGY, WORD PROCESSING, DATABASE MANAGEMENT, MULTIMEDIA, ENTERTAINMENT,

FIRST USE 1-6-1979; IN COMMERCE 1-6-1979.

OWNER OF U.S. REG. NOS. 1,219,945, 2,180,949 AND OTHERS.

SER. NO. 76-117,498, FILED 8-24-2000.

ANTHONY TAMBOURINO, EXAMINING ATTORNEY

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Mark:



US Serial Number: 76117498

Application Filing Date: Aug. 24, 2000

US Registration Number: 2657931

Registration Date: Dec. 10, 2002

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: Jun. 25, 2013

Publication Date: Sep. 17, 2002

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: 0868666

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

Claimed Ownership of US Registrations: 1219945, 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: Printed materials and publications, namely, user manuals, [series of books,] booklets, brochures, [data sheets, white papers,] [newsletters, catalogs,] pamphlets, [periodicals and magazines,] all in the fields of business, creative design, computers, information technology, word processing, database management, multimedia, entertainment, [electronic commerce] and telecommunications; [stationery,] pens and pencils, [clipboards,] [posters,] [memo pads,] binders

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 06, 1979

Use in Commerce: Jan. 06, 1979

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary
Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

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

Phone: 408-974-2385

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

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 25, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Jun. 25, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	77315
Jun. 25, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77315
Jun. 25, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jun. 10, 2013	TEAS SECTION 8 & 9 RECEIVED	
Jun. 25, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Jun. 13, 2009	ASSIGNED TO PARALEGAL	69934
Jun. 09, 2009	TEAS SECTION 8 & 15 RECEIVED	
Jan. 24, 2008	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	

Dec. 10, 2002	REGISTERED-PRINCIPAL REGISTER	
Sep. 17, 2002	PUBLISHED FOR OPPOSITION	
Aug. 28, 2002	NOTICE OF PUBLICATION	
Jun. 24, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 30, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 30, 2001	NON-FINAL ACTION MAILED	
Nov. 16, 2001	ASSIGNED TO EXAMINER	78473
Nov. 13, 2001	ASSIGNED TO EXAMINER	78369
Oct. 10, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 10, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 12, 2001	NON-FINAL ACTION MAILED	
Feb. 16, 2001	ASSIGNED TO EXAMINER	59851
Feb. 12, 2001	ASSIGNED TO EXAMINER	78061
Feb. 06, 2001	ASSIGNED TO EXAMINER	78194

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 25, 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

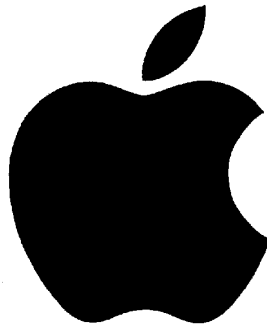
Prior U.S. Cls.: 21, 23, 26, 36 and 38

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

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

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

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

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Apr. 24, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

Assignor

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

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

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

Domestic Representative - Not Found

Int. Cl.: 9

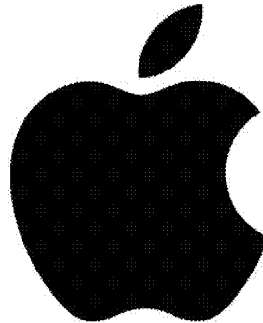
Prior U.S. Cls.: 21, 23, 26, 36 and 38

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

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: May 13, 2020

Publication Date: Jun. 23, 2009

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1014459

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

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

Goods and Services

Note:

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

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

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

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

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 31, 1977

Use in Commerce: Jan. 31, 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 13, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 13, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76874
May 13, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
May 13, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Mar. 06, 2020	TEAS SECTION 8 & 9 RECEIVED	
Sep. 08, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	

Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 25, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 25, 2015	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	76533
Mar. 24, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Mar. 10, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 03, 2010	NOTICE OF SUIT	
Sep. 08, 2009	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2009	PUBLISHED FOR OPPOSITION	
Jun. 03, 2009	NOTICE OF PUBLICATION	
May 19, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
May 18, 2009	ASSIGNED TO LIE	73797
May 18, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 27, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 27, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 27, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 18, 2009	NON-FINAL ACTION MAILED	
Mar. 17, 2009	NON-FINAL ACTION WRITTEN	66593
Mar. 12, 2009	ASSIGNED TO EXAMINER	66593
Jan. 17, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Jan. 16, 2009	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: May 13, 2020

United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

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

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



David J. Kappas

Director of the United States Patent and Trademark Office

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

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

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

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

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

ANGELA DUONG, EXAMINING ATTORNEY

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Mark: APPLE

APPLE

US Serial Number: 77172511

Application Filing Date: May 03, 2007

US Registration Number: 3928818

Registration Date: Mar. 08, 2011

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Oct. 10, 2017

Publication Date: Jan. 01, 2008

Notice of Allowance Date: Mar. 25, 2008

Mark Information

Mark Literal Elements: APPLE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 0956402

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

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

Goods and Services

Note:

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

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

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

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

International Class(es): 009 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1976

Use in Commerce: Apr. 01, 1976

Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: appletrademarks@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: appletrademarks@apple.com karenmarie@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 09, 2021	TEAS SECTION 8 & 9 RECEIVED	
Mar. 08, 2020	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Oct. 10, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Oct. 10, 2017	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Oct. 07, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Sep. 08, 2017	TEAS SECTION 8 & 15 RECEIVED	
Aug. 11, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Aug. 10, 2017	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2016	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 08, 2011	REGISTERED-PRINCIPAL REGISTER	
Jan. 29, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Jan. 28, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	73296
Jan. 25, 2011	ASSIGNED TO LIE	73296
Jan. 23, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Dec. 28, 2010	STATEMENT OF USE PROCESSING COMPLETE	66154
Dec. 15, 2010	USE AMENDMENT FILED	66154
Dec. 15, 2010	TEAS STATEMENT OF USE RECEIVED	
Dec. 15, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Sep. 25, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Sep. 24, 2010	EXTENSION 5 GRANTED	66154
Sep. 22, 2010	EXTENSION 5 FILED	66154
Sep. 22, 2010	TEAS EXTENSION RECEIVED	
Mar. 30, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Mar. 27, 2010	EXTENSION 4 GRANTED	66154
Mar. 19, 2010	EXTENSION 4 FILED	66154
Mar. 19, 2010	TEAS EXTENSION RECEIVED	
Sep. 16, 2009	EXTENSION 3 GRANTED	66154
Aug. 21, 2009	EXTENSION 3 FILED	66154
Sep. 16, 2009	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Aug. 21, 2009	TEAS EXTENSION RECEIVED	
Mar. 05, 2009	EXTENSION 2 GRANTED	98765
Mar. 05, 2009	EXTENSION 2 FILED	98765
Mar. 05, 2009	TEAS EXTENSION RECEIVED	
Aug. 13, 2008	EXTENSION 1 GRANTED	98765

Aug. 13, 2008	EXTENSION 1 FILED	98765
Aug. 13, 2008	TEAS EXTENSION RECEIVED	
Mar. 25, 2008	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jan. 01, 2008	PUBLISHED FOR OPPOSITION	
Dec. 12, 2007	NOTICE OF PUBLICATION	
Nov. 26, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	78289
Nov. 23, 2007	ASSIGNED TO LIE	78289
Oct. 19, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 11, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 11, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 19, 2007	NON-FINAL ACTION MAILED	
Jul. 18, 2007	NON-FINAL ACTION WRITTEN	83695
Jul. 05, 2007	ASSIGNED TO EXAMINER	83695
May 08, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 104

Date in Location: Oct. 10, 2017

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,753,069

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

Generated on: This page was generated by TSDR on 2021-04-05 16:03:22 EDT

Mark:



US Serial Number: 78146716

Application Filing Date: Jul. 23, 2002

US Registration Number: 2753069

Registration Date: Aug. 19, 2003

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 08, 2014

Publication Date: May 27, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

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

Related Properties Information

International Registration Number: 0910391

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

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

Goods and Services

Note:

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

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

For: [Application service provider (ASP), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely,

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

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1980

Use in Commerce: Sep. 1980

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

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

Phone: 408-974-2385

Fax: 408-253-0186

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

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

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

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

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 08, 2014

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