

ESTTA Tracking number: **ESTTA1156511**

Filing date: **08/30/2021**

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	08/29/2021
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): bbryner@kilpatricktownsend.com, jpetersen@kilpatricktownsend.com, HYang@kilpatricktownsend.com, Agarcia@kilpatricktownsend.com, tadmin@Kilpatricktownsend.com 336-607-7300
Docket Number	

**Applicant Information**

Application No.	90056916	Publication date	03/02/2021
Opposition Filing Date	08/30/2021	Opposition Period Ends	08/29/2021
Applicant	Silver Apple, Inc. 1000 W. WALLINGS ROAD, SUITE A BROADVIEW HEIGHTS, OH 44147 UNITED STATES		

**Goods/Services Affected by Opposition**

Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Analyzing and compiling business data for business industry engagement; promoting collaboration within the business and education communities to achieve advances in the education and character-building of students at the Elementary through High School level
Class 041. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Education services, namely, training educators in the field of science, technology, research, engineering, art, and mathematics (STREAM) curriculum, leveraging the power of business as a force function to influence the learning paradigm, creating relevant, applied learning through a problem-based methodology which introduces ethics, integrity and character building for sustainable transformation; membership club services, namely,

providing training to member educators and offering classes, seminars, and symposiumsto members, all in the field of teaching methods; business education and training services in the nature of sustainableprogram development by providing case studies, problems and scenarios from industry engagement, and data analysis

Class 042. First Use: 0 First Use In Commerce: 0

All goods and services in the class are opposed, namely: Research and development of advanced learning technologies and teaching methods; providing case studies, problems and scenarios from industry engagement, and data analysis for program refinement in the field of new product development

## 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

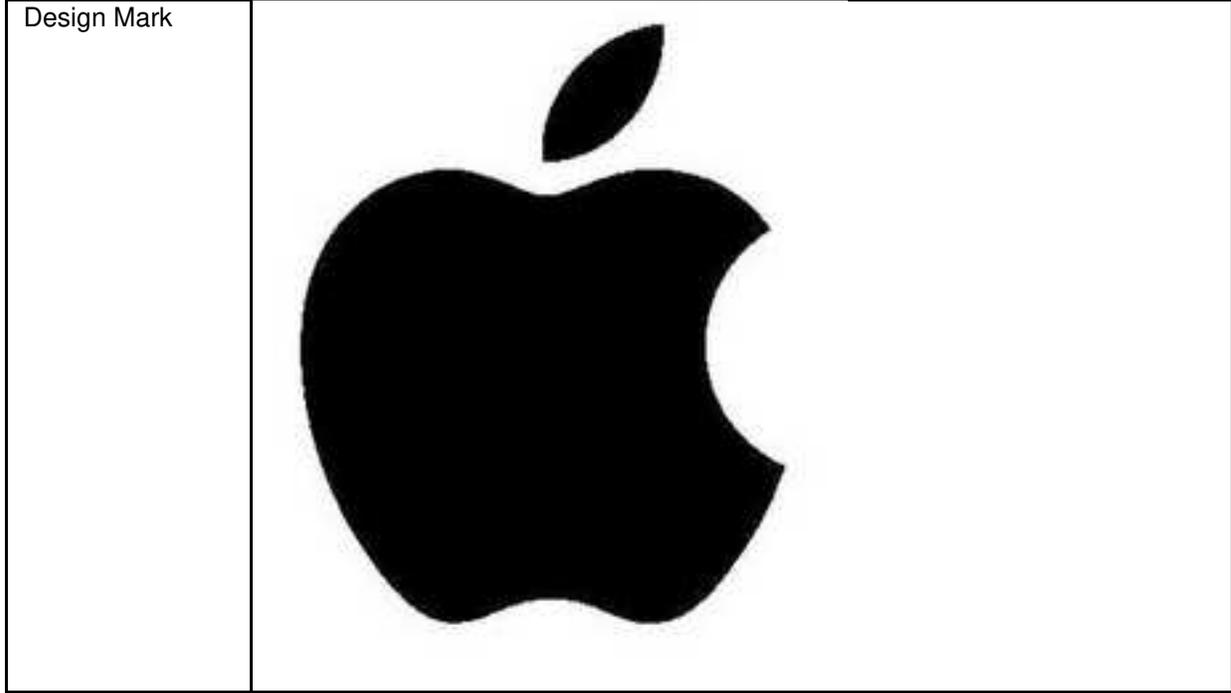
U.S. Registration No.	4088195	Application Date	03/22/2008
Registration Date	01/17/2012	Foreign Priority Date	09/28/2007
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; trainingin the use and operation of computers, computer software and consumer electronics; online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in thenature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services,</p>		

	namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network
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U.S. Registration No.	3298028	Application Date	08/02/2006
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Registration Date	09/25/2007	Foreign Priority Date	NONE
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Word Mark	NONE
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Description of Mark	NONE
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Goods/Services	<p>Class 035. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Arranging and conducting trade shows, and trade show expositions and exhibitions in the fields of computers, computer software, online services, information technology, and consumer electronics</p> <p>Class 041. First use: First Use: 1981/03/01 First Use In Commerce: 1981/03/01 Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photo-</p>
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	graphs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events
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U.S. Registration No.	2808567	Application Date	10/02/2002
Registration Date	01/27/2004	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [ COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEBSITE OPERATION AND MANAGEMENT SERVICES TO OTHERS; ] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE		

U.S. Registration No.	5341294	Application Date	11/13/2015
Registration Date	11/21/2017	Foreign Priority Date	NONE
Word Mark	APPLE NEWS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2015/06/08 First Use In Commerce: 2015/09/16 Computer services, namely, providing a user-customized feed of news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, audio, video, and multimedia content; providing search engines for obtaining data via the internet and other electronic communications networks; providing online non-downloadable application development software, and technical support and consultation services for developing computer applications		

U.S. Registration No.	3710912	Application Date	02/04/2008
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Registration Date	11/17/2009	Foreign Priority Date	NONE
Word Mark	APPLE STORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 037. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices</p> <p>Class 038. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunication systems featuring telephones, cellular telephones and wireless telecommunications devices</p> <p>Class 041. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices</p> <p>Class 042. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices</p>		
U.S. Registration No.	6110765	Application Date	06/11/2019
Registration Date	07/28/2020	Foreign Priority	12/13/2018

		Date	
Word Mark	APPLE SEARCH ADS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2019/03/26 First Use In Commerce: 2019/03/26 advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of advertising campaigns for others; advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others; business services, namely, dissemination of advertising for others via computer networks and global communication networks</p>		

U.S. Registration No.	6110768	Application Date	06/11/2019
Registration Date	07/28/2020	Foreign Priority Date	12/13/2018
Word Mark	SEARCH ADS		
Design Mark			
Description of Mark	The mark consists of a design of an apple with a bite removed with the words "Search Ads".		
Goods/Services	<p>Class 035. First use: First Use: 2019/03/26 First Use In Commerce: 2019/03/26 advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of advertising campaigns for others; advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others; business services, namely, dissemination of advertising for others via computer networks and global communication networks</p>		

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

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

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

U.S. Registration No.	6147070	Application Date	02/24/2020
Registration Date	09/08/2020	Foreign Priority Date	09/04/2019
Word Mark	APPLE WATCH STUDIO		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2019/09/10 First Use In Commerce: 2019/09/10 Providing consumer and commercial information in the field of computers, com-		

	<p>puter peripheral devices, and smartwatches over computer networks and global communication networks; retail store and online retail store services featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services provided via the Internet and other computer, electronic and communications networks featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services featuring computer, electronic and entertainment products, telecommunications equipment and other consumer electronics, computer software, and accessories for such products, provided via the Internet and other computer, electronic and communications networks; product demonstrations provided in-store and via global communications networks and other electronic and communications networks; information, advisory and consultancy services relating to all the aforesaid</p> <p>Class 042. First use: First Use: 2019/09/10 First Use In Commerce: 2019/09/10 Providing online non-downloadable software for the purpose of allowing customers to customize, design, and purchase computers, computer peripheral devices, and smartwatches according to their specifications; providing online information to individual consumers regarding computer hardware and computer software; information, advisory and consultancy services relating to all the aforesaid</p>
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U.S. Registration No.	4009791	Application Date	06/16/2008
Registration Date	08/09/2011	Foreign Priority Date	NONE
Word Mark	APPLECARE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 1992/12/31 First Use In Commerce: 1992/12/31 Education services, namely, providing classes, [ seminars ] and online educational programs and tutorials in the field of computer hardware, computer peripherals and computer software, and distribution of course material in connection therewith; training services in the field of computer hardware, computer peripherals and computer software [ ; providing newsletters in the field of technical support services for computer software via e-mail to read ]</p>		

U.S. Registration No.	3717431	Application Date	06/16/2008
Registration Date	12/01/2009	Foreign Priority Date	NONE
Word Mark	APPLECARE		

Design Mark	<h1>APPLECARE</h1>		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1982/10/25 First Use In Commerce: 1982/10/25 Technical support services, namely, troubleshooting of problems relating to computer hardware, computer peripherals, consumer electronic devices and computer software; providing technical support and troubleshooting information via the Internet, voice telecommunications networks and on-site for fixing problems relating to computer hardware, computer peripherals, computer software and consumer electronic devices; computer consultation, namely, services for optimizing the performance and functionality of computer hardware, computer peripherals, consumer electronic devices, computer software and computer networks		

U.S. Registration No.	5443302	Application Date	09/13/2017
Registration Date	04/10/2018	Foreign Priority Date	NONE
Word Mark	TODAY AT APPLE		
Design Mark	<h1>TODAY AT APPLE</h1>		
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2017/05/21 First Use In Commerce: 2017/05/21 Providing seminars, workshops, classes, and training in the fields of music, visual arts, design, photography, videography and filmmaking, business, education, robotics, and technology; providing seminars, workshops, classes, and training in the use and operation of computers, computer software, digital electronic devices, and wearable electronics		

U.S. Registration No.	5448031	Application Date	09/13/2017
Registration Date	04/17/2018	Foreign Priority Date	NONE
Word Mark	TODAY AT APPLE		

Design Mark	TODAY AT APPLE
Description of Mark	NONE
Goods/Services	Class 042. First use: First Use: 2017/05/21 First Use In Commerce: 2017/05/21 Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products

U.S. Registration No.	2926853	Application Date	08/16/2002
Registration Date	02/15/2005	Foreign Priority Date	02/26/2002

Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of the design of an apple with a bite removed.
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Goods/Services	Class 035. First use: First Use: 1983/00/00 First Use In Commerce: 1983/00/00 analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks
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	and global communication networks; retail store services featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto Class 039. First use: First Use: 1985/00/00 First Use In Commerce: 1985/00/00 computerized data storage services; data storage relating to business
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U.S. Registration No.	2753069	Application Date	07/23/2002
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Registration Date	08/19/2003	Foreign Priority Date	NONE
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Word Mark	NONE
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Design Mark	
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Description of Mark	The mark consists of the design of an apple with a bite removed.
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Goods/Services	Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 [ Application service provider (ASP), namely, hosting computer software applications of others; ]computer services, namely, displaying the [ web sites and ] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [ and hosting services ] ; computer services, namely, designing [ and implementing ] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of com-
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	puter 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
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Attachments	77428980#TMSN.png( bytes ) 78943482#TMSN.png( bytes ) 86819744#TMSN.png( bytes ) 77388365#TMSN.png( bytes ) 88468728#TMSN.png( bytes ) 88468785#TMSN.png( bytes ) 77648705#TMSN.png( bytes ) 77172511#TMSN.png( bytes ) 88807971#TMSN.png( bytes ) 77499837#TMSN.png( bytes ) 77499847#TMSN.png( bytes ) 87607048#TMSN.png( bytes ) 87607137#TMSN.png( bytes ) 78155188#TMSN.png( bytes ) 78146716#TMSN.png( bytes ) NOO - SILVERAPPLE.pdf(777890 bytes ) EXHIBIT 1.pdf(4924146 bytes ) EXHIBIT 2.pdf(533843 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(4151353 bytes ) EXHIBIT 10.pdf(1394984 bytes ) EXHIBIT 11.pdf(1973746 bytes ) EXHIBIT 12.pdf(5045154 bytes ) EXHIBIT 13.pdf(4291517 bytes )
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Signature	/William M. Bryner/
Name	William M. Bryner
Date	08/30/2021

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

Application Serial No. 90/056,916  
For the Mark: **SILVERAPPLE**  
Filed: July 16, 2020  
Published: March 2, 2021

APPLE INC.,

Opposer,

v.

SILVER APPLE, INC.,

Applicant.

**NOTICE OF OPPOSITION**

**APPLE INC.** (“Opposer” or “Apple”), a California corporation with a principal place of business at One Apple Park Way, Cupertino, California 95014, will be damaged by the issuance of registration for the **SILVERAPPLE** mark shown in Application Serial No. **90/056,916** (“Applicant’s Mark”) for the services identified in Classes 35, 41, and 42 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 2021, for the tenth 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, computer manufacturer 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-2021/>.

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 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.

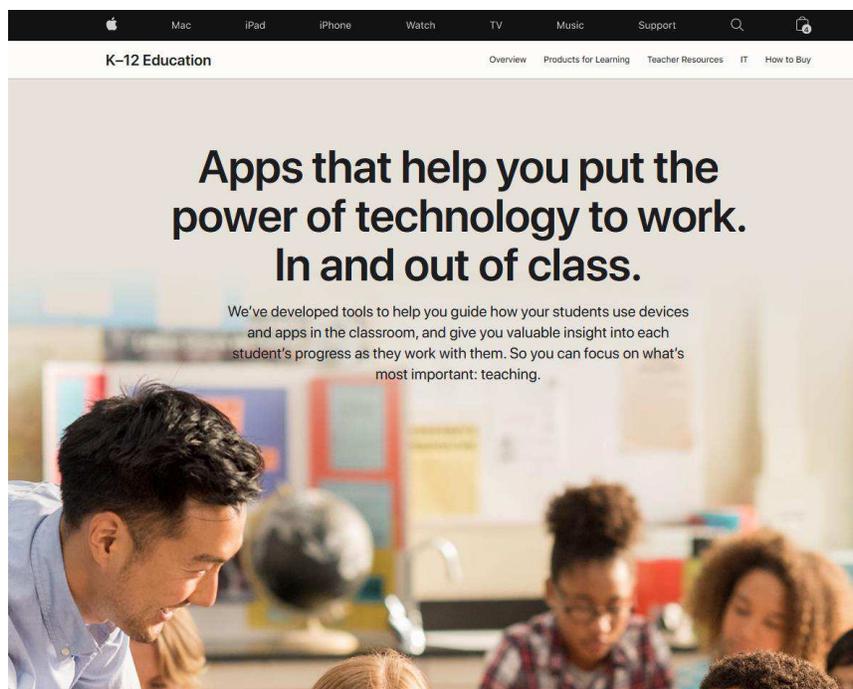
12. In addition, in 2021, leading brand valuation consultancy Brand Finance named APPLE as the world’s most valuable brand in the Brand Finance Global 500 ranking, valuing the brand at \$263.4 billion. Attached as **Exhibit 8** is a copy of the “Top 25 Most Valuable Brands” page from the Brand Finance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

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

14. Indeed, Apple provides educators and students with a vast array of technology products and services that are powerful educational tools, as detailed on its website at

[www.apple.com/education](http://www.apple.com/education) and [www.apple.com/education/k12/teaching-tools](http://www.apple.com/education/k12/teaching-tools), screenshots of which are reflected below, and printouts of which are attached as **Exhibit 9**.

The screenshot shows the Apple Education website. At the top, there is a navigation bar with the Apple logo and links for Mac, iPad, iPhone, Watch, TV, Music, and Support. Below this, there are three tabs: K-12, Higher Education, and College Students. The main content area features the heading "Apple and Education" followed by the large text "Inspiring every kind of mind." Below this is a paragraph: "Everyone has their own way of learning and expressing creativity. Apple technology and resources empower every kind of educator — and every kind of student — to learn, create, and define their own success. Let's move the world forward." There are three featured images with corresponding text boxes: 1. K-12: A teacher and two young students looking at a tablet. Text: "K-12 Ignite the creativity in every student. Learn more >" 2. Higher Education: A man pointing at a laptop screen. Text: "Higher Education Teach. Innovate. Inspire. Every which way. Learn more >" 3. College Students: A woman writing in a notebook. Text: "College Students Unstoppable you. Learn more >"



15. Apple also provides educators with technology support services and resources, such as tips and lesson plans using Apple's devices and software, to bring fresh ideas to the classroom as detailed on its website [www.apple.com/education/k12/teacher-resources](http://www.apple.com/education/k12/teacher-resources), screenshots of which are reflected below, and a printout of which is attached as **Exhibit 10**. These resources include the Apple Teacher program and Apple Teacher Learning Center, which provide educators with self-paced lessons and trainings on using Apple's technology for teaching and inspiring creativity in students. Educators and students of every level, from elementary, to secondary, to post-secondary school education, use Apple's wide array of software programs together with Apple's devices to aid the education process.

Create engaging learning experiences for students at home. [Learn more >](#)

**Teacher Resources**

Bookmark this page to get the latest resources designed by Apple to inspire creativity in the classroom. Check out lesson ideas, find out how to use Apple technology and curricula, and join the conversation with fellow teachers.

The banner features several educational resources displayed on Apple devices: an iPad with a coral lesson plan, a tablet with a winter-themed game, a laptop with a paper airplane experiment, and another tablet with a frog dissection. A white Apple Pencil is also shown.

### Apple Teacher

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

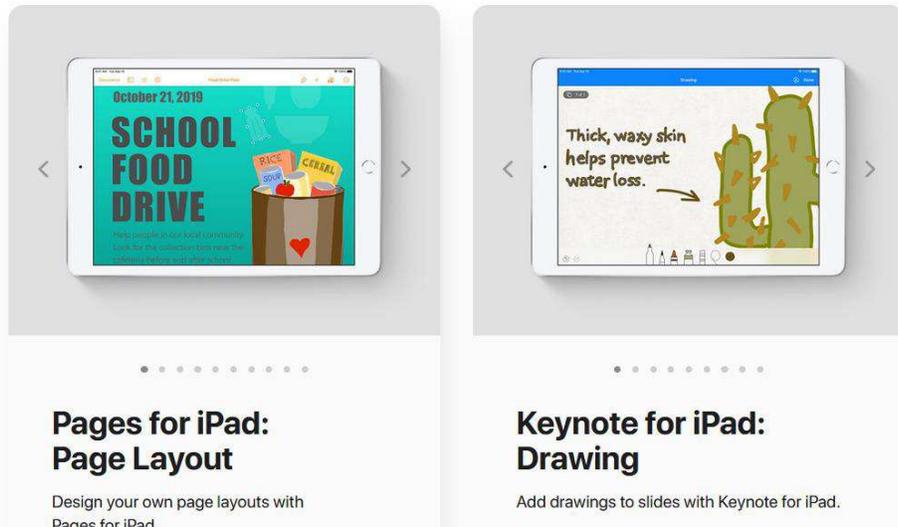


## The Apple Teacher Learning Center

Apple Teacher is a free, self-paced professional learning program that offers unlimited access to learning materials and content for using technology in education. Explore sample lessons from the Apple Teacher Learning Center below.

[Learn more about Apple Teacher >](#)

Sign in or sign up >



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

17. Moreover, since at least as early as July 2008, Apple's APP STORE online marketplace has featured education software applications that cover a wide range of subjects for every grade level and learning style. Within the 200,000 educational applications offered through

Apple's APP STORE marketplace, including Apple's Classroom software application for Apple's IPAD device, there are numerous software applications geared specifically for teachers and students.

18. Apple has also joined the ConnectED initiative and pledged \$100 million of teaching and learning solutions to 114 underserved schools across the country, by donating an IPAD device to every student, a MAC computer and IPAD devices to every teacher, and an APPLE TV digital media extender to every classroom, and implementing a process that provides planning, professional learning, and ongoing guidance. See initiative details at <https://www.apple.com/connectED/>, true and correct printouts of which are attached as **Exhibit 11**.

19. Since 2001, Apple also has been offering education and training services at its APPLE STORE retail store locations, including classes, workshops, and seminars in the fields of computers, computer software, online services, information technology, internet website design, music, photography, video products, and consumer electronics. Apple has more than 270 APPLE STORE retail locations in the United States, providing these educational and training services daily around the country, including through its TODAY AT APPLE educational sessions at APPLE STORE retail locations offering customers a hands-on learning experience with Apple's products. Apple is also offering TODAY AT APPLE at Home videos through its website. See <https://www.apple.com/today/>, and <https://www.apple.com/today/feature/today-at-home/>, printouts of which are attached as **Exhibit 12**.

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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
<p style="text-align: center;"><b>APPLE</b></p>	<p style="text-align: center;">4,088,195</p>	<p style="text-align: center;">Mar. 22, 2008/ Jan. 17, 2012</p>	<p><b>41: Education and training services, namely, arranging and conducting personal training, classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, website design, and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics;</b> online journals, namely, blogs featuring general interest topics covering a wide variety of topics and subject matter; providing on-line publications in the nature of magazines, newsletter and journals in the field of computers, computer software and consumer electronics; providing information, podcasts and webcasts in the field of entertainment via the Internet concerning movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; digital video, audio and multimedia publishing services; providing entertainment information regarding movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events; providing information, reviews and personalized recommendations of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events in the field of entertainment; entertainment services, namely, production of live musical performances; entertainment services, namely, providing live musical performances online via a global computer network; rental of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events, by means of communications networks, namely, provision of non-downloadable audio and audiovisual programs via an online video-on-demand service; providing a database of digital entertainment content in the nature of movies, music, videos, television, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, and current events via electronic communication networks; entertainment services, namely, providing prerecorded audio and audiovisual content, information and commentary in the fields of music, concerts, videos, movies, television, books, news, sports, games and cultural events all via a global computer network. (first use: March 1, 1981)</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
	3,298,028	Aug. 2, 2006/ Sep. 25, 2007	<p><b>41: Education and training services, namely, conducting classes, workshops, conferences and seminars in the field of computers, computer software, online services, information technology, internet website design, video products and consumer electronics; arranging of exhibitions, seminars and conferences; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers and computer software; providing a website for the uploading, sharing, viewing and posting of photographs, digital images, movies, videos, online journals, namely web blogs in general interest fields, and other related multimedia entertainment materials over a global computer network; providing fitness and exercise facilities; Physical fitness consultation and instruction; providing on-line publications in the nature of newsletters in the field of computers and education; providing information in the field of education via the internet; providing information in the field of entertainment via the Internet concerning movies, music, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events. (first use: Mar. 1, 1981)</b></p>
<p><b>APPLE</b></p>	2,808,567	Oct. 2, 2002/ Jan. 27, 2004	<p><b>42: computer consultation, design, testing, research and advisory services; research and development of computer hardware and software; maintenance and repair of computer software applications; updating of computer software; computer programming services; providing information concerning computers and computer software over computer networks and global communication networks; [ computer services, namely, hosting web sites and providing web site operation and management services to others; ] computer services, namely, providing search engines for obtaining data on computer networks and global communication networks; leasing of computers, computer peripherals and computer software (first use: Sept. 1980)</b></p>
<p><b>APPLE NEWS</b></p>	5,341,294	Nov. 13, 2015/ Nov. 21, 2017	<p><b>42: computer services, namely, providing a user-customized feed of news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, audio, video, and multimedia content; providing search engines for obtaining data via the internet and other electronic communications networks; providing online non-downloadable application development software, and technical support and</b></p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<b>consultation services for developing computer applications</b> (first use: June 8, 2015, in commerce: Sept. 16, 2015)
<b>APPLE STORE</b>	3,710,912	Feb. 4, 2008/ Nov. 17, 2009	<b>41: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics;</b> entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices. (first use: May 19, 2001)
<b>APPLE SEARCH ADS</b>	6,110,765	Jun. 11, 2019/ Jul. 28, 2020	<b>35: Advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of advertising campaigns for others; advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others; business services, namely, dissemination of advertising for others via computer networks and global communication networks</b> (first use: March 26, 2019)
 <b>Search Ads</b>	6,110,768	Jun. 11, 2019/ Jul. 28, 2020	<b>35: Advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of</b>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			advertising campaigns for others; <b>advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others;</b> business services, namely, dissemination of advertising for others via computer networks and global communication networks (first use: March 26, 2019)
	3,679,056	Jan. 13, 2009/ Sept. 8, 2009	<b>9:</b> 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; <b>a full line of computer software for business, home, education, and developer use;</b> 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

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			entertainment, animation, culture, current events and topics of general interest (first use: January 31, 1977)
<b>APPLE</b>	3,928,818	May 3, 2007/ Mar. 8, 2011	<p><b>9:</b> 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</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>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; <b>a full line of computer software for business, home, education, and developer use;</b> 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;</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			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)
APPLE WATCH STUDIO	6,147,070	Feb. 24, 2020/ Sept. 8, 2020	<p><b>35: Providing consumer and commercial information in the field of computers, computer peripheral devices, and smartwatches over computer networks and global communication networks;</b> retail store and online retail store services featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services provided via the internet and other computer, electronic and communications networks featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services featuring computer, electronic and entertainment products, telecommunications equipment and other consumer electronics, computer software, and accessories for such products, provided via the internet and other computer, electronic and communications networks; product demonstrations provided in-store and via global communications networks and other electronic and communications networks; information, advisory and consultancy services relating to all the aforesaid</p> <p><b>42: Providing online non-downloadable software for the purpose of allowing customers to customize, design, and purchase computers, computer peripheral devices, and smartwatches according to their specifications;</b> providing online information to individual consumers regarding computer hardware and computer software; information, advisory and consultancy services relating to all the aforesaid (first use: Sept. 10, 2019)</p>
APPLECARE	4,009,791	Jun. 16, 2008/ Aug. 9, 2011	<b>41: Education services, namely, providing classes, [ seminars ] and online educational programs and tutorials in the field of computer hardware,</b>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<b>computer peripherals and computer software, and distribution of course material in connection therewith; training services in the field of computer hardware, computer peripherals and computer software [ ; providing newsletters in the field of technical support services for computer software via e-mail to read ]</b> (first use: Dec. 31, 1992)
<b>APPLECARE</b>	3,717,431	Jun. 16, 2008/ Dec. 1, 2009	<b>42:</b> Technical support services, namely, troubleshooting of problems relating to computer hardware, computer peripherals, consumer electronic devices and computer software; providing technical support and troubleshooting information via the internet, voice telecommunications networks and on-site for fixing problems relating to computer hardware, computer peripherals, computer software and consumer electronic devices; <b>computer consultation, namely, services for optimizing the performance and functionality of computer hardware, computer peripherals, consumer electronic devices, computer software and computer networks</b> (first use: Oct. 25, 1982)
<b>TODAY AT APPLE</b>	5,443,302	Sept. 13, 2017/ Apr. 10, 2018	<b>41: Providing seminars, workshops, classes, and training in the fields of music, visual arts, design, photography, videography and filmmaking, business, education, robotics, and technology; providing seminars, workshops, classes, and training in the use and operation of computers, computer software, digital electronic devices, and wearable electronics</b> (first use: May 21, 2017)
<b>TODAY AT APPLE</b>	5,448,031	Sept. 13, 2017/ Apr. 17, 2018	<b>42: Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products</b> (first use: May 21, 2017)
	2,926,853	Aug. 16, 2002/ Feb. 15, 2005	<b>35: Analysis and consultation in the field of business information management, namely, the selection, adoption and operation of computers and computer information management systems; providing information in the fields of business and commerce over computer networks and global communication networks; business services, namely, providing computer databases regarding the purchase and sale of a wide variety of products and services of others; business services, namely, dissemination of advertising for others via computer networks and global communication networks; retail store services</b>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto; online retail store services provided via computer networks and global communication networks featuring computers, computer software, computer peripherals and consumer electronics, and demonstration of products relating thereto (first use: 1983)
	2,753,069	Jul. 23, 2002/ Aug. 19, 2003	<p><b>42:</b> [ 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; <b>updating of computer software; maintenance of computer software; computer hardware development;</b> integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; <b>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;</b> computer data recovery; computer programming for others; <b>research and development of computer hardware and software;</b> 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; <b>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;</b> leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services,</p>

TRADEMARK	REG. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			namely, creating indexes of information, web sites and other information sources available on computer networks; <b>providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information</b> (first use: Sept. 1980)

True and correct copies of the registration certificates and/or printouts from the United States Patent and Trademark Office online database for the above-identified registrations and/or applications are attached as **Exhibit 13**.

21. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been accepted, pursuant to Sections 8 and 15 of the Lanham Act, for U.S. Registrations Nos. 2,753,069; 2,808,567; 2,926,853; 3,298,028; 3,679,056; 3,710,912; 3,717,431; 3,928,818; 4,009,791; and 4,088,195.

22. On July 16, 2020, notwithstanding Apple’s prior rights, and well after Apple’s Apple Marks became distinctive and/or famous, Silver Apple, Inc. (“Applicant”) filed Application Serial No. 90/056,916 to register the mark SILVERAPPLE for the following services in International Classes 35, 41, and 42 on an intent-to-use basis:

Class 35: Analyzing and compiling business data for business industry engagement; promoting collaboration within the business and education communities to achieve advances in the education and character-building of students at the Elementary through High School level;

Class 41: Education services, namely, training educators in the field of science, technology, research, engineering, art, and mathematics (STREAM) curriculum, leveraging the power of business as a force function to influence the learning paradigm, creating relevant, applied learning through a problem-based methodology which introduces

ethics, integrity and character building for sustainable transformation; membership club services, namely, providing training to member educators and offering classes, seminars, and symposiums to members, all in the field of teaching methods; business education and training services in the nature of sustainable program development by providing case studies, problems and scenarios from industry engagement, and data analysis; and Class 42: Research and development of advanced learning technologies and teaching methods; providing case studies, problems and scenarios from industry engagement, and data analysis for program refinement in the field of new product development (collectively, “Applicant’s Services”).

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

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

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

25. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, well prior to Applicant’s July 16, 2020 filing date.

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

27. Consumers encountering Applicant's Mark are likely to associate the mark with Apple because the mark encompasses the APPLE mark as a whole and creates a similar overall commercial impression.

28. Further exacerbating the likelihood of confusion is the fact that Applicant also uses an apple design logo with Applicant's Mark, which features an outline of the top half of an apple with a right-angled detached leaf element, which evokes and is a nearly identical shape as the top half of the Apple Logo, as shown below:

Applicant	Apple Inc.
 The SilverApple logo features a stylized apple shape composed of vertical bars of varying heights, with a green leaf on top. Below the graphic, the text "SilverApple" is written in a sans-serif font.	 The Apple Inc. logo is a solid black silhouette of an apple with a bite taken out of it and a single leaf on top.

29. 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. Since long before Applicant's filing date, Apple has offered identical and/or highly related goods and services under its Apple Marks. Specifically, Apple has long offered under and owns multiple registrations for, and/or owns common law rights with respect to, its Apple Marks covering goods and services related to education (*see, e.g.*, Apple's registrations identified in Paragraph 20 above and associated services highlighted in bold in that paragraph).

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

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

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

**SECOND GROUND FOR OPPOSITION**  
**DILUTION OF A FAMOUS MARK**

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

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

36. Apple will also be damaged by registration of Applicant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Apple, and by otherwise lessening the capacity

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

37. 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 Applicant's July 16, 2020 filing date;

(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 July 16, 2020 filing date.

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

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

**WHEREFORE**, Apple requests that this opposition be sustained and that the registration of Application Serial No. 90/056,916 be denied.

The opposition fee in the amount of \$1800.00 for an opposition in three classes is being submitted herewith. If for any reason this amount is insufficient, please charge any deficiency to Apple's attorneys' Deposit Account No. 20-1430. This paper is filed electronically.

Dated: August 30, 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. 90/056,916  
For the Mark: **SILVERAPPLE**  
Filed: July 16, 2020  
Published: March 2, 2021

APPLE INC.,

Opposer,

v.

SILVER APPLE, INC.,

Applicant.

**NOTICE OF OPPOSITION**

**CERTIFICATE OF TRANSMITTAL**

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, August 30, 2021.

*/Alberto Garcia/*  
Alberto Garcia

# EXHIBIT 1

# THE WORLD'S MOST VALUABLE BRANDS



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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

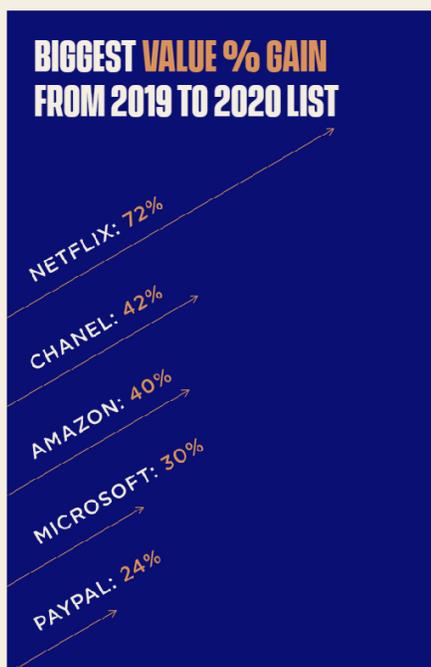
After looking at a universe of 200 global brands with a notable presence in

## 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

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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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Billionaire Secrets

# The World's Most Valuable Brands

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

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

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Billionaire Secrets

# The World's Most Valuable Brands



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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

	#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
 <span data-bbox="1263 569 1312 590">▶ ×</span> <b>REVOLVE</b>							
	#11	McDonald's	\$41.4 B	3%	\$90.9 B	\$533 M	Restaurants
	#12	GE	\$37.2 B	-2%	\$104.9 B	-	Diversified
	#13	Mercedes-Benz	\$34.4 B	18%	\$116.9 B	-	Automotive
	#14	Intel	\$34.1 B	9%	\$62.8 B	\$1.4 B	Technology
	#15	Louis Vuitton	\$33.6 B	17%	\$12.9 B	\$5.4 B	Luxury
	#16	Cisco	\$32.4 B	5%	\$48.1 B	\$209 M	Technology
	#17	IBM	\$32.1 B	-4%	\$79.1 B	\$1.4 B	Technology
	#18	NIKE	\$32 B	8%	\$33.3 B	\$3.3 B	Apparel
	#19	Verizon	\$31.4 B	9%	\$126 B	\$2.6 B	Telecom



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

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**#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

	#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
	#38	Accenture	\$14.8 B	5%	\$39.1 B	\$80 M	Business Services
	#39	ESPN	\$14.6 B	-8%	\$11.4 B	\$2.6 B	Media
	#40	IKEA	\$14.5 B	7%	\$39.3 B	-	Retail
 							
	#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



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



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



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



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



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



#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



#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



#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

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#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

	#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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# The World's Most Valuable Brands

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## The List

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Rank

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Search by brand name



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

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

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# Forbes



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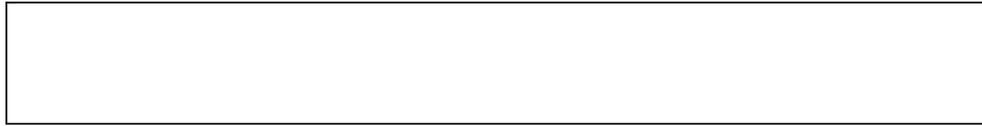
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## Apple And Microsoft Head The World's Most Valuable Brands 2015

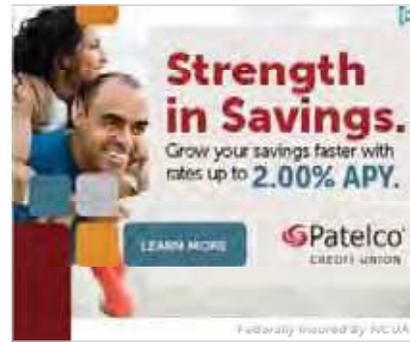
Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and Starbucks both stumbled after [Phil Knight](#) and [Howard Schultz](#) stepped down from leading their respective companies. [Steve Jobs](#) was ousted from Apple in 1985 and the company 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](#)**

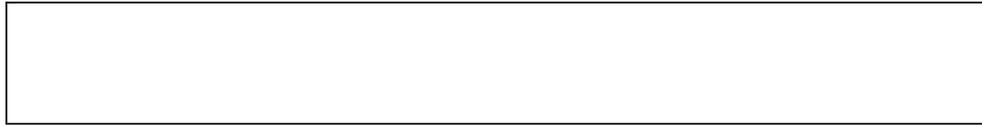
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# Apple, Microsoft And Google Are World's Most Valuable Brands

## [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.

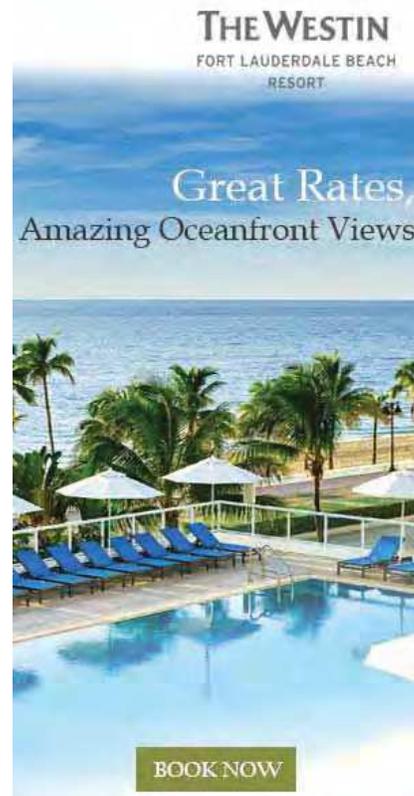
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

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%).

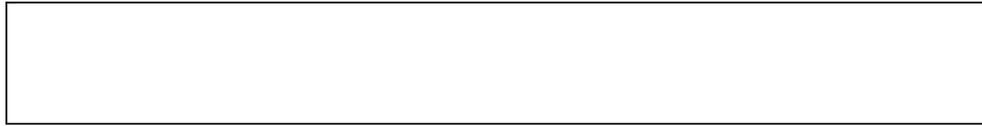
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# Apple Dominates List Of The World's Most Valuable Brands

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

*Research: Courtney Retter*

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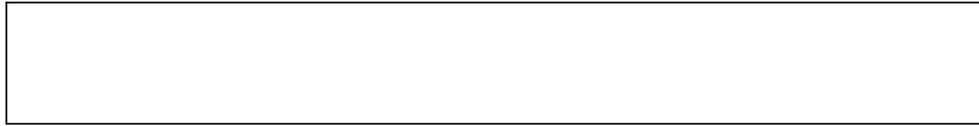
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**Kurt Badenhausen** Forbes Staff*I cover sports business with rare dips in education & local economies*

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# Apple Tops List Of The World's Most Powerful Brands

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

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

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

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

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

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

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

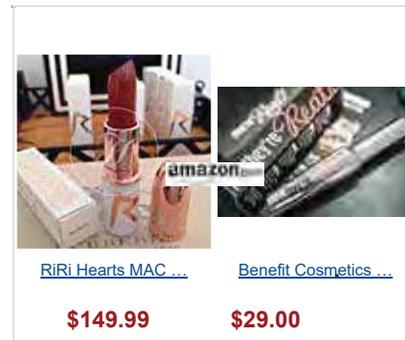
### **In Pictures: The World's Most Powerful Brands**

### **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 36<sup>th</sup> 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.

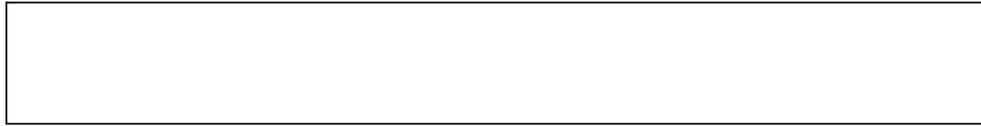
Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft. "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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**Marc E. Babej** Contributor

*I cover marketing strategy and product innovation.*

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## 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).

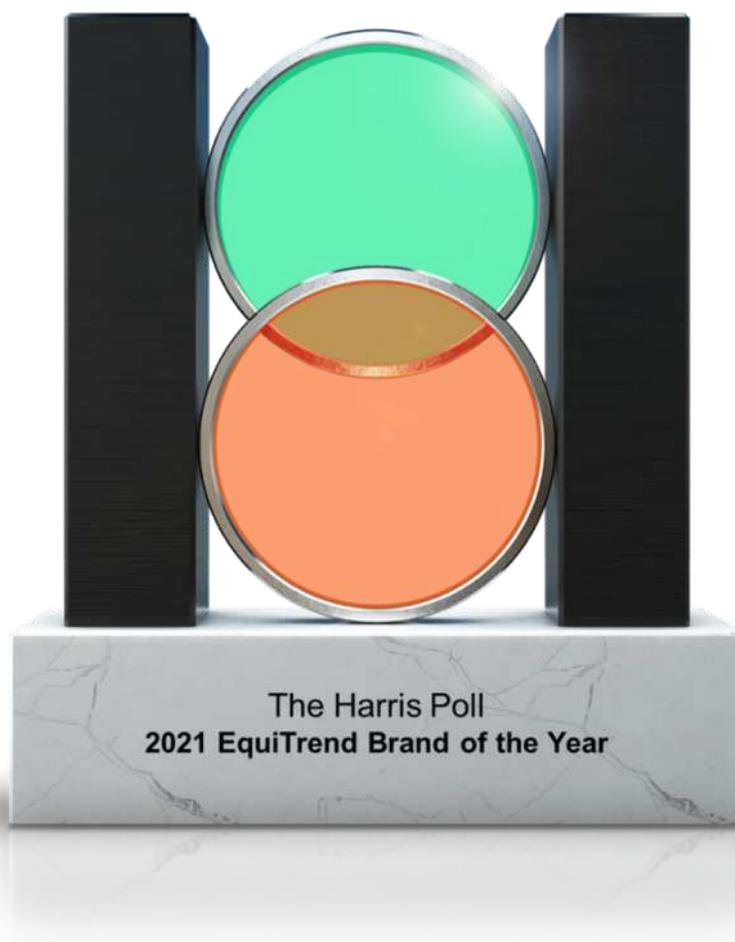
The top 50 brands are below. A [full report](#) can be downloaded here (pdf).

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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-2021/](https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year-2021/)



The Harris Poll's 33<sup>rd</sup> 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, 2021 –**

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 2021 EquiTrend Brands of the Year**

This year, the 33<sup>rd</sup> year that The Harris Poll has been measuring brand equity, 93 companies were awarded the coveted Brand of the Year designation across 90 categories.

<b>Category</b>	<b>Award Name</b>	<b>2021 Award Companies</b>
Nonprofit	Animal Welfare Nonprofit	Best Friends Animal Society
Media	Audio Streaming Services	Spotify
Restaurant	Burger Restaurant	Wendy's
Restaurant	Casual Dining Restaurant	Texas Roadhouse
Restaurant	Chicken Restaurant	Chick-fil-A
CPG	Coffee	Starbucks Coffee
Restaurant	Coffee Shop	(TIE) Dunkin' Donuts /Starbucks Coffee Shops
Tech	Computer Manufacturer	Apple Computers
Retail	Convenience Store	Wawa Convenience Store
Home	Coolers	YETI Coolers
Restaurant	Delivery Apps	DoorDash
CPG	Deodorant	Dove Deodorant
Retail	Department Store	(TIE) Macy's Department Stores/Kohl's Department Stores
FSR	Digital Investing – Hybrid Robo-Advisor	Schwab Intelligent Portfolios Premium
FSR	Digital Investing – Robo-Advisor	Fidelity Go Automated Investing
FSR	Digital Wallet	PayPal
Nonprofit	Disability Nonprofit	National Down Syndrome Society
Travel	Economy Hotel	Baymont Inn & Suites
Home	Exercise Equipment	Precor Exercise Equipment
Travel	Extended Stay Hotel	Homewood Suites by Hilton
Media	Factual Entertainment	History Channel
Tech	File Storage	Google Drive

Retail	Footwear Store	DSW (Designer Shoe Warehouse)
Travel	Full Service Airline	American Airlines
Tech	Gaming Console	PlayStation Gaming Consoles
Media	General Entertainment	(TIE) Freeform Television Network/FX Television Network
Retail	Hardware & Home Store	The Home Depot
Retail	Health & Beauty Retail	Bath and Body Works
Home	Health & Fitness Club	Life Time 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	Lysol All-Purpose Household Cleaner
CPG	Ice Cream	Häagen-Dazs Ice Cream
Home	Insulated Drinkware	YETI Rambler
Nonprofit	International Aid Nonprofit	Free the Children
FSR	Investment	Fidelity Investments Financial Services
Media	Kids TV	Disney Channel
CPG	Laundry Detergent	Tide Laundry Detergent
FSR	Life Insurance	MassMutual Insurance
Auto	Luxury Automotive	Mercedes-Benz Vehicles
Retail	Luxury Department Store	Nordstrom
Travel	Luxury Hotel	Four Seasons Hotels and Resorts
Tech	Mapping Apps	Google Maps
Tech	Media Streaming Device	Roku
Restaurant	Mexican Restaurant	Taco Bell
Travel	Midscale Hotel	Holiday Inn Hotels & Resorts

Nonprofit	Military & Veteran Serving Nonprofit	Wounded Warrior Project
FSR	National Bank	Capital One
Media	News Service	BBC News
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
Retail	Drug Store	Walgreens
Restaurant	Pizza Restaurant	Papa Murphy's Take N' Bake Pizza
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	Keller Williams
Restaurant	Sandwich Shop	McAlister's Deli
Tech	Smart Speaker	Google Home
Telecom	Smartphone	Apple iPhone Smartphones
Nonprofit	Social Services Nonprofit	Ronald McDonald House Charities
Home	Sport League	English Premier League Soccer

Retail	Sporting Goods Store	REI
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	Google Assistant
Tech	Wearable Tech	Apple Watch
Telecom	Wireless Carrier	Verizon Wireless
CPG	Yogurt	Chobani Greek Yogurt
Nonprofit	Youth Nonprofit	Girl Scouts of the USA
Nonprofit	Animal Welfare Nonprofit	Best Friends Animal Society

## Methodology

The 2021 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 1,737. 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).

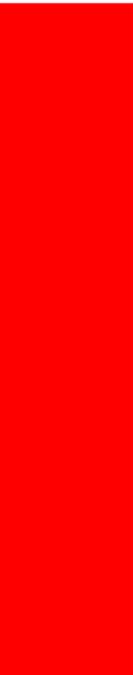
*These statements conform to the principles of disclosure of the National Council on Public Polls.*

### **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](http://www.theharrispoll.com) @HarrisPoll



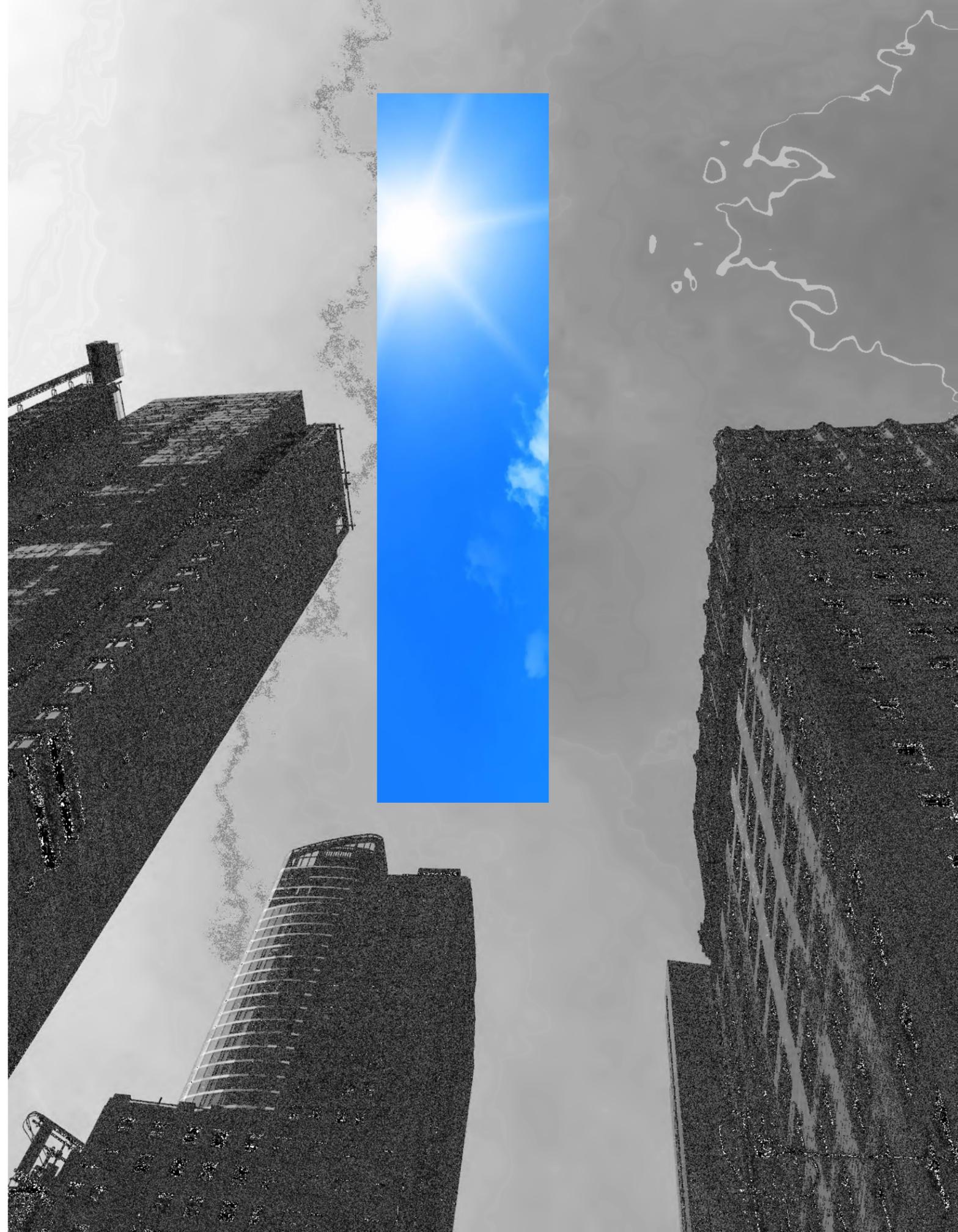
# EXHIBIT 3



# Top 100 →

**T**he 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 year's 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 60% growth
- Microsoft 53% growth
- Spotify 52% growth
- Netflix 41% growth
- Adobe 41% growth
- PayPal 38% growth
- Apple 38% growth
- Salesforce.com 34% growth
- Nintendo 31% growth
- MasterCard 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.

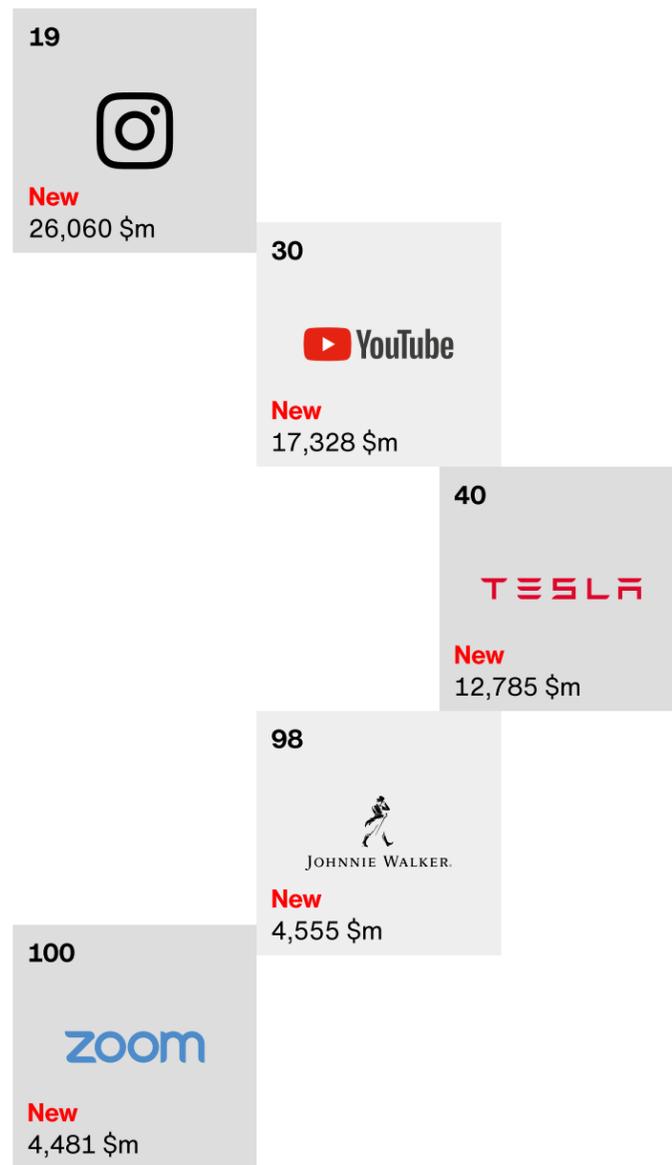
Amazon, who invested over \$28 billion on R&D in 2018, is making agility exponential. Powered by real-time data, AI and machine learning, its moves – from daily, one-to-one interactions to category changing Iconic Moves such as the introduction of the Prime membership – are effectively shifting fulfilment 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  <b>+38%</b> 322,999 \$m	02  <b>+60%</b> 200,667 \$m	03  <b>+53%</b> 166,001 \$m	04  <b>-1%</b> 165,444 \$m	05  <b>+2%</b> 62,289 \$m
06  <b>-10%</b> 56,894 \$m	07  <b>-8%</b> 51,595 \$m	08  <b>-3%</b> 49,268 \$m	09  <b>-6%</b> 42,816 \$m	10  <b>-8%</b> 40,773 \$m
11  <b>-4%</b> 39,756 \$m	12  <b>-8%</b> 36,971 \$m	13  <b>-12%</b> 35,178 \$m	14  <b>-14%</b> 34,885 \$m	15  <b>+6%</b> 34,388 \$m
16  <b>-4%</b> 34,119 \$m	17  <b>-2%</b> 31,720 \$m	18  <b>+12%</b> 28,011 \$m	19  <b>New</b> 26,060 \$m	20  <b>-11%</b> 21,694 \$m
21  <b>-4%</b> 21,203 \$m	22  <b>+6%</b> 20,220 \$m	23  <b>-10%</b> 19,458 \$m	24  <b>+6%</b> 19,161 \$m	25  <b>+3%</b> 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 "robotaxis," 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	<b>New</b> 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	<b>New</b> 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  <b>+14%</b> 12,010 \$m	52  <b>-6%</b> 11,936 \$m	53  <b>+0%</b> 11,671 \$m	54  <b>-16%</b> 11,578 \$m	55  <b>-3%</b> 11,301 \$m
56  <b>-5%</b> 11,246 \$m	57  <b>+17%</b> 11,055 \$m	58  <b>+34%</b> 10,755 \$m	59  <b>-8%</b> 10,553 \$m	60  <b>+38%</b> 10,514 \$m
61  <b>+2%</b> 10,512 \$m	62  <b>+4%</b> 10,340 \$m	63  <b>+8%</b> 10,252 \$m	64  <b>-14%</b> 10,118 \$m	65  <b>-11%</b> 9,740 \$m
66  <b>-8%</b> 9,547 \$m	67  <b>+4%</b> 9,409 \$m	68  <b>+6%</b> 9,345 \$m	69 Morgan Stanley <b>+8%</b> 8,865 \$m	70  <b>+52%</b> 8,389 \$m
71  <b>-15%</b> 8,057 \$m	72  <b>+9%</b> 7,535 \$m	73  <b>-9%</b> 7,494 \$m	74  <b>-12%</b> 7,474 \$m	75  <b>+5%</b> 7,367 \$m

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

01  +9% 234,241 \$m	02  +8% 187,713 \$m	03  +26% 125,263 \$m	04  +17% 105,847 \$m	05  -8% 62,369 \$m
06  +2% 61,096 \$m	07  +5% 56,246 \$m	08  +5% 50,832 \$m	09  +4% 45,362 \$m	10  +11% 44,352 \$m
11  +1% 41,440 \$m	12  -6% 40,383 \$m	13  -7% 40,197 \$m	14  -12% 39,887 \$m	15  +3% 36,528 \$m
16  +7% 32,376 \$m	17  +14% 32,223 \$m	18  +1% 26,288 \$m	19  -22% 25,569 \$m	20  +10% 25,092 \$m
21  +3% 24,422 \$m	22  +11% 22,124 \$m	23  +13% 21,629 \$m	24  -1% 20,488 \$m	25  +8% 19,044 \$m

26  +5% 16,407 \$m	27  +7% 16,072 \$m	28  +9% 17,005 \$m	29  -3% 17,175 \$m	30  -3% 16,346 \$m
31  +14% 16,209 \$m	32  +3% 16,018 \$m	33  +23% 15,949 \$m	34  -5% 15,773 \$m	35  +2% 14,320 \$m
36  +5% 14,156 \$m	37  -18% 13,725 \$m	38  +4% 13,680 \$m	39  +20% 12,957 \$m	40  +6% 12,925 \$m
41  +10% 12,687 \$m	42  +4% 12,689 \$m	43  +12% 12,078 \$m	44  -8% 12,010 \$m	45  +11% 11,992 \$m
46  +6% 11,630 \$m	47  +6% 11,616 \$m	48  +23% 11,736 \$m	49  -4% 11,661 \$m	50  +9% 11,652 \$m

51  +4% 11,589 \$m	52  -6% 11,502 \$m	53  -4% 11,322 \$m	54  +4% 10,891 \$m	55  +19% 10,756 \$m
56  +13% 10,514 \$m	57  -2% 10,419 \$m	58  +1% 10,259 \$m	59  +4% 9,915 \$m	60  +7% 9,534 \$m
61  -9% 9,465 \$m	62  +25% 9,402 \$m	63  New 9,268 \$m	64  -1% 9,026 \$m	65  +10% 8,982 \$m
66  +2% 8,824 \$m	67  +13% 8,521 \$m	68  +7% 8,192 \$m	69  -7% 8,165 \$m	70  +24% 8,004 \$m
71  -3% 7,969 \$m	72  +15% 7,804 \$m	73  +2% 6,968 \$m	74  -9% 6,867 \$m	75  +5% 6,864 \$m

76  +19% 6,791 \$m	77  +12% 6,458 \$m	78  -7% 6,438 \$m	79  +15% 6,369 \$m	80  +13% 6,347 \$m
81  -2% 6,189 \$m	82  +16% 6,049 \$m	83  +2% 5,987 \$m	84  +9% 5,863 \$m	85  -5% 5,855 \$m
86  -8% 5,729 \$m	87  New 5,714 \$m	88  +4% 5,626 \$m	89  +18% 5,336 \$m	90  +5% 5,332 \$m
91  -4% 5,525 \$m	92  +7% 5,516 \$m	93  +1% 5,509 \$m	94  -5% 5,336 \$m	95  +12% 5,297 \$m
96  +4% 5,025 \$m	97  -3% 5,105 \$m	98  New 4,826 \$m	99  -7% 4,792 \$m	100  -1% 4,781 \$m

**Interbrand**  
Best Global Brands 2019  
The ranking of the 100 most valuable global brands

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# Best Global Brands 2018 Rankings

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01  <b>+16%</b> 214,480 \$m	02  <b>+10%</b> 155,506 \$m	03  <b>+56%</b> 100,764 \$m	04  <b>+16%</b> 92,715 \$m	05  <b>-5%</b> 66,341 \$m	06  <b>+6%</b> 59,890 \$m	07  <b>+6%</b> 53,404 \$m	08  <b>+2%</b> 48,601 \$m
09  <b>-6%</b> 45,168 \$m	10  <b>+5%</b> 43,417 \$m	11  <b>+10%</b> 43,293 \$m	12  <b>-8%</b> 42,972 \$m	13  <b>-1%</b> 41,006 \$m	14  <b>-2%</b> 39,874 \$m	15  <b>+8%</b> 34,575 \$m	16  <b>-26%</b> 32,757 \$m
17  <b>+11%</b> 30,120 \$m	18  <b>+23%</b> 28,152 \$m	19  <b>-5%</b> 26,133 \$m	20  <b>+4%</b> 23,682 \$m	21  <b>+1%</b> 22,885 \$m	22  <b>+2%</b> 20,798 \$m	23  <b>NEW</b> 20,005 \$m	24  <b>+8%</b> 19,139 \$m
25  <b>-5%</b> 17,712 \$m	26  <b>+12%</b> 17,567 \$m	27  <b>-5%</b> 17,458 \$m	28  <b>-7%</b> 16,864 \$m	29  <b>+3%</b> 16,849 \$m	30  <b>-18%</b> 16,826 \$m	31  <b>+1%</b> 16,617 \$m	32  <b>+15%</b> 16,372 \$m
33  <b>+2%</b> 15,627 \$m	34  <b>+14%</b> 14,214 \$m	35  <b>+3%</b> 13,995 \$m	36  <b>+3%</b> 13,535 \$m	37  <b>+3%</b> 13,053 \$m	38  <b>-2%</b> 13,017 \$m	39  <b>+30%</b> 12,942 \$m	40  <b>+6%</b> 12,213 \$m
41  <b>+6%</b> 12,201 \$m	42  <b>+1%</b> 12,187 \$m	43  <b>+5%</b> 12,104 \$m	44  <b>+8%</b> 11,769 \$m	45  <b>+9%</b> 11,577 \$m	46  <b>+6%</b> 11,208 \$m	47  <b>0%</b> 11,118 \$m	48  <b>+4%</b> 11,102 \$m
49  <b>+8%</b> 10,821 \$m	50  <b>+17%</b> 10,772 \$m	51  <b>+19%</b> 10,748 \$m	52  <b>+6%</b> 10,707 \$m	53  <b>-3%</b> 10,634 \$m	54  <b>+9%</b> 10,433 \$m	55  <b>+6%</b> 10,380 \$m	56  <b>+1%</b> 10,132 \$m
57  <b>+10%</b> 9,615 \$m	58  <b>+2%</b> 9,533 \$m	59  <b>+10%</b> 9,316 \$m	60  <b>+2%</b> 9,104 \$m	61  <b>+15%</b> 9,021 \$m	62  <b>+2%</b> 8,938 \$m	63  <b>+7%</b> 8,802 \$m	64  <b>+4%</b> 8,659 \$m
65  <b>-9%</b> 8,157 \$m	66  <b>+45%</b> 8,111 \$m	67  <b>+1%</b> 7,646 \$m	68  <b>+14%</b> 7,578 \$m	69  <b>+13%</b> 7,547 \$m	70  <b>+19%</b> 7,545 \$m	71  <b>+4%</b> 6,925 \$m	72  <b>+10%</b> 6,890 \$m
73  <b>+22%</b> 6,621 \$m	74  <b>-7%</b> 6,533 \$m	75  <b>+23%</b> 6,432 \$m	76  <b>+5%</b> 6,293 \$m	77  <b>+3%</b> 6,231 \$m	78  <b>+2%</b> 6,221 \$m	79  <b>+3%</b> 5,881 \$m	80  <b>+18%</b> 5,760 \$m
81  <b>+6%</b> 5,755 \$m	82  <b>+18%</b> 5,730 \$m	83  <b>+5%</b> 5,642 \$m	84  <b>+6%</b> 5,641 \$m	85  <b>+16%</b> 5,517 \$m	86  <b>+3%</b> 5,481 \$m	87  <b>+4%</b> 5,393 \$m	88  <b>+12%</b> 5,375 \$m

+11% 30,120 \$m	+23% 28,152 \$m	-5% 26,133 \$m	+4% 23,662 \$m	+1% 22,865 \$m	+2% 20,796 \$m	NEW 20,005 \$m	+8% 19,139 \$m
25 <b>ZARA</b> -5% 17,712 \$m	26 J.P.Morgan +12% 17,567 \$m	27 <b>IKEA</b> -5% 17,458 \$m	28 <b>Gillette</b> -7% 16,864 \$m	29 <b>ups</b> +3% 16,849 \$m	30 <b>H&amp;M</b> -18% 16,826 \$m	31 <b>Pampers</b> +1% 16,617 \$m	32 <b>HERMÈS</b> PARIS +15% 16,372 \$m
33 <b>Budweiser</b> +2% 15,627 \$m	34 <b>accenture</b> +14% 14,214 \$m	35 <b>Ford</b> +3% 13,995 \$m	36 <b>HYUNDAI</b> +3% 13,535 \$m	37 <b>NESCAFÉ</b> +3% 13,053 \$m	38 <b>ebay</b> -2% 13,017 \$m	39 TOP GROWING <b>GUCCI</b> +30% 12,942 \$m	40 <b>NISSAN</b> +6% 12,213 \$m
41 <b>VW</b> +6% 12,201 \$m	42 <b>Audi</b> +1% 12,187 \$m	43 <b>PHILIPS</b> +5% 12,104 \$m	44 <b>Goldman Sachs</b> +8% 11,769 \$m	45 <b>citi</b> +9% 11,577 \$m	46 <b>HSBC</b> +6% 11,208 \$m	47 <b>AXA</b> 0% 11,118 \$m	48 <b>L'ORÉAL</b> +4% 11,102 \$m
49 <b>Allianz</b> +8% 10,621 \$m	50 <b>adidas</b> +17% 10,772 \$m	51 TOP GROWING <b>Adobe</b> +19% 10,748 \$m	52 <b>PORSCHE</b> +6% 10,707 \$m	53 <b>Kellogg's</b> -3% 10,634 \$m	54 <b>hp</b> +9% 10,433 \$m	55 <b>Canon</b> +6% 10,360 \$m	56 <b>SIEMENS</b> +1% 10,132 \$m
57 <b>Starbucks</b> +10% 9,615 \$m	58 <b>DANONE</b> +2% 9,533 \$m	59 <b>SONY</b> +10% 9,316 \$m	60 <b>3M</b> +2% 9,104 \$m	61 <b>VISA</b> +15% 9,021 \$m	62 <b>Nestlé</b> +2% 8,938 \$m	63 Morgan Stanley +7% 8,802 \$m	64 <b>Colgate</b> +4% 8,659 \$m
65 <b>Hewlett Packard Enterprise</b> -9% 8,157 \$m	66 TOP GROWING <b>NETFLIX</b> +45% 8,111 \$m	67 <b>Cartier</b> +1% 7,646 \$m	68 <b>HUAWEI</b> +14% 7,578 \$m	69 <b>Santander</b> +13% 7,547 \$m	70 TOP GROWING <b>mastercard</b> +19% 7,545 \$m	71 <b>KIA</b> +4% 6,925 \$m	72 <b>FedEx</b> +10% 6,890 \$m
73 TOP GROWING <b>PayPal</b> +22% 6,621 \$m	74 <b>LEGO</b> -7% 6,533 \$m	75 TOP GROWING <b>salesforce</b> +23% 6,432 \$m	76 <b>Panasonic</b> +5% 6,293 \$m	77 <b>Johannes-Johannes</b> +3% 6,231 \$m	78 <b>LAND-ROVER</b> +2% 6,221 \$m	79 <b>DHL</b> +3% 5,861 \$m	80 TOP GROWING <b>Ferrari</b> +18% 5,760 \$m
81 <b>COCA-COLA</b> +6% 5,755 \$m	82 TOP GROWING <b>CATERPILLAR</b> +18% 5,730 \$m	83 <b>TIFFANY &amp; CO.</b> +5% 5,642 \$m	84 <b>JACK DANIEL'S</b> +6% 5,641 \$m	85 <b>Corona Extra</b> +16% 5,517 \$m	86 <b>KFC</b> +3% 5,481 \$m	87 <b>Heineken</b> spans four worlds +4% 5,393 \$m	88 <b>JOHN DEERE</b> +12% 5,375 \$m
89 <b>Shell</b> +9% 5,276 \$m	90 <b>MINI</b> +3% 5,254 \$m	91 <b>Dior</b> +14% 5,223 \$m	92 <b>Spotify</b> NEW 5,176 \$m	93 <b>HARLEY-DAVIDSON</b> -9% 5,161 \$m	94 <b>BURBERRY</b> LONDON ENGLAND -3% 4,989 \$m	95 <b>PRADA</b> +2% 4,812 \$m	96 <b>Sprite</b> -2% 4,733 \$m
97 <b>JOHNNIE WALKER</b> +7% 4,731 \$m	98 <b>Hennessy</b> NEW 4,722 \$m	99 <b>Nintendo</b> NEW 4,696 \$m	100 <b>SUBARU</b> NEW 4,214 \$m				

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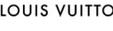
Global  

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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	 Mercedes-Benz	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

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

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

	Work	Views	Best Brands	Services	About	Contact		Global	Q
51							Luxury	+6%	9,969 \$m
52							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							Electronics	+2%	8,474 \$m
62							FMCG	-1%	8,325 \$m
63			Morgan Stanley				Financial Services	+14%	8,205 \$m
64							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	📍	🔍
70									
					<b>Automotive</b>				<b>+6%</b>
									<b>6,676 \$m</b>
71									
					<b>Financial Services</b>				<b>+11%</b>
									<b>6,350 \$m</b>
72									
					<b>Logistics</b>				<b>+12%</b>
									<b>6,255 \$m</b>
73									
					<b>Automotive</b>				<b>+7%</b>
									<b>6,095 \$m</b>
74									
					<b>FMCG</b>				<b>+4%</b>
									<b>6,041 \$m</b>
75									
					<b>Electronics</b>				<b>-6%</b>
									<b>5,983 \$m</b>
76									
					<b>Logistics</b>				<b>0%</b>
									<b>5,715 \$m</b>
77									
					<b>Automotive</b>				<b>+3%</b>
									<b>5,671 \$m</b>
78									
					<b>Media</b>				<b>NEW</b>
									<b>5,592 \$m</b>
79									
					<b>Media</b>				<b>-9%</b>
									<b>5,411 \$m</b>
80									
					<b>Financial Services</b>				<b>+12%</b>
									<b>5,408 \$m</b>
81									
					<b>Luxury</b>				<b>-6%</b>
									<b>5,394 \$m</b>
82									
					<b>Alcohol</b>				<b>+3%</b>
									<b>5,332 \$m</b>
83									
					<b>Restaurants</b>				<b>-7%</b>
									<b>5,313 \$m</b>
84									
					<b>Technology</b>				<b>NEW</b>
									<b>5,224 \$m</b>
85									
					<b>Alcohol</b>				<b>+1%</b>
									<b>5,181 \$m</b>
86									
					<b>Luxury</b>				<b>-4%</b>
									<b>5,135 \$m</b>

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

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### Best Global Brands 2016 Rankings

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

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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

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

**Interbrand**

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

**Interbrand**

59		+13%	8,199 \$m
60		+16%	7,885 \$m
61		+13%	7,747 \$m
62	<i>Cartier</i>	-2%	7,738 \$m
63		+21%	7,586 \$m
64		+20%	7,490 \$m
65	Morgan Stanley	+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

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

**Interbrand**

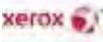
14		35,415 \$m	+4%
15		29,854 \$m	-3%
16		27,283 \$m	+5%
17		23,070 \$m	+16%
18		23,056 \$m	-3%
19		22,975 \$m	+6%
20		22,250 \$m	-1%
21		22,222 \$m	+5%
22		22,218 \$m	-3%
23		22,029 \$m	+54%
24		19,622 \$m	+3%
25		18,922 \$m	-3%
26		18,768 \$m	+8%
27		16,541 \$m	+4%
28		15,267 \$m	+8%

**Interbrand**

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

**Interbrand**

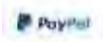
45		9,784 \$m	+12%
44		10,328 \$m	+5%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50	GUCCI	8,882 \$m	-14%
51		8,632 \$m	+5%
52		8,588 \$m	+7%
53	SIEMENS	8,553 \$m	-1%
54		8,498 \$m	+10%
55		8,464 \$m	+3%
56		8,055 \$m	+12%
57	Cartier	7,924 \$m	+6%
58	SONY	7,702 \$m	-5%

<b>Interbrand</b>				
60	 Morgan Stanley	7,083 \$m	+12%	
59		7,243 \$m	+17%	
61		6,870 \$m	+15%	
62		6,811 \$m	-8%	
63		6,583 \$m	-12%	
64		6,509 \$m	+6%	
65		6,436 \$m	+2%	
66	Tiffany & Co.	6,306 \$m	+6%	
67		6,266 \$m	+16%	
68		6,257 \$m	+17%	
69	PRADA	6,222 \$m	+4%	
70		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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# 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 Media	7,449 \$m 7,472 \$m	+8% -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%	▶

# Interbrand

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



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

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**Interbrand****Best Global Brands 2013  
Rankings**

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

<b>Interbrand</b>			
14		+3%	28,147 \$m
15		-1%	25,843 \$m
16		+1%	25,105 \$m
17	LOUIS VUITTON	+6%	24,893 \$m
18	ORACLE	+9%	24,088 \$m
19	amazon	+27%	23,620 \$m
20	HONDA	+7%	18,490 \$m
21	H&M	+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	ebay	+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	JPMorgan	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**

59		+5%	7,097 \$m
60		+26%	7,097 \$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	Morgan Stanley	-21%	5,724 \$m
72	PRADA	+30%	5,570 \$m
73		+16%	5,535 \$m

**Interbrand**

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

**Interbrand**

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

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**Interbrand****Best Global Brands 2012  
Rankings**

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

<b>Interbrand</b>			
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**

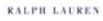
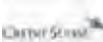
44		-11%	8,444 \$m
45		+6%	7,958 \$m
46		+1%	7,722 \$m
47		+7%	7,643 \$m
48		-16%	7,599 \$m
49		-9%	7,591 \$m
50		-12%	7,570 \$m
51		-5%	7,534 \$m
52		+8%	7,498 \$m
53		+24%	7,473 \$m
54	Morgan Stanley	+9%	7,218 \$m
55		+17%	7,196 \$m
56		-8%	7,082 \$m
57		+5%	6,916 \$m
58		+1%	6,748 \$m

**Interbrand**

59		+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

<b>Interbrand</b>			
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

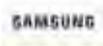
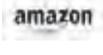
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<a href="#">Best Brands</a>	<a href="#">Offices</a>	<a href="#">Facebook</a>	<a href="#">Site Map</a>
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<a href="#">About</a>			

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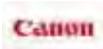
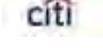
**Interbrand****Best Global Brands 2011  
Rankings**

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

<b>Interbrand</b>			
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**

59		+12%	6,154 \$m
61		+19%	6,005 \$m
62		+1%	5,902 \$m
63		-3%	5,604 \$m
64	<b>CATERPILLAR</b>	+19%	5,598 \$m
65	AVON	+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	<i>Cartier</i>	+18%	4,781 \$m
71		+3%	4,672 \$m
72		+4%	4,580 \$m
73	TIFFANY & CO.	+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		Retail	<b>334,646</b>	279,331	20%	4
2		Technology	<b>303,381</b>	316,071	-4%	4
3		Technology	<b>303,217</b>	313,271	-3%	4
4		Technology	<b>261,090</b>	215,500	21%	4
5		Payments	<b>187,906</b>	163,891	15%	5
6		Technology	<b>159,702</b>	161,145	-1%	4
7		Fast Food	<b>143,787</b>	124,939	15%	4
8		Payments	<b>106,263</b>	91,910	16%	4
9		Telecom Providers	<b>99,428</b>	106,426	-7%	3
10		Telecom Providers	<b>98,375</b>	91,808	7%	4
11		Technology	<b>82,877</b>	95,330	-13%	4
12		Beverages	<b>80,338</b>	75,915	6%	5
13		Tobacco	<b>63,473</b>	75,730	-16%	3
14		Retail	<b>53,822</b>	52,223	3%	3
15		Apparel	<b>53,748</b>	47,069	14%	4
16		Entertainment	<b>52,934</b>	53,902	-2%	4
17		Payments	<b>50,879</b>	43,594	17%	5
18		Logistics	<b>49,986</b>	57,026	-12%	5
19		Telecom Providers	<b>47,199</b>	40,118	18%	3
20		Fast Food	<b>46,897</b>	42,231	11%	4
21		Technology	<b>44,223</b>	36,851	20%	3
22		Telecom Providers	<b>37,308</b>	38,806	-4%	2
23		Retail	<b>36,140</b>	30,741	18%	2
24		Payments	<b>35,650</b>	34,098	5%	4
25		Banks	<b>35,272</b>	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		Technology	<b>34,739</b>	29,904	16%	2
27		Technology	<b>32,864</b>	31,825	3%	2
28		Technology	<b>30,188</b>	23,084	31%	2
29		Technology	<b>29,708</b>	23,726	25%	2
30		Entertainment	<b>29,659</b>	24,976	19%	4
31		Technology	<b>28,876</b>	14,608	98%	5
32		Technology	<b>28,669</b>	20,490	40%	3
33		Entertainment	<b>27,634</b>	30,224	-9%	2
34		Technology	<b>26,452</b>	20,816	27%	4
35		Alcohol	<b>25,133</b>	25,426	-1%	4
36		Retail	<b>23,504</b>	19,945	18%	3
37		Conglomerate	<b>22,055</b>	32,218	-32%	2
38		Transport	<b>21,299</b>	21,118	1%	3
39		Telecom Providers	<b>20,487</b>	17,925	14%	3
40		Banks	<b>20,427</b>	20,414	0%	3
41		Technology	<b>20,335</b>	18,272	11%	3
42		Banks	<b>19,043</b>	19,281	-1%	3
43		Logistics	<b>18,997</b>	24,624	-23%	5
44		Baby Care	<b>18,533</b>	18,691	-1%	5
45		Fast Food	<b>18,475</b>	15,757	17%	4
46		Fast Food	<b>18,269</b>	18,270	0%	4
47		Entertainment	<b>17,695</b>	15,329	15%	2
48		Personal Care	<b>17,643</b>	18,586	-5%	5
49		Banks	<b>17,122</b>	20,839	-18%	3
50		Energy	<b>17,073</b>	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			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	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		Telecom Providers	7,502	9,842	-24%	3
86		Banks	7,469	9,255	-19%	4
87		Entertainment	7,457	8,215	-9%	3
88		Insurance	7,449	6,427	16%	2
89		Fast Food	7,280	6,642	10%	3
90		Retail	7,160	7,876	-9%	3
91		Insurance	7,125			2
92		Entertainment	7,073	6,754	5%	5
93		Tobacco	6,957	7,666	-9%	2
94		Travel Services	6,907			2
95		Cars	6,850	8,362	-18%	4
96		Fast Food	6,834			3
97		Banks	6,810	8,980	-24%	2
98	ESTÉE LAUDER	Personal Care	6,737	6,146	10%	5
99		Travel Services	6,589	7,824	-16%	3
100		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	<b>316,071</b>	278,919	+13%	4
2		Technology	<b>313,271</b>	286,258	+9%	4
3		Retail	<b>279,331</b>	165,256	+69%	4
4		Technology	<b>215,500</b>	155,404	+39%	4
5		Payments	<b>163,891</b>	121,692	+35%	5
6		Technology	<b>161,145</b>	151,201	+7%	4
7		Fast Food	<b>124,939</b>	110,266	+13%	4
8		Telecom Providers	<b>106,426</b>	114,915	-7%	3
9		Technology	<b>95,330</b>	102,129	-7%	4
10		Payments	<b>91,910</b>	55,416	+66%	4
11		Telecom Providers	<b>91,808</b>	86,948	+6%	4
12		Soft Drinks	<b>75,915</b>	76,388	-1%	5
13		Tobacco	<b>75,730</b>	91,507	-17%	3
14		Logistics	<b>57,026</b>	56,614	+1%	5
15		Entertainment	<b>53,902</b>	56,303	-4%	5
16		Retail	<b>52,223</b>	41,866	+25%	3
17		Banks	<b>49,503</b>	55,268	-10%	3
18		Apparel	<b>47,069</b>	34,295	+37%	4
19		Payments	<b>43,594</b>	23,190	+88%	5
20		Fast Food	<b>42,231</b>	46,071	-8%	4
21		Telecom Providers	<b>40,118</b>	44,758	-10%	3
22		Telecom Providers	<b>38,806</b>	41,239	-6%	2
23		Technology	<b>36,851</b>	28,410	+30%	3
24		Payments	<b>34,098</b>	27,697	+23%	4
25		Conglomerate	<b>32,218</b>	46,435	-31%	2

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

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

# VALUABLE US BRANDS 2019

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

# 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

	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	CAROL'S	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

	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	Doritos	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	CRACKERS	Fast Food	5,684	4
92	BUCKEYE 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

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

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

# EXHIBIT 5

# BrandZ™ Top 100 Most Valuable Global Brands 2020

	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	WANGJIAO	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 PINGAN	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

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

	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	百度 Baidu	Technology	14,840	5	-29%	-28	
92	adidas	Apparel	14,812	4	+11%	8	
93	DHL	Logistics	14,530	4	-13%	-5	
94	SIEMENS	Conglomerate	13,981	2	-9%	-2	
95	SUBWAY	Fast Food	13,768	4	-20%	-9	
96	LOWE'S	Retail	13,717	2	-8%	-2	
97	中國銀行 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 <b>amazon</b>	Retail	315,505	4	+52%	2	
2 <b>Apple</b>	Technology	309,527	4	+3%	0	
3 <b>Google</b>	Technology	309,000	4	+2%	-2	
4 <b>Microsoft</b>	Technology	251,244	4	+25%	0	
5 <b>VISA</b>	Payments	177,918	5	+22%	2	
6 <b>facebook</b>	Technology	158,968	4	-2%	0	
7 <b>Allbaba Group</b> 阿里巴巴集团	Retail	131,246	3	+16%	2	
8 <b>Tencent</b> 腾讯	Technology	130,862	4	-27%	-3	
9 <b>McDonald's</b>	Fast Food	130,368	4	+3%	-1	
10 <b>AT&amp;T</b>	Telecom Providers	108,375	3	+2%	0	
11 <b>verizon</b>	Telecom Providers	94,598	4	+11%	1	
12 <b>Mastercard</b>	Payments	91,929	4	+30%	3	
13 <b>IBM</b>	Technology	86,005	4	-11%	-2	
14 <b>Coca-Cola</b>	Beverages	80,825	5	+1%	0	
15 <b>Marlboro</b>	Tobacco	71,958	3	-12%	-2	
16 <b>SAP</b>	Technology	57,528	3	+4%	1	
17 <b>Disney</b>	Entertainment	57,007	4	+6%	2	
18 <b>ups</b>	Logistics	54,899	5	-9%	-2	
19 <b>THE HOME DEPOT</b>	Retail	53,507	3	+13%	1	
20 <b>xfinity</b>	Telecom Providers	48,889	3	+14%	4	
21 <b>Nike</b>	Apparel	47,360	4	+23%	8	
22 <b>LV</b>	Luxury	47,214	5	+15%	4	
23 <b>WELLS FARGO</b>	Regional Banks	46,468	3	-15%	-5	
24 <b>Starbucks</b>	Fast Food	45,884	4	+3%	-1	
25 <b>T</b>	Telecom Providers	44,219	3	+7%	0	

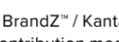
Source: BrandZ™ / Kantar (including data from Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

# Global Brands 2019

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

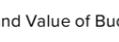
The Brand Value of Coca-Cola includes Diet Coke, Coca-Cola Light and Coca-Cola Zero

# 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  百度 Baidu	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  AIP	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	USA
2 Apple	Technology	300,595	4	+28%	0	USA
3 Amazon	Retail	207,594	4	+49%	1	USA
4 Microsoft	Technology	200,987	4	+40%	-1	USA
5 Tencent 腾讯	Technology	178,990	5	+65%	3	China
6 Facebook	Technology	162,106	4	+25%	-1	USA
7 VISA	Payments	145,611	5	+31%	0	USA
8 McDonald's	Fast Food	126,044	4	+29%	2	USA
9 Alibaba Group 阿里巴巴集团	Retail	113,401	3	+92%	5	China
10 AT&T	Telecom Providers	106,698	3	-7%	-4	USA
11 IBM	Technology	96,269	4	-6%	-2	USA
12 Verizon	Telecom Providers	84,897	3	-5%	-1	USA
13 Marlboro	Tobacco	81,914	3	-6%	-1	USA
14 Coca-Cola	Soft Drinks	79,964	5	+2%	-1	USA
15 Mastercard	Payments	70,872	4	+42%	5	USA
16 UPS	Logistics	60,412	5	+4%	0	USA
17 SAP	Technology	55,366	3	+23%	4	Germany
18 Wells Fargo	Regional Banks	54,952	3	-6%	-3	USA
19 Disney	Entertainment	53,833	5	+3%	-1	USA
20 The Home Depot	Retail	47,229	3	+17%	4	USA
21 China Mobile 中国移动	Telecom Providers	46,349	4	-18%	-4	China
22 ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	China
23 Starbucks	Fast Food	44,503	4	+1%	-1	USA
24 Xfinity	Telecom Providers	43,056	3	+3%	-1	USA
25 T-Mobile	Telecom Providers	41,499	3	+8%	0	Germany

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, 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	France
27 Spectrum	Telecom Providers	39,372	2	NEW		USA
28 GE	Conglomerate	39,041	2	-22%	-9	USA
29 Nike	Apparel	38,479	4	+13%	-3	USA
30 PayPal	Payments	35,440	5	+85%	22	USA
31 Walmart	Retail	34,002	2	+22%	0	USA
32 Accenture	Technology	33,723	3	+24%	0	USA
33 Samsung	Technology	32,191	4	+34%	4	South Korea
34 M&M's	Alcohol	32,113	4	+89%	30	China
35 American Express	Payments	30,046	4	+24%	1	USA
36 Toyota	Cars	29,987	4	+5%	-6	Japan
37 Vodafone	Telecom Providers	28,860	3	-9%	-10	UK
38 Intel	Technology	28,316	2	+29%	6	USA
39 Hermès	Luxury	28,063	5	+20%	2	France
40 Budweiser	Beer	27,031	4	0%	-7	USA
41 Baidu 百度	Technology	26,861	5	+14%	-2	China
42 ZARA	Apparel	26,860	3	+7%	-8	Spain
43 Ping An 中国平安	Insurance	26,141	3	+51%	18	China
44 L'Oréal Paris	Personal Care	26,107	4	+9%	-6	France
45 Oracle	Technology	25,802	2	+21%	1	USA
46 Mercedes-Benz	Cars	25,684	5	+9%	-6	Germany
47 BMW	Cars	25,624	4	+4%	-12	Germany
48 Huawei	Technology	24,922	3	+22%	1	China
49 China Construction Bank 中国建设银行	Regional Banks	23,747	2	+27%	5	China
50 HSBC	Global Banks	23,633	3	+15%	-2	UK

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 WHOLESALE	Retail	18,265	3	+12%	-4	
73  J.P.Morgan	Global Banks	18,251	3	+29%	1	
74  ExxonMobil	Oil & Gas	18,222	1	-3%	-19	
75  Adobe	Technology	17,831	3	+53%	23	

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

# Valuable Global Brands 2018

Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
76  IKEA	Retail	17,481	3	-8%	-23	
77  Bank of America	Regional Banks	17,439	2	+42%	10	
78  salesforce	Technology	17,026	3	+39%	12	
79  中国人寿 CHINA LIFE	Insurance	16,429	3	+18%	-1	
80  usbank	Regional Banks	16,278	3	+7%	-9	
81  UBER	Transport	16,045	3	NEW		
82  SIEMENS	Conglomerate	15,965	2	+14%	-5	
83  LinkedIn	Technology	15,657	5	+15%	-4	
84  中國銀行 BANK OF CHINA	Regional Banks	15,607	2	+30%	10	
85  Gillette	Personal Care	15,358	5	-6%	-18	
86  THE REAL LIFE COMPANY AIA	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	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 FedEx	Logistics	19,441	4	20%	12
52 PayPal	Payments	19,156	4	20%	13
53 IKEA	Retail	18,944	3	5%	2
54 中国建设银行 China Construction Bank	Regional Banks	18,770	2	-4%	-8
55 ExxonMobil	Oil & Gas	18,727	1	11%	3
56 TD	Regional Banks	18,551	3	12%	4
57 Shell	Oil & Gas	18,346	1	23%	9
58 Colgate	Personal Care	17,740	4	-3%	-4
59 citi	Global Banks	17,580	2	3%	-3
60 Commonwealth Bank	Regional Banks	17,437	3	7%	4
61 中国平安 PING AN	Insurance	17,260	3	2%	-4
62 orange	Telecom Providers	17,180	3	-7%	-9
63 HDFC BANK	Regional Banks	17,137	4	19%	6
64 茅台 MOUTAI	Alcohol	16,983	4	48%	29
65 YouTube	Technology	16,785	4	NEW ENTRY	
66 CISCO	Technology	16,725	2	15%	1
67 Gillette	Personal Care	16,278	5	-1%	-6
68 COSTCO WHOLESALE	Retail	16,257	2	12%	0
69 BT	Telecom Providers	16,026	3	-14%	-17
70 DHL	Logistics	15,844	4	20%	3
71 usbank	Regional Banks	15,202	3	8%	-1
72 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	14,981	2	-8%	-10
73 CHASE	Regional Banks	14,289	3	16%	11
74 J.P.Morgan	Global Banks	14,129	3	18%	15
75 ANZ	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 Hewlett Packard Enterprise	Technology	14,018	3	NEW ENTRY	
77 SIEMENS	Conglomerate	13,947	2	12%	4
78 中国人寿 CHINA LIFE	Insurance	13,910	3	-17%	-19
79 LinkedIn	Technology	13,594	4	10%	6
80 GUCCI	Luxury	13,548	5	8%	0
81 KFC	Fast Food	13,521	3	9%	1
82 LOWE'S	Retail	13,375	2	3%	-6
83 Ford	Cars	13,065	3	0%	-8
84 pepsi	Soft Drinks	12,730	4	4%	2
85 Shell	Oil & Gas	12,639	1	-4%	-13
86 ebay	Retail	12,365	3	7%	5
87 Bank of America	Regional Banks	12,286	2	9%	8
88 T	Telecom Providers	12,273	4	-4%	-10
89 ALDI	Retail	12,273	2	2%	-2
90 salesforce	Technology	12,234	2	NEW ENTRY	
91 HONDA	Cars	12,163	4	-8%	-17
92 NETFLIX	Technology	12,057	2	NEW ENTRY	
93 Snapchat	Technology	12,026	4	NEW ENTRY	
94 中国银行 BANK OF CHINA	Regional Banks	12,013	2	-13%	-23
95 SoftBank	Telecom Providers	11,964	2	5%	-1
96 Sprint	Telecom Providers	11,795	3	NEW ENTRY	
97 THE REAL LIFE COMPANY	Insurance	11,691	3	11%	1
98 Adobe	Technology	11,649	2	12%	2
99 Red Bull	Soft Drinks	11,567	4	-1%	-9
100 NISSAN	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 The Home Depot	Retail	36,440	2	32%	5
27 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28 TOYOTA	Cars	29,501	3	2%	2
29 Baidu 百度	Technology	29,030	4	-27%	-8
30 L'ORÉAL PARIS	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

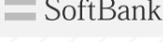
The Brand Value of Coca-Cola includes Lights, Diets and Zero  
The Brand Value of Budweiser includes Bud Light  
NTT is now valued as a telecom provider and its brand value is restated this year

# 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  Intel	Technology	18,632	2	1%	5
52  BT	Telecom Providers	18,575	3	3%	6
53  Orange	Telecom Providers	18,465	3	6%	8
54  Colgate	Personal Care	18,319	4	2%	3
55  IKEA	Retail	18,082	3	6%	9
56  Citi	Global Banks	17,055	2	-2%	4
57  中国平安 PING AN	Insurance	16,910	2	6%	11
58  ExxonMobil	Oil & Gas	16,838	1	-18%	-9
59  中国人寿 CHINA LIFE	Insurance	16,712	2	-4%	3
60  TD	Regional Banks	16,543	3	-20%	-13
61  Gillette	Personal Care	16,400	4	-17%	-9
62  中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	16,331	2	-19%	-12
63  FedEx	Logistics	16,236	4	-17%	-10
64  Commonwealth Bank	Regional Banks	16,227	3	-21%	-16
65  PayPal	Payments	15,910	4	35%	23
66  Shell	Oil & Gas	14,940	1	-21%	-12
67  CISCO	Technology	14,508	2	-10%	0
68  COSTCO WHOLESALE	Retail	14,461	2	29%	29
69  HDFC BANK	Regional Banks	14,440	3	3%	5
70  USbank	Regional Banks	14,098	2	-5%	2
71  中国银行 BANK OF CHINA	Regional Banks	13,803	2	-16%	-6
72  Sinopec	Oil & Gas	13,206	1	-24%	-9
73  DHL	Logistics	13,199	4	-19%	-7
74  HONDA	Cars	13,195	3	-1%	4
75  Ford	Cars	13,084	3	0%	5

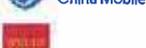
Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)  
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

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

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

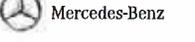
# BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1	 Apple	Technology	246,992	4	67%	1
2	 Google	Technology	173,652	4	9%	-1
3	 Microsoft	Technology	115,500	4	28%	1
4	 IBM	Technology	93,987	4	-13%	-1
5	 VISA	Payments	91,962	4	16%	2
6	 at&t	Telecom Providers	89,492	3	15%	2
7	 verizon	Telecom Providers	86,009	3	36%	4
8	 Coca-Cola	Soft Drinks	83,841	5	4%	-2
9	 McDonald's	Fast Food	81,162	4	-5%	-4
10	 Marlboro	Tobacco	80,352	3	19%	-1
11	 Tencent 腾讯	Technology	76,572	5	43%	3
12	 facebook	Technology	71,121	4	99%	9
13	 Alibaba Group 阿里巴巴集团	Retail	66,375	2	NEW ENTRY	
14	 amazon.com	Retail	62,292	4	-3%	-4
15	 中国移动 China Mobile	Telecom Providers	59,895	4	20%	0
16	 Wells Fargo	Regional Banks	59,310	3	9%	-3
17	 GE	Conglomerate	59,272	2	5%	-5
18	 UPS	Logistics	51,798	5	9%	-2
19	 Disney	Entertainment	42,962	5	24%	4
20	 MasterCard	Payments	40,188	4	2%	-2
21	 Baidu 百度	Technology	40,041	5	35%	4
22	 ICBC 中国工商银行 中国工商银行	Regional Banks	38,808	2	-8%	-5
23	 vodafone	Telecom Providers	38,461	3	6%	-3
24	 SAP	Technology	38,225	3	5%	-5
25	 American Express	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-Mobile	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	 Citibank	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

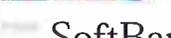
Budweiser includes Bud Light

# 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		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		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		Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92		Technology	11,447	4	-17%	-21
93		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	 NTT docomo	Telecom Providers	11,223	3	12%	-1
97	 COSTCO WHOLESALE	Retail	11,214	2	NEW ENTRY	
98	SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11

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

Pepsi includes Diets  
Red Bull includes sugar-free and Cola

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1 Google	Technology	158,843	3	40%	1
2 Apple	Technology	147,880	4	-20%	-1
3 IBM	Technology	107,541	4	-4%	0
4 Microsoft	Technology	90,185	4	29%	3
5 McDonald's	Fast Food	85,706	4	-5%	-1
6 Coca-Cola	Soft Drinks	80,683	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 Industrial Bank of Japan	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 American Express	Credit Card	39,497	3	42%	2
19 SAP	Technology	36,390	2	6%	0
20 Vodafone	Telecoms	36,277	3	-9%	-3
21 Facebook	Technology	35,740	4	68%	10
22 Walmart	Retail	35,325	2	-2%	-4
23 Disney	Entertainment	34,538	4	44%	3
24 American Express	Credit Card	34,430	4	46%	4
25 Intel	Technology	29,768	4	46%	8

Source: Valuation is included in BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, and a top 100 list is highest.

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26 Toyota	Cars	29,598	3	21%	-3
27 T-Mobile	Telecoms	28,756	2	20%	0
28 HSBC	Global Banks	27,051	3	13%	-3
29 Lenovo	Technology	25,892	3	21%	1
30 L'Oréal Paris	Luxury	25,873	4	14%	-1
31 Starbucks	Fast Food	25,779	3	44%	13
32 Ford	Cars	25,730	4	7%	-8
33 Industrial Bank of China	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 Industrial Bank of Korea	Regional Banks	22,620	4	13%	0
39 Johnson & Johnson	Baby Care	22,598	5	10%	-7
40 Target	Retail	22,165	2	20%	1
41 Louis Vuitton	Luxury	21,844	5	14%	-1
42 Volkswagen	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	20,915	2	4%	-9
46 Movistar	Telecoms	20,809	2	56%	20
47 Industrial Bank of France	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 Lights, Zero and Zero Sugar. The Brand Value of Budweiser includes Bud Light.

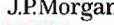
← Milward

## 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	3	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%	+11
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 NielsenIQ.  
Brand contribution measures the influence of brands above the average on a scale of 1-5, 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	9,885	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 Energy.

← Milward

# BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$B	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology	Apple	185.071	4	1%	0
2 Technology	Google	113.934	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	8%	1
6 Telecoms	AT&T	75.507	3	10%	2
7 Technology	Microsoft	69.814	3	-9%	-2
8 Tobacco	B&W	59.393	3	-8%	-1
9 Credit Card	VISA	58.080	4	48%	6
10 Telecoms	TELUS	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	Amazon.com	47.748	3	20%	1
14 Retail	Amazon.com	45.727	3	34%	4
15 Logistics	UPS	42.747	5	18%	1
16 Regional Banks	HSBC	41.115	2	-1%	-3
17 Telecoms	China Mobile	39.712	3	-8%	-5
18 Retail	Walmart	36.220	2	5%	18
19 Technology	SAP	34.365	2	34%	3
20 Credit Card	MasterCard	27.821	4	34%	9
21 Technology	Tencent 腾讯	27.273	4	52%	16
22 Regional Banks	China Construction Bank	26.859	2	10%	2
23 Cars	Toyota	24.497	4	12%	5
24 Cars	Volvo	24.015	4	-2%	-1
25 Global Banks	HSBC	23.970	3	24%	6

Values are in billions of US dollars from BRANDZ™, Kantar Worldpanel. Kantar Worldpanel members. Brand Contribution measures the impact of brand value on earnings. See brandz.com for more details.

Category	Brand	Brand value 2013 \$B	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	LVMH	22.710	4	-12%	-8
30 Technology	Facebook	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%	-8
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%	-3
40 Luxury	Cartier	19.129	4	0%	-8
41 Retail	Walmart	18.488	2	43%	21
42 Personal Care	LOREAL	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 America	17.745	3	35%	12
49 Oil & Gas	Shell	17.678	1	-1%	-10
50 Personal Care	Colgate	17.250	4	15%	1

The brands listed on this page have the highest brand value in their respective categories. Brand value is based on the brand's financial performance and other factors.



# 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	13%	New
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	14,196	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	-8%	New
69 Apparel	H&M	12,732	2	-6%	-11
70 Regional Banks	SBERBANK	12,655	3	19%	4
71 Cars		12,401	3	-2%	-6
72 Technology	SIEMENS	12,331	1	16%	1
73 Alcohol		12,183	3	3%	-4
74 Retail	LEADER	12,040	3	31%	15
75 Soft Drinks	pepsi	12,029	4	-5%	-8

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	citicisco	11,816	2	-11%	-18
78 Oil & Gas		11,620	1	11%	-1
79 Telecoms	MTN	11,448	3	23%	9
80 Retail	woolworths	11,039	3	New	New
81 Global Banks	CHASE	10,838	3	26%	11
82 Telecoms		10,633	3	11%	3
83 Soft Drinks	Red Bull	10,648	3	8%	-3
84 Insurance	中国平安 PINGAN	10,609	0	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	9,531	2	New	New
95 Luxury	PRADA	9,451	4	63%	New
96 Global Banks		9,232	3	8%	-1
97 Oil & Gas		9,036	1	6%	-4
98 Logistics	DHL	8,940	3	18%	2
99 Retail		8,885	2	-6%	-12
100 Cars		8,790	3	3%	-4

Brand value is based on the brand's contribution to the parent company's value. The influence of brand alone on earnings on a scale of 1 to 6 is highest.

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## BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology		182,951	4	10	19%	0
2	Technology		115,985	4	5	15%	1
3	Technology		107,857	4	5	-3%	-1
4	Fast Food		95,188	4	8	17%	0
5	Technology		76,651	4	8	-2%	0
6	Soft Drinks		74,286	5	7	1%	0
7	Tobacco		73,612	3	7	9%	1
8	Telecoms		68,870	3	5	-1%	-1
9	Telecoms		49,151	3	7	15%	4
10	Telecoms		47,041	4	9	-10%	-1
11	Conglomerate		45,810	2	5	-9%	-1
12	Telecoms		43,033	3	6	-1%	0
13	Financial		41,518	2	9	-7%	-2
14	Financial		39,754	3	3	8%	2
15	Financial		38,284	4	9	34%	5
16	Logistics		37,129	5	8	7%	1
17	Retail		34,436	2	5	-8%	-2
18	Retail		34,077	3	10	-9%	-4
19	Technology		33,233	3	10	74%	16
20	Telecoms		26,837	3	2	-10%	-1
21	Luxury		25,920	5	8	7%	5
22	Technology		25,715	3	5	-1%	1
23	Cars		24,623	4	5	10%	7
24	Financial		24,517	2	4	-1%	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	8%	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	30%	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	ALIBABA	14,164	3	9	16%	12
56	Oil & Gas	Shell	13,940	1	10	N/A	New
57	Personal Care	L'ORÉAL	13,773	4	5	-12%	-11
58	Apparel	H&M	13,485	2	7	4%	4
59	Technology	CISCO	13,317	2	7	-14%	-15
60	Financial	中国银行	13,083	3	7	N/A	New
61	Financial	中国银行	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	19%	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	BP	12,105	1	10	7%	10
69	Alcohol	V&S	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	11,422	3	2	9%	12
73	Technology	SIEMENS	10,676	2	3	-11%	-3
74	Financial	SBERBANK	10,649	3	5	25%	25
75	Oil & Gas	PETROBRAS	10,560	1	5	-21%	-14

\*\*\* The Brand Value of Pepsi includes Diets  
 \*\*\*\* The Brand Value of Red Bull includes sugar-free and Cola  
 \*\*\*\*\* The Brand Value of Sony includes Playstation 3

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
76	Retail	Target	10,506	3	4	-16%	-11
77	Oil & Gas	BP	10,424	1	3	-17%	-13
78	Insurance	中国平安	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	9,572	3	8	-18%	-9
85	Telecoms	中国移动	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	9,273	3	8	N/A	New
89	Retail	Walmart	9,206	3	9	26%	New
90	Telecoms	中国电信	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	中国电信	8,562	2	3	-27%	-20
95	Financial	Bank of America	8,546	3	2	-25%	-18
96	Cars	Volkswagen	8,519	3	6	15%	New
97	Telecoms	中国电信	8,449	3	6	-27%	-21
98	Retail	Walmart	7,836	3	5	-43%	-39
99	Insurance	State Farm	7,813	2	5	-7%	New
100	Logistics	FedEx	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	Google	153,285	84%	26	LV	24,312	23%
2	Google	111,498	-2%	27	TOYOTA	24,198	11%
3	IBM	100,849	17%	28	HSBC	22,587	-4%
4	McDonald's	81,016	23%	29	Bank of China	22,555	141%
5	Microsoft	78,243	2%	30	China Mobile	22,425	3%
6	Coca-Cola	73,752	8%	31	TESCO	21,834	-15%
7	at&t	69,916	N/A	32	Gillette	19,782	-4%
8	Marlboro	67,522	18%	33	China Renmin Bank	19,542	N/A
9	Bank of China	57,326	9%	34	Bank of Communications	19,350	11%
10	Bank of China	50,318	12%	35	Facebook	19,102	216%
11	ICBC	44,440	1%	36	Bank of America	17,597	N/A
12	Vodafone	43,647	-2%	37	China Bank	17,530	-20%
13	Verizon	42,828	N/A	38	Disney	17,290	15%
14	amazon.com	37,628	37%	39	Bank of China	17,182	3%
15	Walmart	37,277	-5%	40	Bank of China	17,115	23%
16	Bank of China	36,876	97%	41	ExxonMobil	16,973	10%
17	Bank of China	35,737	35%	42	ID	16,931	19%
18	Bank of China	35,404	-11%	43	中国农业银行	16,909	N/A
19	Bank of China	29,774	N/A	44	Cisco	16,314	-2%
20	VISA	28,553	15%	45	Unilever	15,952	0%
21	Bank of China	27,249	N/A	46	L'OREAL	15,719	11%
22	ORACLE	26,948	9%	47	citi	15,674	17%
23	SAP	26,078	7%	48	docomo	15,449	19%
24	Bank of China	25,524	22%	49	accenture	15,427	5%
25	BlackBerry	24,623	-20%	50	Mercedes-Benz	15,344	12%

\*The Brand Value of Coca-Cola includes Lipton, Diet and Zero.  
 \*\*Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems  
 \*\*\*The Brand Value of Unilever includes Lux and 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	Bank of China	15,168	0%	76	telcel	11,558	7%
52	Tencent	15,131	N/A	77	Bank of China	11,363	-37%
53	ICICI Bank	14,900	3%	78	Bank of China	11,291	-19%
54	SUBWAY	14,306	19%	79	Nintendo	11,147	-37%
55	China Mobile	14,258	0%	80	NITE	10,883	12%
56	Bank of China	14,182	-1%	81	NOKIA	10,735	-28%
57	Nike	13,917	10%	82	eY	10,731	15%
58	Intel	13,904	-2%	83	中国平安 PINGAN	10,540	N/A
59	Bank of China	13,754	-8%	84	usbank	10,525	28%
60	Bank of China	13,543	16%	85	SONY	10,443	19%
61	Petrobras	13,421	39%	86	ZARA	10,335	15%
62	H&M	13,008	7%	87	Scotiabank	10,076	N/A
63	pepsi	12,931	1%	88	NISSAN	10,072	17%
64	Bank of China	12,542	-27%	89	Bank of China	9,877	10%
65	Bank of China	12,471	3%	90	Bank of China	9,600	29%
66	Bank of China	12,413	3%	91	Bank of China	9,587	N/A
67	SAMSUNG	12,160	7%	92	Bank of America	9,358	-43%
68	CHASE	12,083	-3%	93	Red Bull	9,263	4%
69	Standard Chartered	12,033	45%	94	Bank of China	9,251	6%
70	SIEMENS	11,086	29%	95	TIM	8,838	21%
71	NORDBANK	11,917	41%	96	BARCLAYS	8,760	-4%
72	Bank of China	11,901	40%	97	Bank of China	8,668	5%
73	FedEx	11,759	25%	98	Bradesco	8,600	15%
74	O2	11,694	N/A	99	СБЕРБАНК	8,535	N/A
75	TELECOM	11,609	N/A	100	Bank of China	8,439	-9%

\*The Brand Value of Nintendo includes Wii and Nintendo DS  
 \*\*The Brand Value of Sony includes PlayStation 2 and 3, listed as PSP  
 \*\*\*The Brand Value of Red Bull includes sugar free and Zero  
 Source: Millward Brown Optima (including all former BrandZ, 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	联想集团	20,929	-8%
3		83,153	32%	28	Gillette	20,663	-10%
4	Microsoft	76,344	0%	29	LV	19,781	2%
5	Coca-Cola	67,983	1%	30		18,746	16%
6	McDonald's	66,005	-1%	31		18,012	12%
7	Marlboro	57,047	15%	32	Nintendo	17,834	-2%
8	三星	52,616	-14%	33	海信	17,434	-8%
9		45,054	-25%	34		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	-27%	37	Bank of America	16,393	0%
13	Walmart	39,421	-4%	38	BlackBerry	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	at&t	23,714	18%	47	Colgate	14,224	15%
23	HSBC	23,408	23%	48	intel	14,210	-38%
24	中国银行	21,960	4%	49	L'OREAL	14,129	-6%
25		21,816	-9%	50		14,018	6%

\*The Brand Value of Coca-Cola includes Lites, Diets 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, Diets and Zero  
 \*\*\*\*\*The Brand Value of Red Bull includes sugar-free and Cola  
 \*\*\*\*\*The Brand Value of Starbucks includes stores as well as coffee sold at the supermarkets  
 \*\*\*\*\*The Brand Value includes PlayStation 2, PSP, as well as PSP  
 Source: Millward Brown Optima (including data from BrandZ, Datamonitor and Bloomberg)



#	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	Nike	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	工商银行	8,236	2%
66		11,938	-23%	91		8,214	19%
67	Carrefour	11,659	57%	92	Bunabur	8,160	-8%
68	AMT	11,351	10%	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	MYS	9,723	6%	97	GUCCI	7,588	2%
73	诺基亚	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	中国移动	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	中国银行	21,192	9%
3	Coca-Cola	67,826	16%	28	at&t	20,059	67%
4	IBM	66,622	20%	29	LV	19,395	5%
5	McDonald's	66,575	34%	30	HSBC	19,079	3%
6	壳牌	63,113	14%	31	耐克	18,945	N/A
7	中国移动通信	61,283	7%	32	Nintendo	18,233	N/A
8	三星	59,793	-16%	33	思科	17,985	-25%
9	vodafone	53,727	45%	34	索尼	17,713	-8%
10	Marlboro	49,460	33%	35	壳牌	17,467	-20%
11	Walmart	41,083	19%	36	VISA	16,353	N/A
12	工商银行	38,056	36%	37	工商银行	16,228	-34%
13	NOKIA	35,163	-20%	38	工商银行	16,035	10%
14	TOYOTA	29,907	-15%	39	docomo	15,776	5%
15	奔驰	27,842	-9%	40	奔驰	15,499	-14%
16	BlackBerry	27,478	100%	41	奔驰	15,480	-53%
17	hp	26,745	9%	42	奔驰	15,422	1%
18	壳牌	23,948	-15%	43	accenture	15,076	7%
19	SAP	23,815	9%	44	pepsi	14,996	-3%
20	Disney	23,110	-3%	45	L'ORÉAL	14,991	-9%
21	TESCO	22,938	-1%	46	壳牌	14,963	-40%
22	Gillette	22,919	6%	47	壳牌	14,961	-1%
23	intel	22,851	4%	48	壳牌	14,804	-22%
24	安联集团	22,811	16%	49	citi	14,608	-52%
25	ORACLE	21,438	-0%	50	HONDA	14,571	-12%

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



#	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	壳牌	13,292	23%	77	O2	8,601	36%
53	壳牌	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	壳牌	8,052	100%
56	Coca-Cola	12,396	17%	81	壳牌	7,927	-31%
57	壳牌	12,264	-17%	82	壳牌	7,862	13%
58	H&M	12,061	8%	83	J.P.Morgan	7,852	-20%
59	NIKE	11,999	-4%	84	壳牌	7,777	4%
60	SUBWAY	10,997	6%	85	壳牌	7,512	-15%
61	ID	10,991	N/A	86	GUCCI	7,468	15%
62	壳牌	10,911	34%	87	壳牌	7,427	7%
63	壳牌	10,864	22%	88	壳牌	7,415	-38%
64	WRIGLEY'S	10,841	N/A	89	壳牌	7,260	-40%
65	Auchan	10,586	40%	90	壳牌	6,992	-5%
66	CHASE	10,582	-17%	91	壳牌	6,922	-27%
67	NISSAN	10,206	-13%	92	Morgan Stanley	6,765	-40%
68	壳牌	9,719	18%	93	ING	6,743	-55%
69	FedEx	9,401	-17%	94	壳牌	6,721	10%
70	壳牌	9,280	-40%	95	壳牌	6,713	-21%
71	壳牌	8,180	14%	96	NIVEA	6,572	24%
72	壳牌	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	壳牌	6,565	N/A
74	壳牌	8,638	44%	99	壳牌	6,409	-19%
75	AVON	8,631	20%	100	壳牌	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%
<b>NOTES</b>			
(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

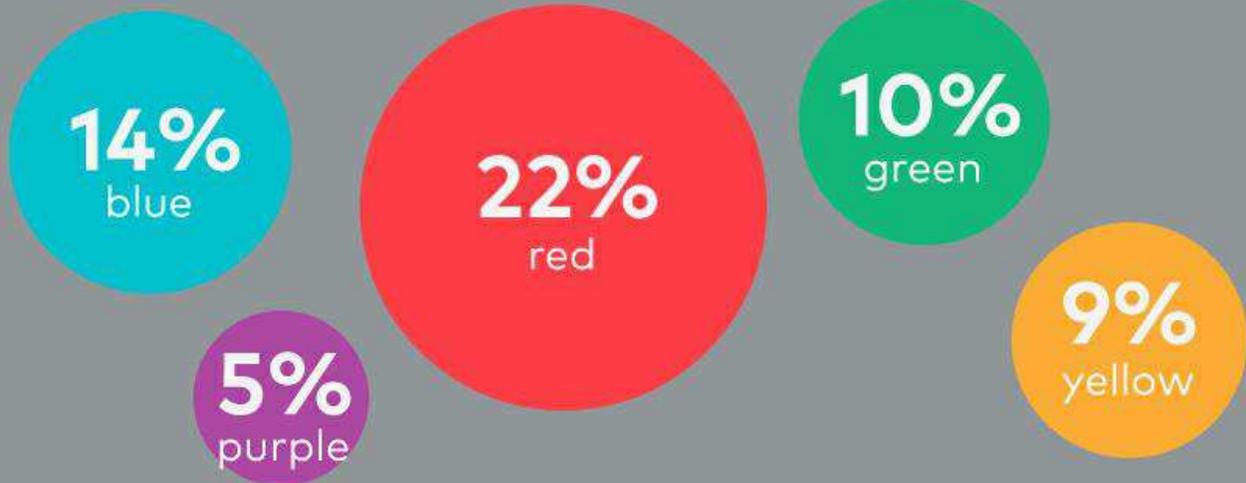
**3 in 5**  
wouldn't use a  
company if their  
brand image looked  
terrible

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



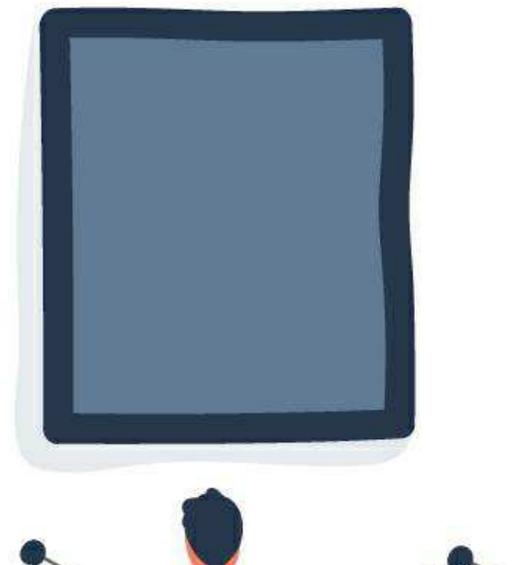
# What color makes a logo memorable?

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'



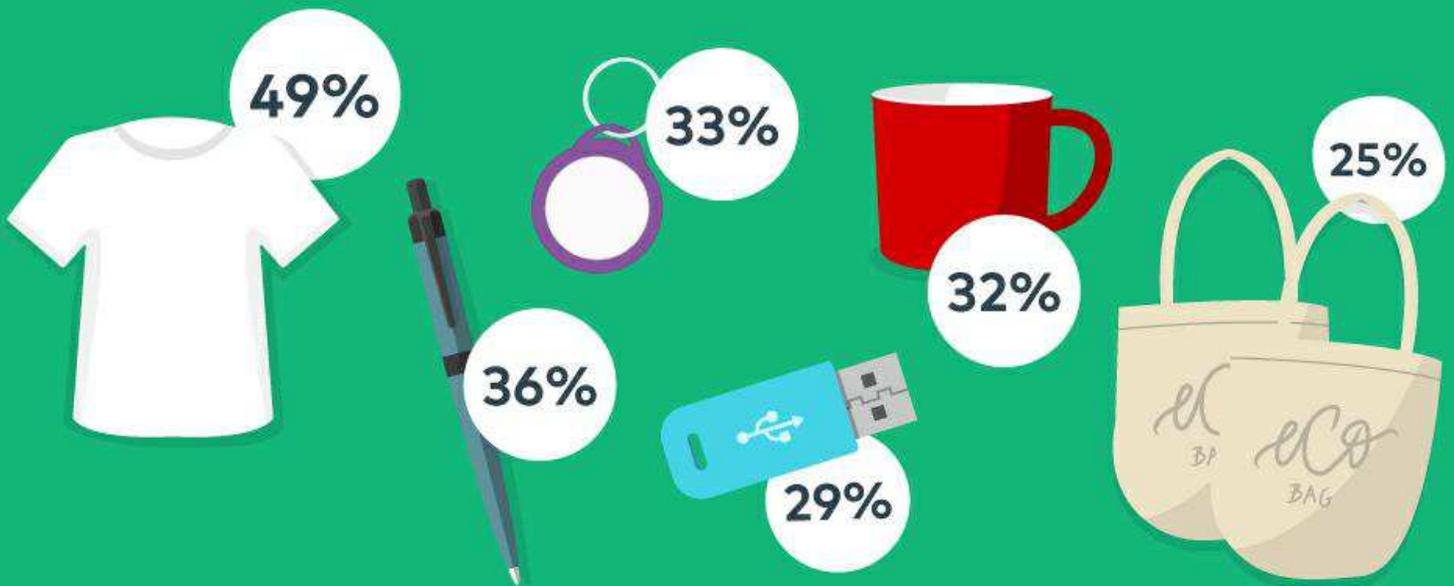
the first thing  
**3 in 10**  
notice when they  
see a product is the  
logo

**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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# EXHIBIT 7



# 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.

[EXPLORE THE LIST](#) [GROUP BY INDUSTRY](#) [METHODOLOGY](#)



< 2020 2019 2018 2017 2016 2015

## 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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Here are this year's top 10 all-stars.



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10 Salesforce

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**1**

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# Apple



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## Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	1
Previous Top 50 Ranking	1
Website	<a href="https://www.apple.com">https://www.apple.com</a>
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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1

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## Apple



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Previous Top 50 Ranking	1
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Overall Score	8.53

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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
Market Penetration	1

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### Key Attributes of Reputation

Innovation	1
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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	<a href="http://www.apple.com">http://www.apple.com</a>
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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Innovation	-
People Management	-
Use of Corporate Assets	-
Social Responsibility	-
Quality of Management	-
Financial Soundness	-
Long-Term Investment Value	-
Quality of Products/Services	-
Global Competitiveness	-

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Apple 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	<a href="http://www.apple.com">http://www.apple.com</a>
Fortune 500 Rank	5
Fortune 500 Profile	<a href="http://fortune.com/fortune500/apple-5">http://fortune.com/fortune500/apple-5</a>
Global 500 Rank	15
Global 500 Profile	<a href="http://fortune.com/global500/apple-15">http://fortune.com/global500/apple-15</a>

### 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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# World's Most Admired Companies

**RANK**  
**1**

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## Apple



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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	<a href="http://www.apple.com">http://www.apple.com</a>
Fortune 500 Rank	5
Fortune 500 Profile	<a href="http://fortune.com/fortune500/apple-5">http://fortune.com/fortune500/apple-5</a>
Global 500 Rank	15
Global 500 Profile	<a href="http://fortune.com/global500/apple-15">http://fortune.com/global500/apple-15</a>

#### Key Attributes of Reputation

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

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## Most Admired 2014

RANK

1

Next: 2 >

### Apple



MARIO TAMA / GETTY IMAGES

<b>RANK</b> <b>1</b>	<b>PREV RANK</b> <b>1</b>	<b>INDUSTRY</b> <b>Computers</b>	<b>INDUSTRY RANK</b> <b>1</b>	<b>PREV INDUSTRY RANK</b> <b>1</b>
<b>HQ COUNTRY</b> <b>USA</b>			<b>WEBSITE</b> <b>www.apple.com</b>	

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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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. *âiOA*

**Headquarters:**

Cupertino, CA

Website: [www.apple.com](http://www.apple.com)

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

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Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

### [How we pick the Most Admired](#)

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

## WORLD'S MOST ADMIRABLE COMPANIES 2012 ▼

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

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

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

### Top 50

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

Rank	Company
1	Apple
2	Google
3	Amazon.com
4	Coca-Cola
5	IBM
6	FedEx
7	Berkshire Hathaway
8	Starbucks
9	Procter & Gamble
10	Southwest Airlines
11	McDonald's
12	Johnson & Johnson
13	Walt Disney
14	BMW
15	General Electric
16	American Express
17	Microsoft
18	3M
19	Caterpillar
20	Costco Wholesale
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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
- People management
- Use of corporate assets
- Social responsibility
- Global competitiveness
- Quality of management
- Financial soundness
- Long-term investment
- Product/services quality

See All

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

(HOW THIS TOOL WORKS)

[Submit](#)

### Readers' choice

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



#### Company # of 'Likes'

1. Apple 1,188
2. Teradata 651
3. Tupperware Brands 564
4. FedEx 391
5. IBM 304

### How we pick the Most Admired

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

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

From the March 19, 2012 issue

\* A tie in the rankings.

# WORLD'S MOST ADMIRABLE COMPANIES

2011 ▾

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

## Apple

1 of 50 Back Next

### MOST ADMIRABLE

**Top 50 rank: 1**  
**Rank in Computers: 1**  
 (Previous rank: 1)  
**Overall score: 8.16**

### Why it's admired

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



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

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

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

## Find companies you most admire

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

Select Industry(s) See All

Select State(s) See All

Select Country(s) See All

(HOW THIS TOOL WORKS)

Submit

## Top 3

INNOVATION		PEOPLE MANAGEMENT		FINANCIAL SOUNDNESS	
Company	Industry rank	Company	Industry rank	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](#)

## 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

### 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](http://www.apple.com)

## Industry: Computers

### Most Admired

Rank	Company	Overall score
1	<a href="#">Apple</a>	8.16
2	<a href="#">EMC</a>	6.79
3	<a href="#">Hewlett-Packard</a>	6.71

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

From the March 21, 2011 issue

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 BRISON/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

Attribute	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](http://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			
Apple			1
Google			1
Nike			1

[See the rest](#)

### How we pick the Most Admired

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

# WORLD'S MOST ADMIRABLE COMPANIES

2009 ▾

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

## Apple

1 of 50 [Back](#) [Next](#)

### ...What Readers Say

They speak out on the Most Admired...

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

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

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

[Have your say](#)

#### MOST ADMIRABLE

**Top 50 rank: 1**

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

**Overall score: 7.07**

#### Why it's admired

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



COURTESY: APPLE

**Address:** 1 Infinite Loop  
Cupertino, CA 95014  
**Phone:** 408-996-1010  
**Website:** [www.apple.com](http://www.apple.com)

Get Quote: [AAPL](#)

Financials: [Latest Results](#)

### 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](#)

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

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



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

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

# EXHIBIT 9

Apple and Education

# Inspiring every kind of mind.

Everyone has their own way of learning and expressing creativity. Apple technology and resources empower every kind of educator — and every kind of student — to learn, create, and define their own success. Let's move the world forward.



K-12

Ignite the creativity in every student.

[Learn more >](#)



Higher Education

Teach. Innovate. Inspire. Every which way.

[Learn more >](#)



College Students

Unstoppable you.

[Learn more >](#)

## How to Buy

Find the right solution for your K-12 school.

[Learn more >](#)

Bring Apple to your university.

Contact Apple Education at 1-800-800-2775.

Get special pricing for educators and university students.

[Save on Mac and iPad >](#)

## Spotlight

# Spotlight



## Buy a Mac or iPad for college. Get AirPods.\*

[Save with education pricing >](#)



## Creativity in Learning

Discover how creativity in learning boosts student outcomes.

[See the research \(PDF\)](#)

\* Qualified Purchasers receive Promotion Savings when they purchase an eligible Mac or eligible iPad with eligible AirPods at a Qualifying Location. Only one Promotion Product per eligible Mac or eligible iPad per Qualified Purchaser. Offer subject to availability. While supplies last. Qualified Purchasers selecting Apple Card Monthly Installments ("ACMI") as payment type at checkout shall receive a discount equal to the value of the eligible AirPods off the price of the eligible Mac or iPad. This will result in one ACMI installment plan over 12 months for the eligible iPad or Mac discounted by the instant credit, and a second ACMI installment plan over 6 months for the full price of the eligible AirPods. Qualified Purchasers will be charged for all items in their cart, including the eligible AirPods plus any additional Upgrade Cost. If you choose the pay-in-full or one-time-payment option for an ACMI eligible purchase instead of choosing ACMI as the payment option at checkout, that purchase will be subject to the variable APR assigned to your Apple Card. Taxes and shipping are not included in ACMI transactions and are subject to your standard purchase APR. ACMI is subject to credit approval and credit limit. Variable APRs for Apple Card other than ACMI range from 10.99% to 21.99% based on creditworthiness. Rates as of April 1, 2020. See the Apple Card Customer Agreement for more information. Apple Card is issued by Goldman Sachs Bank USA, Salt Lake City Branch. Available for qualifying applicants in the United States. If you reside in the U.S. territories, please call Goldman Sachs at 877-255-5923 with questions about accessing this offer or applying for Apple Card. This offer cannot be combined with the Apple Employee Purchase Plan or business loyalty pricing. Availability of in-store promotion offerings may be limited by Apple Store location closures as a result of COVID-19. Additional restrictions apply. View full terms and conditions of offer here.

🍏 > Education

### Shop and Learn

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

### Services

Apple Music  
Apple TV+  
Apple Fitness+  
Apple News+  
Apple Arcade  
iCloud  
Apple One  
Apple Card  
Apple Books  
Apple Podcasts  
App Store

### Account

Manage Your Apple ID  
Apple Store Account  
iCloud.com

### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade In  
Order Status  
Shopping Help

### For Business

Apple and Business  
Shop for Business

### For Education

Apple and Education  
Shop for K-12  
Shop for College

### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

### For Government

Shop for Government  
Shop for Veterans and Military

### Apple Values

Accessibility  
Education  
Environment  
Inclusion and Diversity  
Privacy  
Racial Equity and Justice  
Supplier Responsibility

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Newsroom  
Apple Leadership  
Career Opportunities  
Investors  
Ethics & Compliance  
Events  
Contact Apple

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

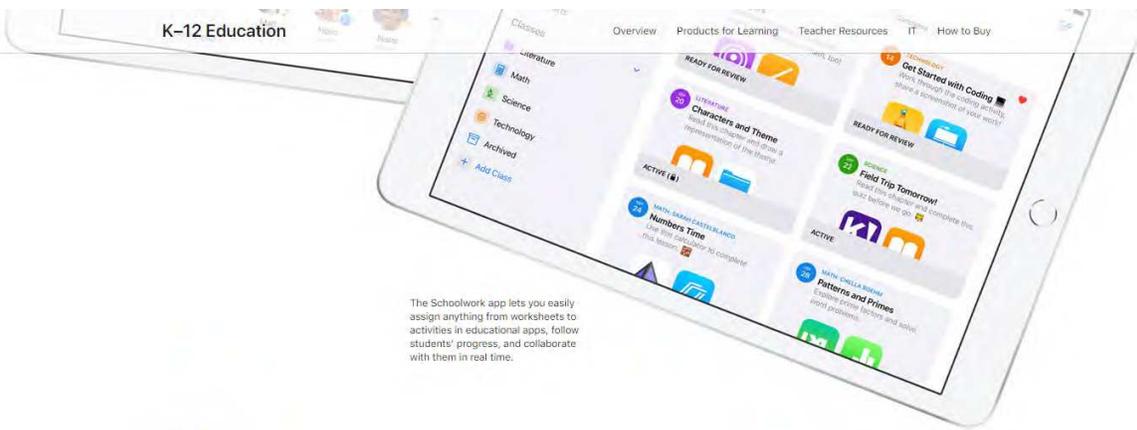
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United States

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

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





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



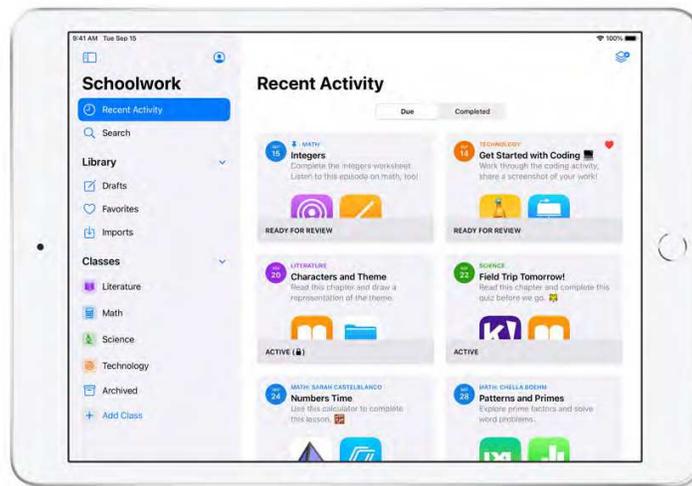
## Schoolwork

# A home base for you and your students.

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

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

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

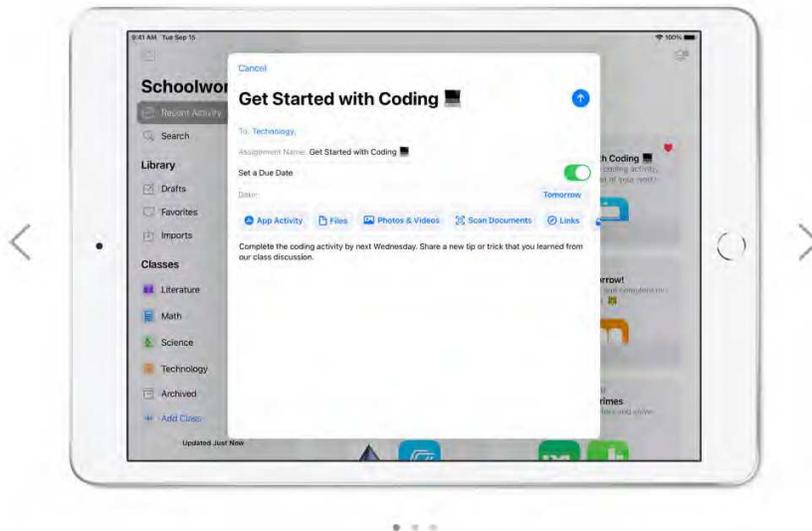


**Easily send out anything from announcements to assignments with Schoolwork.**

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

# announcements to assignments with Schoolwork.

to activities in apps. You can use them to  
Overview Products for Learning Teacher Resources IT How to Buy  
announcements, reminders, or assignments. And  
your students can view assignments across all their  
classes to keep track of everything they need to  
complete.



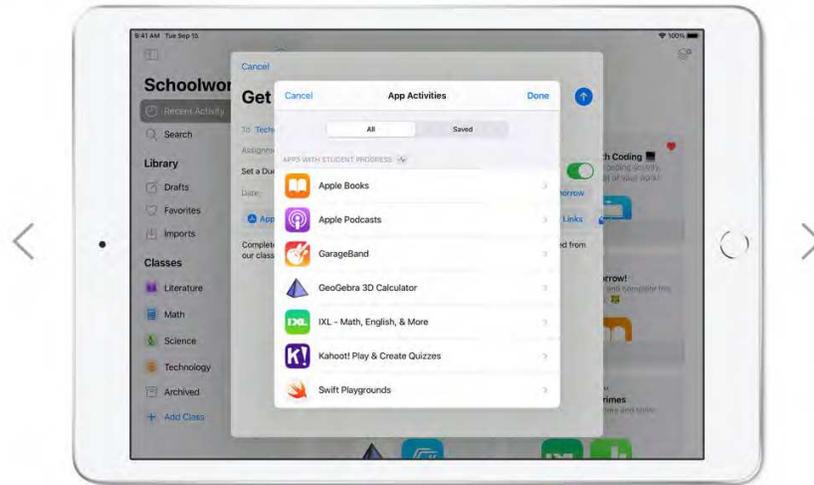
Create an assignment for an entire class or an individual student. Enter the recipient, date, description, and activity, and choose the optional request for return if you want the student to hand something in.

## Tap into the power of educational apps.

Some of the most useful educational materials are found within apps. But students, especially younger ones, often have a hard time finding those materials. Schoolwork makes it as easy as possible to direct students to the right place in the right app. First you can browse popular apps like Tynker, GeoGebra 3D Calculator, and Kahoot! To find content that fits your curriculum. Then you can select a specific app activity to share with students on an assignment. When students get the assignment with the activity you've chosen, they can go right to the activity with a single tap. It's all made possible by the developer framework called ClassKit. Many of the top educational apps are using ClassKit, with even more on the way.

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

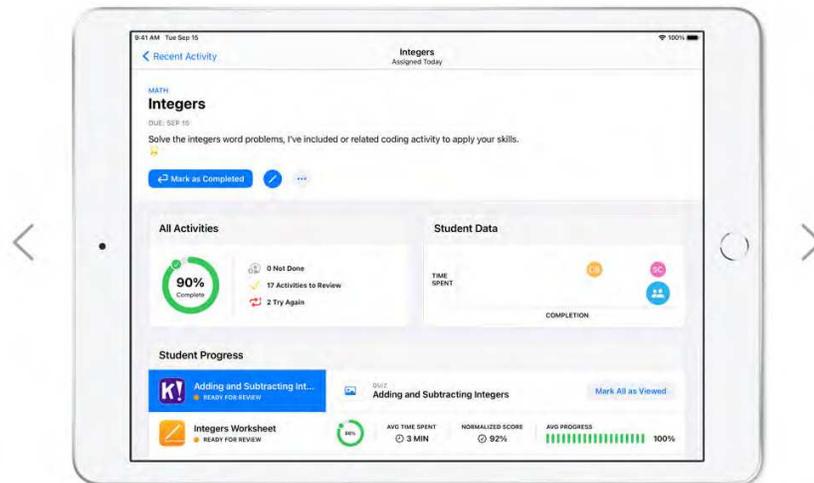




Tap to add an app activity, and you'll get a list of all your available apps, highlighting those that support student progress.

## Know how every student is doing at a glance.

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

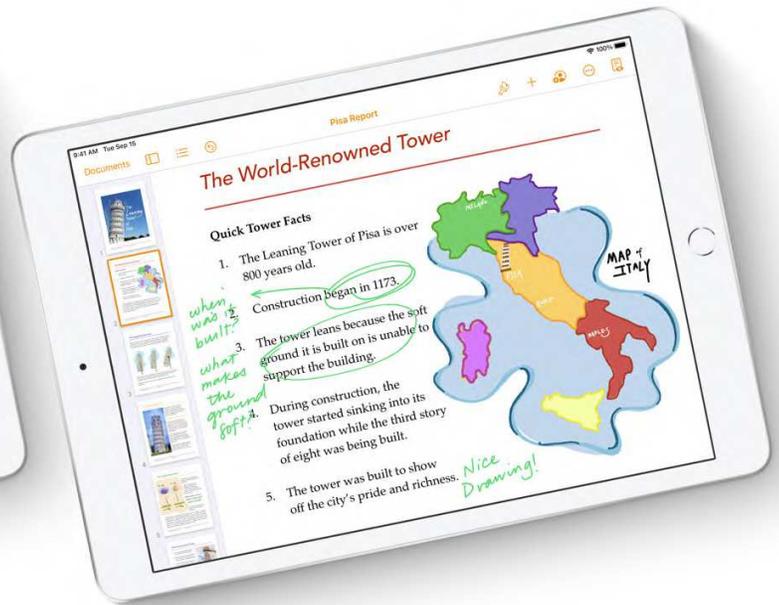


See how all your students are doing across assignments you've created and shared.

What is available

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

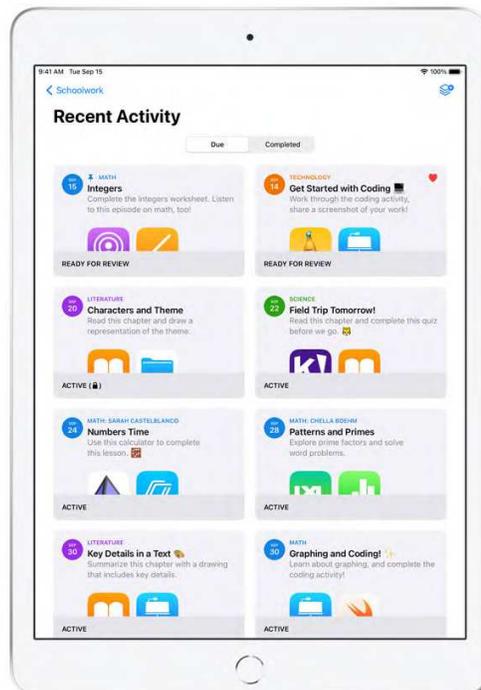
When you use Pages, Numbers, or Keynote in Schoolwork, it takes just a few taps to collaborate with your students on their assignments and add written or verbal feedback directly to their documents — at any time, from anywhere. You can even use Apple Pencil on iPad to mark up Pages documents as easily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



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

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

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





## Classroom

# Keep your class fun and engaged. And focused.

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

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

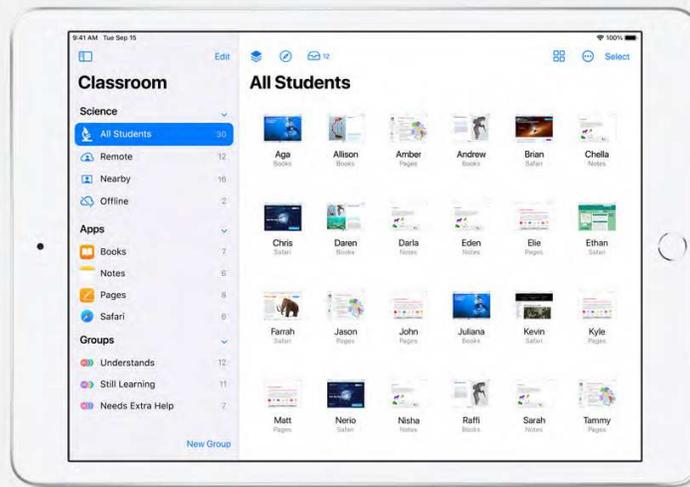
[View the Classroom User Guide for Mac >](#)



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

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





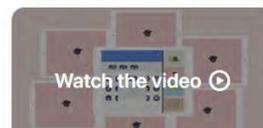
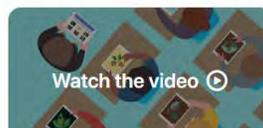
Support learning at any distance. Connect remotely with your students.

Whether you're in the classroom together with your students, learning from home, or a combination of both, Classroom will work at any distance. For your students, connecting to Classroom is as easy as answering a phone call. When connected, navigate your students to specific apps, view their screens, and see a summary of their engagement at the end of class.



Use the smart groups in the sidebar navigation to easily connect to and support students who are learning remotely.

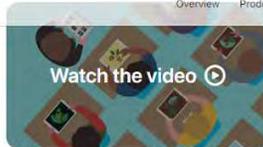
## Teachers love the Classroom app





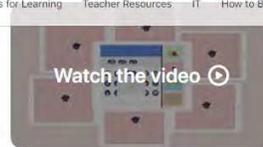
Watch the video

Show student work on the big screen.



Watch the video

See what students are working on.



Watch the video

Save time and focus on teaching.

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

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



## Privacy is built into everything we make.

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

Apple maintains certifications in compliance with the ISO standards over key in-scope systems supporting Apple's Education offerings. We also meet the requirements of the new EU GDPR framework. In addition, Apple has signed the [Student Privacy Pledge](#), further underscoring our commitment to protecting the information of students, parents, and teachers shared in our schools.

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

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

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



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

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

### Products for Learning

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

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

### More for Teachers

**Inspiration to help you inspire.**

[Learn more about Teacher Resources >](#)

🍏 K-12 Education Teaching Tools

#### Shop and Learn

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

#### Services

Apple Music  
Apple TV+  
Apple Fitness+  
Apple News+  
Apple Arcade  
iCloud  
Apple One  
Apple Card  
Apple Books  
Apple Podcasts  
App Store

#### Account

Manage Your Apple ID  
Apple Store Account  
iCloud.com

#### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade In  
Order Status  
Shopping Help

#### For Business

Apple and Business  
Shop for Business

#### For Education

Apple and Education  
Shop for K-12  
Shop for College

#### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

#### For Government

Shop for Government  
Shop for Veterans and Military

#### Apple Values

Accessibility  
Education  
Environment  
Inclusion and Diversity  
Privacy  
Racial Equity and Justice  
Supplier Responsibility

#### About Apple

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Apple Leadership  
Career Opportunities  
Investors  
Ethics & Compliance  
Events  
Contact Apple

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

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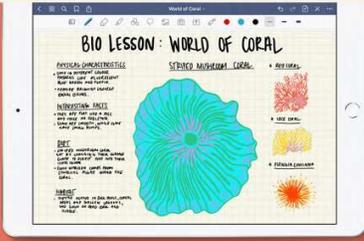
United States

# EXHIBIT 10

Create engaging learning experiences for students at home. [Learn more >](#)

# Teacher Resources

Bookmark this page to get the latest resources designed by Apple to inspire creativity in the classroom. Check out lesson ideas, find out how to use Apple technology and curricula, and join the conversation with fellow teachers.



## Apple Teacher

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





## The Apple Teacher Learning Center

Apple Teacher is a free, self-paced professional learning program that offers unlimited access to learning materials and content for using technology in education. Explore sample lessons from the Apple Teacher Learning Center below.

[Learn more about Apple Teacher >](#)

Sign in or sign up >



### Pages for iPad: Page Layout

Design your own page layouts with Pages for iPad.



### Keynote for iPad: Drawing

Add drawings to slides with Keynote for iPad.



### iMovie for iPad: Green Screen



### GarageBand for iPad: Audio Recorder

## iMovie for iPad: Green Screen

Superimpose video clips using green-screen effects with iMovie for iPad.

## GarageBand for iPad: Audio Recorder

Record your voice with GarageBand for iPad.

## Learn how teachers are using Apple resources in their classrooms.

### Brittany Wright

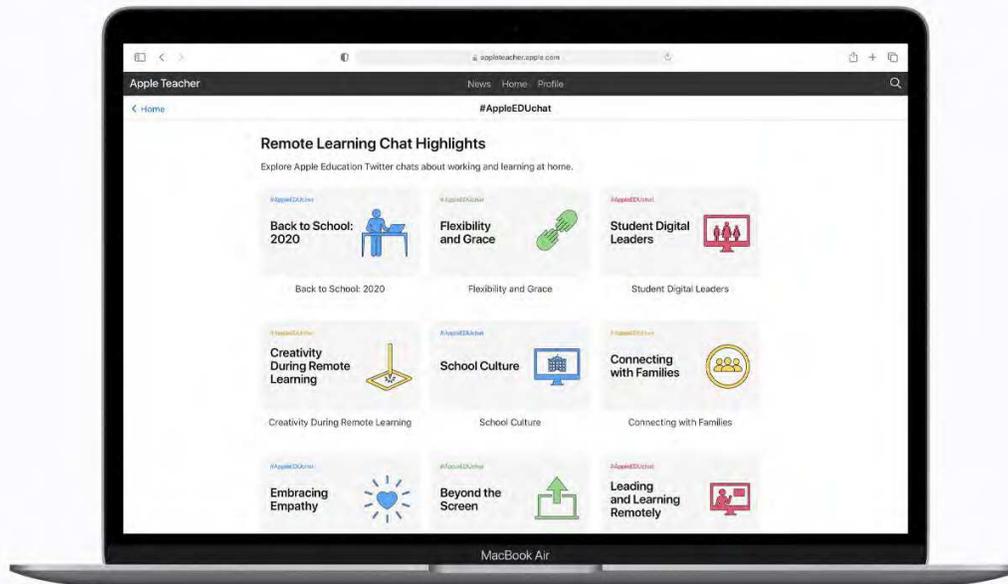
Communications Teacher  
Lubbock-Cooper High School  
Texas, USA

"Throughout my journey as an Apple Teacher, I've learned how to integrate apps into my curriculum for a more differentiated experience. I've incorporated things like video and podcast creation to help my students learn in more memorable ways."



### Community

## Connect with other teachers to share experiences, ideas, and inspiration.



### Twitter Chat

Be part of the conversation on Twitter @AppleEDU and #AppleEDUChat, or check out previous chats on the Apple Teacher Learning Center.

[Follow @AppleEDU on Twitter](#)

### Apple Distinguished Educators

Learn from a global community of mentor educators who share their expertise teaching with Apple products. They regularly write and publish digital books, share podcasts, and speak at educational events.

[Learn more about Apple Distinguished Educators](#)

### Today at Apple

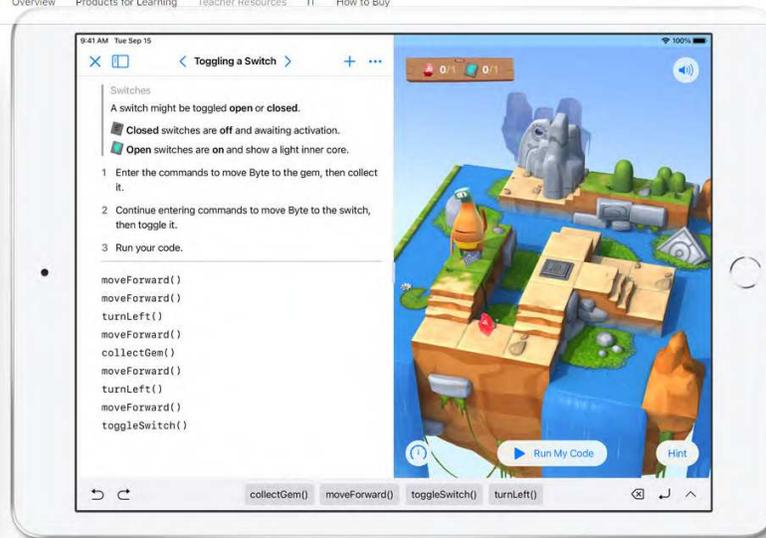
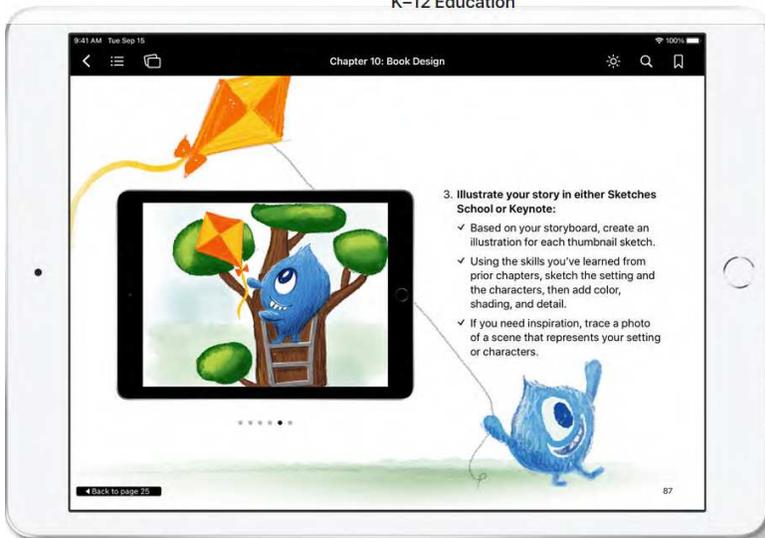
Educators can join free sessions in-store and online that inspires hands-on creativity in photography, art, design, coding, music, and more using iPad, iPhone, and Mac.

[Find Today at Apple sessions](#)

## Curricula and Project Guides

**Learn how to integrate creativity and coding into every lesson, even if you're new to the subject.**





### Everyone Can Create

Project guides that help teach students to develop and communicate their ideas through drawing, photography, video, and music.

[Learn more about Everyone Can Create >](#)  
[View the project guides >](#)

### Everyone Can Code

Resources that help teachers introduce students to real Swift code through interactive puzzles, playful characters, and activities for both inside and outside the classroom.

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

### Develop in Swift

Curricula and free online professional learning that makes it easy for teachers to get started and help students dive right into designing and developing apps.

[Learn more about Develop in Swift >](#)



**Augmented reality on iPad.** Augmented reality apps and lesson ideas that help teachers connect different subjects to the real world.

[Explore lessons with Augmented Reality on iPad](#)  
[Download AR Activities for Kids \(PDF\)](#)

## Teaching Tools

# Simplify daily teaching tasks and provide personalized learning for each student.



Classroom





### Classroom

The Classroom app is a versatile teaching assistant that lets you take charge of every iPad and Mac for instruction in the classroom and remotely, to keep students on track.

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

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



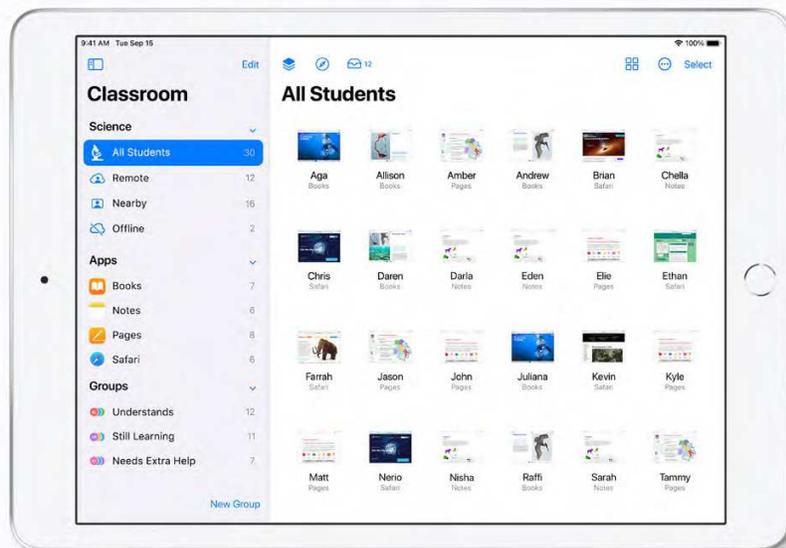
### Schoolwork

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

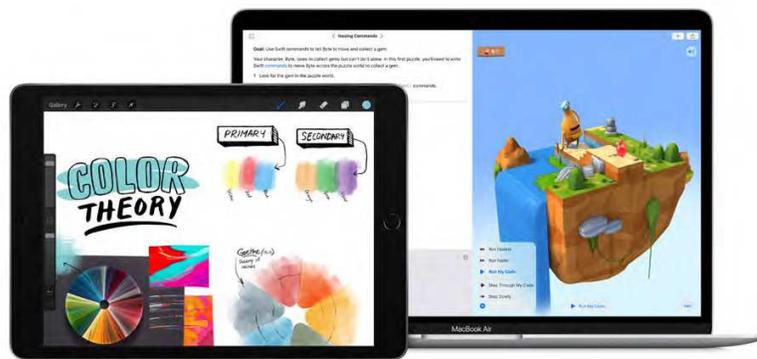
[View Getting Started with Schoolwork \(PDF\)](#)

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

[Learn more about Tools for Teaching >](#)



## How to Buy



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

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

[Learn more >](#)

[Save on Mac and iPad >](#)

**Shop and Learn**

Mac  
iPad  
iPhone

**Services**

Apple Music  
Apple TV+  
Apple Fitness+

**Apple Store**

Find a Store  
Shop Online  
Genius Bar

**For Business**

Apple and Business  
Shop for Business

For Education

**Apple Values**

Accessibility  
Education  
Environment



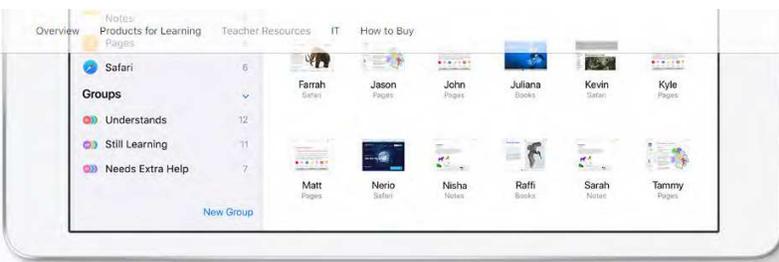
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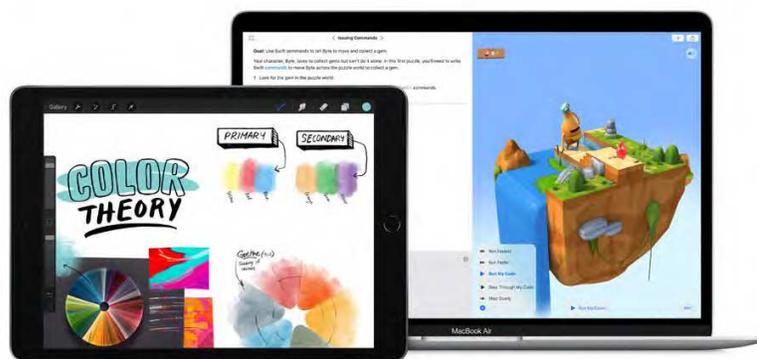
[View Getting Started with Schoolwork \(PDF\)](#)

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

[Learn more about Tools for Teaching >](#)



# How to Buy



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

[Learn more >](#)

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

[Save on Mac and iPad >](#)

#### Shop and Learn

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

#### Services

- Apple Music
- Apple TV+
- Apple Fitness+
- Apple News+
- Apple Arcade
- iCloud
- Apple One
- Apple Card
- Apple Books
- Apple Podcasts
- App Store

#### Account

- Manage Your Apple ID
- Apple Store Account
- iCloud.com

#### Apple Store

- Find a Store
- Shop Online
- Genius Bar
- Today at Apple
- Apple Camp
- Apple Store App
- Refurbished and Clearance
- Financing
- Apple Trade In
- Order Status
- Shopping Help

#### For Business

- Apple and Business
- Shop for Business

#### For Education

- Apple and Education
- Shop for K-12
- Shop for College

#### For Healthcare

- Apple in Healthcare
- Health on Apple Watch
- Health Records on iPhone

#### For Government

- Shop for Government
- Shop for Veterans and Military

#### Apple Values

- Accessibility
- Education
- Environment
- Inclusion and Diversity
- Privacy
- Racial Equity and Justice
- Supplier Responsibility

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- Apple Leadership
- Career Opportunities
- Investors
- Ethics & Compliance
- Events
- Contact Apple

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

# EXHIBIT 11

Apple and ConnectED

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

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

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

Nina, Student  
Nanwalek School

Establishing Goals

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

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

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



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

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

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

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

[View on iBooks ↗](#)

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

## Building Infrastructure

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

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

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

760,320

feet of Internet cable  
have been installed in  
Apple ConnectED schools

95

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

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

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

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

[View on iBooks ↗](#)

95

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



Tommy Evans, Aide  
Nanwalek School

### Preparing Teachers

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

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

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

4,400+

teachers are using iPad in Apple ConnectED schools

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

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

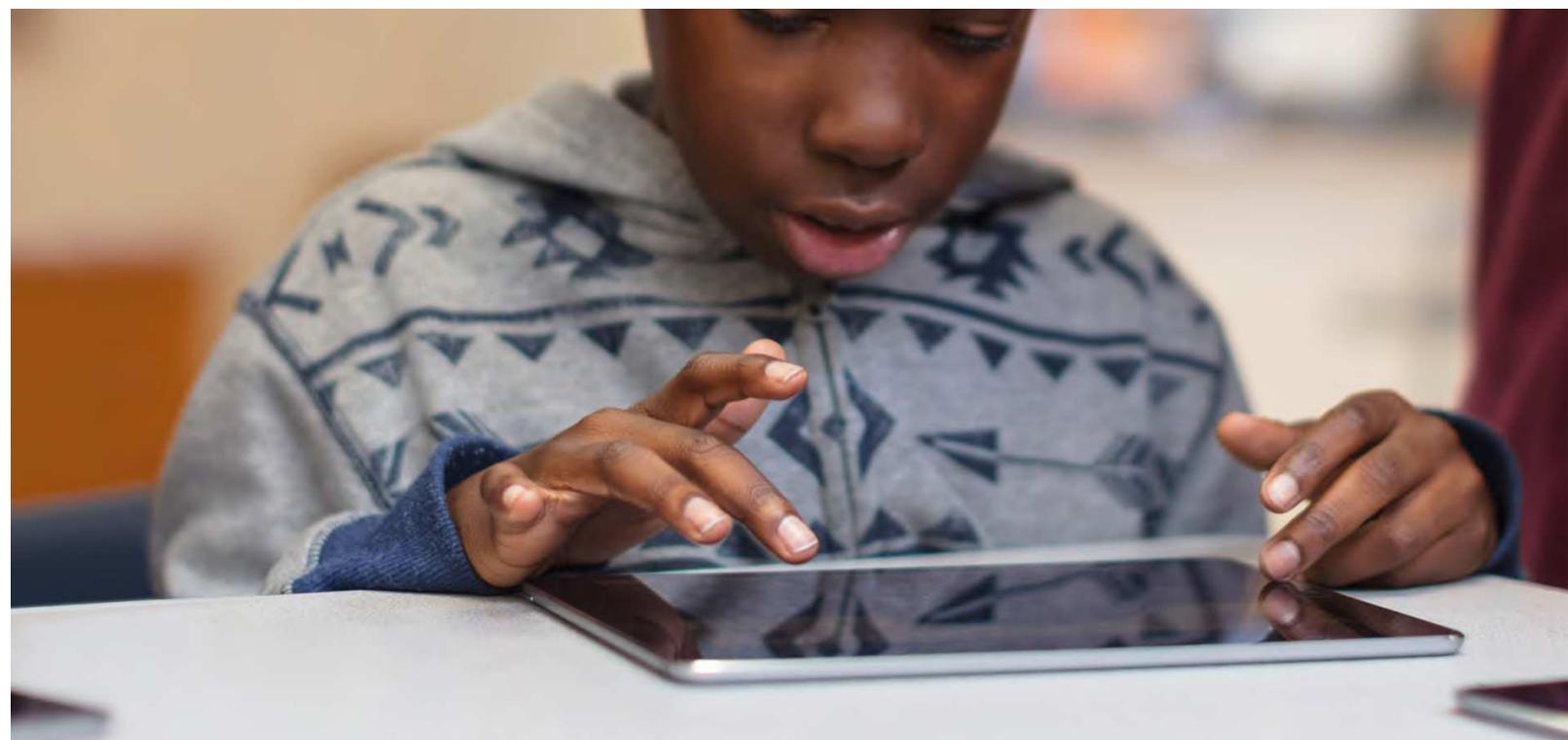
Inspired by his professional learning workshops and the agricultural community that surrounds the school, Gordon teaches a lesson about the Archimedes screw, an irrigation device invented in ancient Greece. Using animated simulations in apps, the lesson enables students to rotate iPad for a 3D look at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

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

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

Kirt Gordon, Teacher  
Salida del Sol Elementary School





Delivering Devices to Students

## “When something’s on iPad, it’s automatically fun.”

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

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

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

Leondis, Student  
Walton Middle School

# 55,000+

students are learning with iPad in  
Apple ConnectED schools



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

Providing Ongoing Support

## “It’s not just ‘Here are the devices, figure out how to use them.’ We’re learning how to do it for life.”

“It’s not just ‘Here are the devices, figure out how to use them.’ We’re learning how to do it for life.”

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

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

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

[Learn more about Apple Teacher >](#)

2,190

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

Brandon Small, Teacher  
Westview Middle School



Brandon Small, Teacher  
Westview Middle School

## Apple and ConnectED Partner Schools

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

 [ConnectED](#)

### Shop and Learn

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

### Services

Apple Music  
Apple TV+  
Apple Fitness+  
Apple News+  
Apple Arcade  
iCloud  
Apple One  
Apple Card  
Apple Books  
Apple Podcasts  
App Store

### Account

Manage Your Apple ID  
Apple Store Account  
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### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade In  
Order Status  
Shopping Help

### For Business

Apple and Business  
Shop for Business

### For Education

Apple and Education  
Shop for K-12  
Shop for College

### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

### For Government

Shop for Government  
Shop for Veterans and Military

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Education  
Environment  
Inclusion and Diversity  
Privacy  
Racial Equity and Justice  
Supplier Responsibility

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Career Opportunities  
Investors  
Ethics & Compliance  
Events  
Contact Apple

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

# EXHIBIT 12

### Product Skills

Join us live for virtual sessions to learn the basics of your Apple devices. We'll cover hardware, settings, and more.



Learn, create, and be inspired with Today at Apple. Find a session that's right for you.

[Chicago area](#)

# Photography

Learn essential photo skills, experiment with portraiture, and even break the rules for more artful photos.

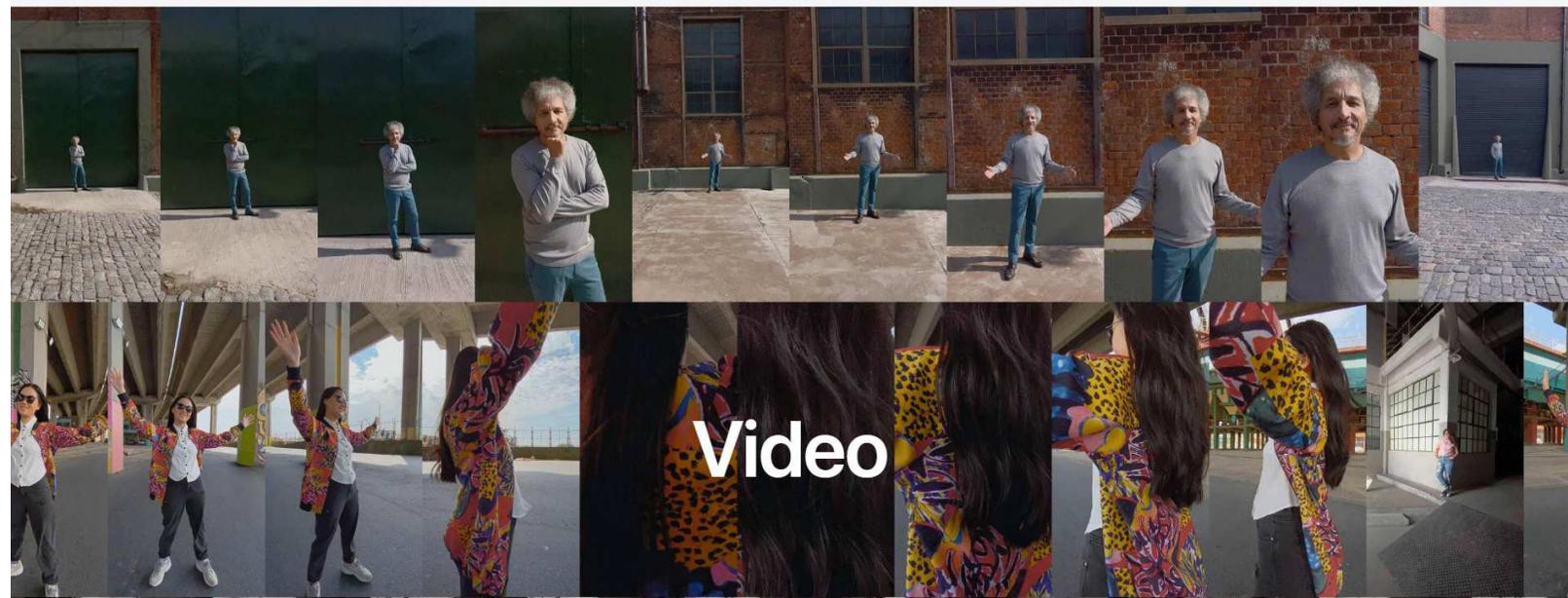


Photo Walk  
Framing Architecture

[See times and locations](#)

See all upcoming Photography sessions.

[View Calendar](#)





Explore storytelling secrets and editing magic in fun, immersive sessions that bring your videos to life.

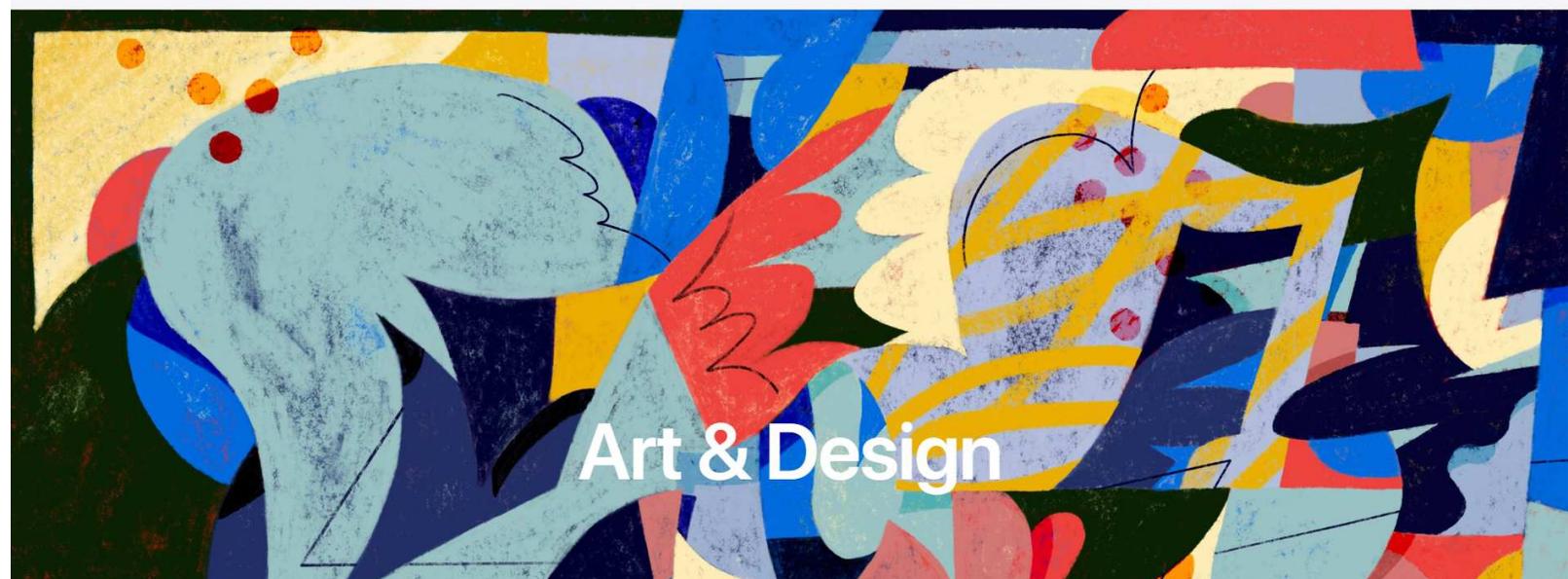


**Video Lab for Kids**  
Making a Movie Trailer

[See times and locations](#)

See all upcoming Video sessions.

[View Calendar](#)





From design to drawing and painting, unlock new styles and techniques to push your creative expression.



**Art Walk**  
Discovering Color

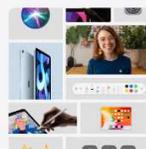
[See times and locations](#)

See all upcoming Art & Design sessions.

[View Calendar](#)

## Products

New to Apple products or just need a refresher? Start here.



**Virtual Session**  
Getting Started with iPad

Online - See times



**Virtual Session**  
Getting Started with Mac

Online - See times



**Virtual Session**  
Getting Started with iPhone

Online - See times

See all upcoming Products sessions.

[View Calendar](#)

See all upcoming Products sessions.

[View Calendar](#)

## Upcoming Sessions

Sun, September 5

### Photo Walk: Framing Architecture

2:30 p.m. – 4:00 p.m.  
Apple Northbrook

[Details](#)

Mon, September 6

Product Skills

### Virtual Session: Getting Started with iPad

10:00 a.m. – 11:00 a.m. CDT  
Online

[Details](#)

### Art Walk: Discovering Color

2:30 p.m. – 4:00 p.m.  
Apple Northbrook

[Details](#)

Wed, September 8

Product Skills

### Virtual Session: Getting Started with Mac

1:30 p.m. – 2:30 p.m. CDT  
Online

[Details](#)

### Video Lab for Kids: Making a Movie Trailer

4:00 p.m. – 5:30 p.m.  
Apple Northbrook

[Details](#)

See all upcoming sessions.

[View Calendar](#)

We use your IP address or browser to approximate your location. This information is discarded at the end of your session or in accordance with your browser settings.

 Today at Apple

#### Shop and Learn

Mac  
iPad  
iPhone  
Watch  
TV  
Music

#### Services

Apple Music  
Apple TV+  
Apple Fitness+  
Apple News+  
Apple Arcade  
iCloud

#### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camo  
Apple Store App

#### For Business

Apple and Business  
Shop for Business  
  
**For Education**  
Apple and Education  
Shop for K-12  
Shop for College

#### Apple Values

Accessibility  
Education  
Environment  
Inclusion and Diversity  
Privacy  
Racial Equity and Justice

# Upcoming Sessions

Sun, September 5

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Apple Northbrook

[Details](#)

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Apple Northbrook

[Details](#)

Wed, September 8

Product Skills

## Virtual Session: Getting Started with Mac

1:30 p.m. – 2:30 p.m. CDT  
Online

[Details](#)

## Video Lab for Kids: Making a Movie Trailer

4:00 p.m. – 5:30 p.m.  
Apple Northbrook

[Details](#)

See all upcoming sessions.

[View Calendar](#)

We use your IP address to determine your location. This information is discarded at the end of your session or in accordance with your browser settings.

 Today at Apple

### Shop and Learn

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

### Services

Apple Music  
Apple TV+  
Apple Fitness+  
Apple News+  
Apple Arcade  
iCloud  
Apple One  
Apple Card  
Apple Books  
Apple Podcasts  
App Store

### Account

Manage Your Apple ID  
Apple Store Account  
iCloud.com

### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade-In  
Order Status  
Shopping Help

### For Business

Apple and Business  
Shop for Business

### For Education

Apple and Education  
Shop for K-12  
Shop for College

### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

### For Government

Shop for Government  
Shop for Veterans and Military

### Apple Values

Accessibility  
Education  
Environment  
Inclusion and Diversity  
Privacy  
Racial Equity and Justice  
Supplier Responsibility

### About Apple

Newsroom  
Apple Leadership  
Career Opportunities  
Investors  
Ethics & Compliance  
Events  
Contact Apple

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

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[Sales and Refunds](#)

[Legal](#)

[Site Map](#)

United States



## Inspiring creative activities. From our home to yours.

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

### Add a bit of magic to videos with Clips





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

## Add drama and style to your portraits with iPhone



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

## Make your videos more cinematic with iPhone



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



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

## Turn your home into music with GarageBand



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

## Draw playful portraits with iPad



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

## Capture striking photography with iPhone





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

## Shoot photos full of personality with iPhone



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

[Share this page](#)

Features shown in these videos vary by model.

We use your IP address or browser to approximate your location. This information is discarded at the end of your session or in accordance with your browser settings.

[Today at Apple](#) > Inspiring creative activities. From our home to yours.

[Shop and Learn](#)  
Mac

[Services](#)  
Apple Music

[Apple Store](#)  
Find a Store

[For Business](#)  
Apple and Business

[Apple Values](#)  
Accessibility



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

## Shoot photos full of personality with iPhone



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

Share this page

Features shown in these videos vary by model.

We use your IP address or browser to approximate your location. This information is discarded at the end of your session or in accordance with your browser settings.

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

### Shop and Learn

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

### Services

Apple Music  
Apple TV+  
Apple Fitness+  
Apple News+  
Apple Arcade  
iCloud  
Apple Card  
Apple Books  
Apple Podcasts  
App Store

### Account

Manage Your Apple ID  
Apple Store Account  
iCloud.com

### Apple Store

Find a Store  
Shop Online  
Genius Bar  
Today at Apple  
Apple Camp  
Apple Store App  
Refurbished and Clearance  
Financing  
Apple Trade In  
Order Status  
Shopping Help

### For Business

Apple and Business  
Shop for Business

### For Education

Apple and Education  
Shop for K-12  
Shop for College

### For Healthcare

Apple in Healthcare  
Health on Apple Watch  
Health Records on iPhone

### For Government

Shop for Government  
Shop for Veterans and Military

### Apple Values

Accessibility  
Education  
Environment  
Inclusion and Diversity  
Privacy  
Racial Equity and Justice  
Supplier Responsibility

### About Apple

Newsroom  
Apple Leadership  
Career Opportunities  
Investors  
Ethics & Compliance  
Events  
Contact Apple

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

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United States

# EXHIBIT 13

**Generated on:** This page was generated by TSDR on 2021-08-09 17:44:19 EDT

**Mark:** APPLE

# APPLE

**US Serial Number:** 77428980

**Application Filing Date:** Mar. 22, 2008

**US Registration Number:** 4088195

**Registration Date:** Jan. 17, 2012

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Cancellation/Invalidation Pending

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

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

**Status Date:** Mar. 27, 2018

**Publication Date:** Feb. 16, 2010

**Notice of Allowance Date:** May 11, 2010

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## Mark Information

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**Mark Literal Elements:** APPLE

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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

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## Related Properties Information

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**International Registration Number:** 0978171

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

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

---

## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 6313316

**Foreign Application Filing Date:** Sep. 28, 2007

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

---

## Goods and Services

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**Note:**

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

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

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

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 01, 1981

**Use in Commerce:** Mar. 01, 1981

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** JOSEPH PETERSEN  
KILPATRICK TOWNSEND & STOCKTON LLP  
1080 MARSH ROAD  
MENLO PARK, CALIFORNIA UNITED STATES 94025

**Phone:** 650-614-6427

**Fax:** 408-253-0186

**Correspondent e-mail:** [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) [JGonder@kilpatricktownsend.com](mailto:JGonder@kilpatricktownsend.com) [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jan. 17, 2021	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 11, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Mar. 11, 2019	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	30006
Mar. 08, 2019	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Dec. 13, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	30006
Dec. 12, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	30006
Sep. 27, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	86331
Aug. 29, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	86331
Aug. 21, 2018	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Mar. 27, 2018	CANCELLATION INSTITUTED NO. 999999	68213
Feb. 22, 2018	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	85319
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 01, 2018	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	85319
Jan. 17, 2018	TEAS SECTION 8 & 15 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 17, 2017	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 17, 2012	REGISTERED-PRINCIPAL REGISTER	
Dec. 13, 2011	NOTICE OF ACCEPTANCE OF STATEMENT OF USE MAILED	
Dec. 12, 2011	LAW OFFICE REGISTRATION REVIEW COMPLETED	77312
Dec. 12, 2011	ASSIGNED TO LIE	77312
Nov. 22, 2011	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Nov. 17, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 16, 2011	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 11, 2011	USE AMENDMENT FILED	69302
Nov. 16, 2011	EXTENSION 3 GRANTED	69302
Nov. 11, 2011	EXTENSION 3 FILED	69302
Nov. 11, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 11, 2011	TEAS EXTENSION RECEIVED	
Nov. 11, 2011	TEAS STATEMENT OF USE RECEIVED	
May 12, 2011	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
May 11, 2011	EXTENSION 2 GRANTED	69302
May 10, 2011	EXTENSION 2 FILED	69302
May 10, 2011	TEAS EXTENSION RECEIVED	
Nov. 18, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 17, 2010	EXTENSION 1 GRANTED	69302
Nov. 08, 2010	EXTENSION 1 FILED	69302
Nov. 17, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Nov. 08, 2010	TEAS EXTENSION RECEIVED	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
May 11, 2010	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Feb. 16, 2010	PUBLISHED FOR OPPOSITION	
Jan. 27, 2010	NOTICE OF PUBLICATION	
Jan. 12, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76985
Jan. 11, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Dec. 22, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Dec. 22, 2009	TEAS RESPONSE TO SUSPENSION INQUIRY RECEIVED	
Jun. 23, 2009	INQUIRY AS TO SUSPENSION MAILED	

Jun. 22, 2009	SUSPENSION INQUIRY WRITTEN	82420
Jun. 09, 2009	LIE CHECKED SUSP - TO ATTY FOR ACTION	76985
Jun. 09, 2009	ASSIGNED TO LIE	76985
Dec. 09, 2008	LETTER OF SUSPENSION MAILED	
Dec. 08, 2008	SUSPENSION LETTER WRITTEN	82420
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 27, 2008	NON-FINAL ACTION MAILED	
May 27, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Mar. 27, 2008	TEAS AMENDMENT ENTERED BEFORE ATTORNEY ASSIGNED	88889
Mar. 27, 2008	TEAS VOLUNTARY AMENDMENT RECEIVED	
Mar. 26, 2008	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 112

**Date in Location:** Mar. 11, 2019

# United States of America

United States Patent and Trademark Office

# APPLE

**Reg. No. 4,088,195**

**Registered Jan. 17, 2012**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

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

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



*David J. Kappas*

Director of the United States Patent and Trademark Office

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

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

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

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

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

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

MARILYN IZZI, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2021-08-09 21:20:18 EDT

Mark:



US Serial Number: 78943482

Application Filing Date: Aug. 02, 2006

US Registration Number: 3298028

Registration Date: Sep. 25, 2007

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Apr. 05, 2018

Publication Date: Jul. 10, 2007

## Mark Information

Mark Literal Elements: None

Standard Character Claim: No

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

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

Design Search Code(s): 05.09.05 - Apples

## Related Properties Information

International Registration Number: 0946932

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

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

## Goods and Services

### Note:

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

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

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

International Class(es): 035 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: Mar. 01, 1981

Use in Commerce: Mar. 01, 1981

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

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 01, 1981

**Use in Commerce:** Mar. 01, 1981

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto: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](mailto:trademarkdocket@apple.com) [karenmarie\\_kitterm@apple.com](mailto:karenmarie_kitterm@apple.com)  
[an@apple.com](mailto:an@apple.com) [amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

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

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

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Apr. 05, 2018

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** APPLE INC.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

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

**Pages:** 5

**Date Recorded:** Jan. 25, 2007

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

### Assignor

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

**Execution Date:** Jan. 09, 2007

**Legal Entity Type:** CORPORATION

**State or Country:** CALIFORNIA

**Where Organized:**

**Assignee**

**Name:** [APPLE INC.](#)

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

**Address:** 1 INFINITE LOOP  
CUPERTINO, CALIFORNIA 95014

**Correspondent**

**Correspondent Name:** THOMAS R. LA PERLE

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

**Domestic Representative - Not Found**

**Int. Cls.: 35 and 41**

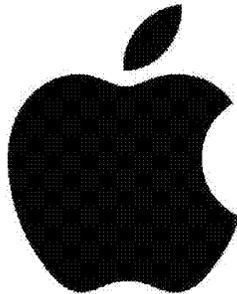
**Prior U.S. Cls.: 100, 101, 102 and 107**

**Reg. No. 3,298,028**

**United States Patent and Trademark Office**

**Registered Sep. 25, 2007**

**SERVICE MARK  
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

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

JEFFERY COWARD, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2021-08-30 18:08:00 EDT

**Mark:** APPLE

**US Serial Number:** 78170383

**Application Filing Date:** Oct. 02, 2002

**US Registration Number:** 2808567

**Registration Date:** Jan. 27, 2004

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Feb. 10, 2014

**Publication Date:** Nov. 04, 2003

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## Mark Information

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**Mark Literal Elements:** APPLE

**Standard Character Claim:** No

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

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## Related Properties Information

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**International Registration Number:** 0870749

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

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

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## Goods and Services

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**Note:**

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

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

**For:** COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [ COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT

SERVICES TO OTHERS; ] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 1980

**Use in Commerce:** Sep. 1980

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto: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](mailto:trademarkdocket@apple.com) [karenmarie\\_kitterm@apple.com](mailto:karenmarie_kitterm@apple.com)  
[an@apple.com](mailto:an@apple.com) [amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

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

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

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Feb. 10, 2014

## Assignment Abstract Of Title Information

### Summary

**Total Assignments:** 1

**Registrant:** Apple Computer, Inc.

### Assignment 1 of 1

**Conveyance:** CHANGE OF NAME

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

**Pages:** 5

**Date Recorded:** Jan. 25, 2007

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

### Assignor

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

**Execution Date:** Jan. 09, 2007

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

### Assignee

**Name:** [APPLE INC.](#)

**State or Country Where Organized:** CALIFORNIA

**Legal Entity Type:** CORPORATION

**Address:** 1 INFINITE LOOP  
CUPERTINO, CALIFORNIA 95014

### Correspondent

**Correspondent Name:** THOMAS R. LA PERLE

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

**Domestic Representative - Not Found**

**Int. Cl.: 42**

**Prior U.S. Cls.: 100 and 101**

**Reg. No. 2,808,567**

**United States Patent and Trademark Office**

**Registered Jan. 27, 2004**

**SERVICE MARK  
PRINCIPAL REGISTER**

**APPLE**

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

FOR: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SER-

VICES TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

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

OWNER OF U.S. REG. NOS. 1,078,312, 2,132,209 AND OTHERS.

SER. NO. 78-170,383, FILED 10-2-2002.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2021-08-30 18:09:05 EDT

**Mark:** APPLE NEWS

# APPLE NEWS

**US Serial Number:** 86819744

**Application Filing Date:** Nov. 13, 2015

**US Registration Number:** 5341294

**Registration Date:** Nov. 21, 2017

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

**Status Date:** Nov. 21, 2017

**Publication Date:** Apr. 19, 2016

**Notice of Allowance Date:** Jun. 14, 2016

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## Mark Information

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**Mark Literal Elements:** APPLE NEWS

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "NEWS"

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## Related Properties Information

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**International Registration Number:** 1282110

**International Application(s) /Registration(s) Based on this Property:** A0054639/1282110

**Claimed Ownership of US Registrations:** 2808567, 3710912, 4088195 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 67139

**Foreign Application Filing Date:** May 13, 2015

**Foreign Application/Registration Country:** JAMAICA

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## Goods and Services

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**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 services, namely, providing a user-customized feed of news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, audio, video, and multimedia content; providing search engines for obtaining data via the internet and other electronic communications networks; providing online non-downloadable application development software, and technical support and consultation services for developing computer applications

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 08, 2015

**Use in Commerce:** Sep. 16, 2015

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

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

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 21, 2017	REGISTERED-PRINCIPAL REGISTER	
Oct. 19, 2017	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Oct. 18, 2017	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Oct. 17, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	70633
Oct. 17, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	70633
Oct. 16, 2017	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 14, 2017	NOTIFICATION OF NON-FINAL ACTION E-MAILED	
Apr. 14, 2017	NON-FINAL ACTION E-MAILED	

Apr. 14, 2017	SU - NON-FINAL ACTION - WRITTEN	92558
Mar. 23, 2017	STATEMENT OF USE PROCESSING COMPLETE	66154
Mar. 13, 2017	USE AMENDMENT FILED	66154
Mar. 23, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	66154
Mar. 13, 2017	TEAS STATEMENT OF USE RECEIVED	
Dec. 15, 2016	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 13, 2016	EXTENSION 1 GRANTED	98765
Dec. 13, 2016	EXTENSION 1 FILED	98765
Dec. 13, 2016	TEAS EXTENSION RECEIVED	
Jun. 14, 2016	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Apr. 19, 2016	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Apr. 19, 2016	PUBLISHED FOR OPPOSITION	
Mar. 30, 2016	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 17, 2016	LAW OFFICE PUBLICATION REVIEW COMPLETED	70633
Mar. 15, 2016	ASSIGNED TO LIE	70633
Feb. 24, 2016	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 24, 2016	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 24, 2016	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Feb. 24, 2016	EXAMINERS AMENDMENT E-MAILED	6328
Feb. 24, 2016	EXAMINERS AMENDMENT -WRITTEN	92558
Feb. 19, 2016	ASSIGNED TO EXAMINER	92558
Nov. 18, 2015	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 17, 2015	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Oct. 18, 2017

## Proceedings

### Summary

**Number of Proceedings:** 3

### Type of Proceeding: Opposition

**Proceeding Number:** [91269672](#)

**Filing Date:** Jun 02, 2021

**Status:** Suspended

**Status Date:** Jul 24, 2021

**Interlocutory Attorney:** MARY CATHERINE FAINT

#### Defendant

**Name:** Campbell, Ayana

**Correspondent Address:** CAMPBELL, AYANA  
292 EAST 34TH STREET  
BROOKLYN NY UNITED STATES , 11203

**Correspondent e-mail:** [ayanacampbell@icloud.com](mailto:ayanacampbell@icloud.com) , [tmapp@legalzoom.com](mailto:tmapp@legalzoom.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
GREEN APPLES	Opposition Pending	<a href="#">90111541</a>	

#### 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](mailto:bbryner@kilpatricktownsend.com) , [bbryner@kilpatricktownsend.com](mailto:bbryner@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [HYang@kilpatricktownsend.com](mailto:HYang@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE BOOKS	Registered	<a href="#">88025718</a>	<a href="#">6309372</a>
APPLE NEWS	Registered	<a href="#">86819678</a>	<a href="#">5346816</a>
NEWS+	Registered	<a href="#">88559819</a>	<a href="#">6015367</a>
APPLE NEWS	Registered	<a href="#">86819705</a>	<a href="#">5291678</a>
APPLE NEWS	Registered	<a href="#">86819744</a>	<a href="#">5341294</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 02, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 03, 2021	Jul 13, 2021
3	INSTITUTED	Jun 03, 2021	
4	NOTICE OF DEFAULT	Jul 24, 2021	

**Type of Proceeding: Opposition**

Proceeding Number: [91269632](#)

Filing Date: Jun 01, 2021

Status: Terminated

Status Date: Aug 11, 2021

Interlocutory Attorney: KATIE BUKRINSKY

**Defendant**

Name: Amir Afuta

Correspondent Address: AMIR AFUTA  
1244 SOUTH SALT AIR AVENUE APARTMENT 3  
LOS ANGELES CA UNITED STATES , 90025

Correspondent e-mail: [amir@applatonic.com](mailto:amir@applatonic.com) , [amir.afuta@gmail.com](mailto:amir.afuta@gmail.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLATONIC	Published For Opposition	<a href="#">90052350</a>	

**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](mailto:bbryner@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com) , [ndrake@kilpatricktownsend.com](mailto:ndrake@kilpatricktownsend.com) , [chawthorne@kilpatricktownsend.com](mailto:chawthorne@kilpatricktownsend.com) , [hyang@kilpatricktownsend.com](mailto:hyang@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APP STORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77525433</a>	<a href="#">4829304</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">77388365</a>	<a href="#">3710912</a>
APPLE MUSIC	Registered	<a href="#">86659908</a>	<a href="#">5851763</a>

APPLE NEWS	Registered	<a href="#">86819744</a>	<a href="#">5341294</a>
APPLE	Registered	<a href="#">87499907</a>	<a href="#">6315884</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499847</a>	<a href="#">3717431</a>
MUSIC	Registered	<a href="#">86662532</a>	<a href="#">5251657</a>
MUSIC	Registered	<a href="#">86663157</a>	<a href="#">5851764</a>
MUSIC UP NEXT	Registered	<a href="#">87646704</a>	<a href="#">5604598</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
	Registered	<a href="#">87499977</a>	<a href="#">6315885</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 01, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 01, 2021	Jul 11, 2021
3	INSTITUTED	Jun 01, 2021	
4	P MOT FOR EXT W/ CONSENT	Jul 07, 2021	
5	EXTENSION OF TIME GRANTED	Jul 07, 2021	
6	MOT TO AMEND APPLICATION	Jul 29, 2021	
7	BD DECISION: OPP DISMISSED W/O PREJ	Aug 11, 2021	
8	TERMINATED	Aug 11, 2021	

#### Type of Proceeding: Opposition

**Proceeding Number:** [91249503](#)

**Filing Date:** Jul 15, 2019

**Status:** Terminated

**Status Date:** Oct 17, 2019

**Interlocutory Attorney:** MARY CATHERINE FAINT

#### Defendant

**Name:** TeakOrigin Inc.

**Correspondent Address:** JESSICA S PARISE  
GOODWIN PROCTER LLP  
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING  
NEW YORK NY UNITED STATES , 10018

**Correspondent e-mail:** [TMadmin@goodwinlaw.com](mailto:TMadmin@goodwinlaw.com) , [JParise@goodwinlaw.com](mailto:JParise@goodwinlaw.com) , [SAlliRampersad@goodwinlaw.com](mailto:SAlliRampersad@goodwinlaw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88090562</a>	

#### 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](mailto:jpetersen@kilpatricktownsend.com) , [SManes@kilpatricktownsend.com](mailto:SManes@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>

WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE NEWS	Registered	<a href="#">86819744</a>	<a href="#">5341294</a>
APPLE NEWS	Registered	<a href="#">86819678</a>	<a href="#">5346816</a>
MUSIC	Registered	<a href="#">86662532</a>	<a href="#">5251657</a>
MUSIC	Registered	<a href="#">86663005</a>	<a href="#">5330145</a>
APPLE MUSIC	Registered	<a href="#">86658508</a>	<a href="#">5330141</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>
APPLE TV	REGISTERED AND RENEWED	<a href="#">77152380</a>	<a href="#">3359045</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499847</a>	<a href="#">3717431</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">77388365</a>	<a href="#">3710912</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">87536751</a>	<a href="#">5380650</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">86760493</a>	<a href="#">5223891</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
TV	Registered	<a href="#">87069662</a>	<a href="#">5612350</a>
WORKS WITH APPLE CARPLAY	Registered	<a href="#">86514929</a>	<a href="#">4969782</a>
APPLE CARPLAY	Registered	<a href="#">86364433</a>	<a href="#">5453800</a>
DESIGNED BY APPLE IN CALIFORNIA	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86096239</a>	<a href="#">4604456</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

# United States of America

United States Patent and Trademark Office

## APPLE NEWS

**Reg. No. 5,341,294**

**Registered Nov. 21, 2017**

**Int. Cl.: 42**

**Service Mark**

**Principal Register**

Apple Inc. (CALIFORNIA CORPORATION)  
1 Infinite Loop  
Cupertino, CALIFORNIA 95014

CLASS 42: Computer services, namely, providing a user-customized feed of news, sports, weather, commentary, and other information, content from periodicals, blogs, and websites, and other text, audio, video, and multimedia content; providing search engines for obtaining data via the internet and other electronic communications networks; providing online non-downloadable application development software, and technical support and consultation services for developing computer applications

FIRST USE 6-8-2015; IN COMMERCE 9-16-2015

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

OWNER OF U.S. REG. NO. 2808567, 4088195, 3710912

No claim is made to the exclusive right to use the following apart from the mark as shown:  
"NEWS"

SER. NO. 86-819,744, FILED 11-13-2015



*Joseph Matol*

Performing the Functions and Duties of the  
Under Secretary of Commerce for  
Intellectual Property and Director of the  
United States Patent and Trademark Office

Generated on: This page was generated by TSDR on 2021-08-30 18:10:43 EDT

Mark: APPLE STORE

APPLE STORE

US Serial Number: 77388365

Application Filing Date: Feb. 04, 2008

US Registration Number: 3710912

Registration Date: Nov. 17, 2009

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: May 03, 2021

Publication Date: Sep. 01, 2009

## Mark Information

Mark Literal Elements: APPLE STORE

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

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "STORE"

## Related Properties Information

International Registration Number: 0973841

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

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

## Goods and Services

### Note:

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

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

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

International Class(es): 037 - Primary Class

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

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

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

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

**International Class(es):** 038 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Jun. 29, 2007

**Use in Commerce:** Jun. 29, 2007

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

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 19, 2001

**Use in Commerce:** May 19, 2001

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

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 19, 2001

**Use in Commerce:** May 19, 2001

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

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

**Legal Entity Type:** CORPORATION

**State or Country** CALIFORNIA  
**Where Organized:**

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto: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](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
[amy.shelton@apple.com](mailto:amy.shelton@apple.com) [karenmarie@apple.com](mailto:karenmarie@apple.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
May 03, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
May 03, 2021	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	64591
May 03, 2021	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	64591
Jul. 17, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
May 14, 2020	TEAS SECTION 8 & 9 RECEIVED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 17, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 06, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 06, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 23, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 23, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jan. 23, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Nov. 17, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 17, 2009	REGISTERED-PRINCIPAL REGISTER	
Sep. 01, 2009	PUBLISHED FOR OPPOSITION	
Aug. 12, 2009	NOTICE OF PUBLICATION	
Jul. 29, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	78288
Jul. 28, 2009	ASSIGNED TO LIE	78288
Jul. 24, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 24, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 24, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 24, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 23, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 21, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 21, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jul. 13, 2009	FINAL REFUSAL MAILED	
Jul. 11, 2009	FINAL REFUSAL WRITTEN	82420
Jun. 24, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 23, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 23, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 28, 2009	NON-FINAL ACTION MAILED	
Jan. 28, 2009	NON-FINAL ACTION WRITTEN	82420
Jan. 15, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 29, 2008	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Dec. 15, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Dec. 15, 2008	ASSIGNED TO LIE	78145

Dec. 08, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 23, 2008	NON-FINAL ACTION MAILED	
May 22, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Feb. 07, 2008	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** May 03, 2021

# United States of America

United States Patent and Trademark Office

## APPLE STORE

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

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

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

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

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

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

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

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



*David J. Kappas*

Director of the United States Patent and Trademark Office

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

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

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

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

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

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

MARILYN IZZI, EXAMINING ATTORNEY

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**Mark:** APPLE SEARCH ADS

APPLE SEARCH ADS

**US Serial Number:** 88468728

**Application Filing Date:** Jun. 11, 2019

**US Registration Number:** 6110765

**Registration Date:** Jul. 28, 2020

**Filed as TEAS RF:** Yes

**Currently TEAS RF:** Yes

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

**Status Date:** Jul. 28, 2020

**Publication Date:** May 12, 2020

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## Mark Information

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**Mark Literal Elements:** APPLE SEARCH ADS

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "SEARCH ADS"

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## Related Properties Information

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**International Registration Number:** 1480623

**International Application(s) /Registration(s) Based on this Property:** A0086706/1480623

**Claimed Ownership of US Registrations:** 2462798, 2683410, 3710912 and others

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 76537

**Foreign Application Filing Date:** Dec. 13, 2018

**Foreign Application/Registration Country:** JAMAICA

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## Goods and Services

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**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:** advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of advertising campaigns for others; advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others; business services, namely, dissemination of advertising for others via computer networks and global communication networks

**International Class(es):** 035 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 26, 2019

**Use in Commerce:** Mar. 26, 2019

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
APPLE INC.  
ONE APPLE PARK WAY  
MS: 169-3IPL  
CUPERTINO, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
[karenmarie@apple.com](mailto:karenmarie@apple.com)

**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jul. 28, 2020	REGISTERED-PRINCIPAL REGISTER	
May 12, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 12, 2020	PUBLISHED FOR OPPOSITION	
Apr. 22, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 27, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 04, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 04, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 04, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	

Sep. 09, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 09, 2019	NON-FINAL ACTION E-MAILED	6325
Sep. 09, 2019	NON-FINAL ACTION WRITTEN	86336
Aug. 26, 2019	ASSIGNED TO EXAMINER	86336
Jun. 24, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 14, 2019	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 129 - EXAMINING ATTORNEY ASSIGNED

**Date in Location:** Jul. 28, 2020

## Proceedings

### Summary

**Number of Proceedings:** 1

### Type of Proceeding: Opposition

**Proceeding Number:** [91267454](#)

**Filing Date:** Feb 03, 2021

**Status:** Terminated

**Status Date:** May 05, 2021

**Interlocutory Attorney:** MARY B MYLES

#### Defendant

**Name:** JE International Corporation

**Correspondent Address:** MICHAEL C. JONES  
PROCOPIO, CORY, HARGREAVES & SAVITCH LLP  
525 B STREET, SUITE 2200  
SAN DIEGO CA UNITED STATES , 92101

**Correspondent e-mail:** [docketing@procopio.com](mailto:docketing@procopio.com) , [michael.jones@procopio.com](mailto:michael.jones@procopio.com) , [miku.mehta@procopio.com](mailto:miku.mehta@procopio.com) , [patentteam@procopio.com](mailto:patentteam@procopio.com) , [pamela.lawson@procopio.com](mailto:pamela.lawson@procopio.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88714773</a>	

#### 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](mailto:bbryner@kilpatricktownsend.com) , [bbryner@kilpatricktownsend.com](mailto:bbryner@kilpatricktownsend.com) , [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) , [ndrake@kilpatricktownsend.com](mailto:ndrake@kilpatricktownsend.com) , [d.com](mailto:d.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
SEARCH ADS	Registered	<a href="#">88468785</a>	<a href="#">6110768</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>

APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">76400649</a>	<a href="#">2683410</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>
APPLE SEARCH ADS	Registered	<a href="#">88468728</a>	<a href="#">6110765</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2021	Mar 15, 2021
3	INSTITUTED	Feb 03, 2021	
4	NOTICE OF DEFAULT	Mar 26, 2021	
5	BD DECISION: OPP SUSTAINED	May 05, 2021	
6	TERMINATED	May 05, 2021	

# United States of America

United States Patent and Trademark Office

## APPLE SEARCH ADS

**Reg. No. 6,110,765**

**Registered Jul. 28, 2020**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

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

CLASS 35: advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of advertising campaigns for others; advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others; business services, namely, dissemination of advertising for others via computer networks and global communication networks

FIRST USE 3-26-2019; IN COMMERCE 3-26-2019

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

OWNER OF U.S. REG. NO. 2683410, 3710912, 2462798

No claim is made to the exclusive right to use the following apart from the mark as shown: "SEARCH ADS"

SER. NO. 88-468,728, FILED 06-11-2019



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



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Mark: SEARCH ADS



US Serial Number: 88468785

Application Filing Date: Jun. 11, 2019

US Registration Number: 6110768

Registration Date: Jul. 28, 2020

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

Status Date: Jul. 28, 2020

Publication Date: May 12, 2020

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## Mark Information

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Mark Literal Elements: SEARCH ADS

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

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

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

Disclaimer: " SEARCH ADS"

Design Search Code(s): 05.09.05 - Apples

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## Related Properties Information

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International Registration Number: 1482006

International Application(s) /Registration(s) Based on this Property: A0086711/1482006

Claimed Ownership of US Registrations: 2753069, 2926853, 3298028 and others

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## Foreign Information

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Priority Claimed: Yes

Foreign Application Number: 76538

Foreign Application Filing Date: Dec. 13, 2018

Foreign Application/Registration: JAMAICA

Country:

## Goods and Services

**Note:**

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

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

**For:** advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of advertising campaigns for others; advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others; business services, namely, dissemination of advertising for others via computer networks and global communication networks

**International Class(es):** 035 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Mar. 26, 2019

**Use in Commerce:** Mar. 26, 2019

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
APPLE INC.  
ONE APPLE PARK WAY  
MS: 169-3IPL  
CUPERTINO, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
[karenmarie@apple.com](mailto:karenmarie@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Jul. 28, 2020	REGISTERED-PRINCIPAL REGISTER	
May 12, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	

May 12, 2020	PUBLISHED FOR OPPOSITION	
Apr. 22, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 27, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 04, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 04, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 04, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 09, 2019	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Sep. 09, 2019	NON-FINAL ACTION E-MAILED	6325
Sep. 09, 2019	NON-FINAL ACTION WRITTEN	86336
Aug. 26, 2019	ASSIGNED TO EXAMINER	86336
Jun. 25, 2019	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jun. 24, 2019	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 14, 2019	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None File Location

**Current Location:** TMO LAW OFFICE 129 - EXAMINING ATTORNEY ASSIGNED      **Date in Location:** Jul. 28, 2020

## Proceedings

### Summary

**Number of Proceedings:** 1

### Type of Proceeding: Opposition

**Proceeding Number:** [91267454](#)      **Filing Date:** Feb 03, 2021  
**Status:** Terminated      **Status Date:** May 05, 2021  
**Interlocutory Attorney:** MARY B MYLES

### Defendant

**Name:** JE International Corporation  
**Correspondent Address:** MICHAEL C. JONES  
PROCOPIO, CORY, HARGREAVES & SAVITCH LLP  
525 B STREET, SUITE 2200  
SAN DIEGO CA UNITED STATES , 92101  
**Correspondent e-mail:** [docketing@procopio.com](mailto:docketing@procopio.com) , [michael.jones@procopio.com](mailto:michael.jones@procopio.com) , [miku.mehta@procopio.com](mailto:miku.mehta@procopio.com) , [patentteam@procopio.com](mailto:patentteam@procopio.com) , [pamela.lawson@procopio.com](mailto:pamela.lawson@procopio.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88714773</a>	

### 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](mailto:bbryner@kilpatricktownsend.com) , [wbryner@kilpatricktownsend.com](mailto:wbryner@kilpatricktownsend.com) , [JPetersen@kilpatricktownsend.com](mailto:JPetersen@kilpatricktownsend.com) , [ndrake@kilpatricktownsend.com](mailto:ndrake@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

### Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">73162799</a>	<a href="#">1114431</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>

	REGISTERED AND RENEWED	<a href="#">78408365</a>	<a href="#">3084491</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
SEARCH ADS	Registered	<a href="#">88468785</a>	<a href="#">6110768</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">76400649</a>	<a href="#">2683410</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>
APPLE SEARCH ADS	Registered	<a href="#">88468728</a>	<a href="#">6110765</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 03, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 03, 2021	Mar 15, 2021
3	INSTITUTED	Feb 03, 2021	
4	NOTICE OF DEFAULT	Mar 26, 2021	
5	BD DECISION: OPP SUSTAINED	May 05, 2021	
6	TERMINATED	May 05, 2021	

# United States of America

United States Patent and Trademark Office

## Search Ads

**Reg. No. 6,110,768**

**Registered Jul. 28, 2020**

**Int. Cl.: 35**

**Service Mark**

**Principal Register**

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

CLASS 35: advertising, marketing, and promotion services; advertising and marketing consultation services, namely, providing assistance in the development of creative and strategic advertising and marketing for others; advertising and marketing consultation services, namely, providing assistance in the creation, transmission and management of advertising campaigns for others; advertising and marketing consultation services, namely, providing business and commercial information in the field of marketing and advertising over computer networks and global communication networks; business services, namely, providing information concerning creation, management, and optimization of advertising campaigns for others; business services, namely, dissemination of advertising for others via computer networks and global communication networks

FIRST USE 3-26-2019; IN COMMERCE 3-26-2019

The mark consists of a design of an apple with a bite removed with the words "Search Ads".

OWNER OF U.S. REG. NO. 3298028, 2753069, 2926853

No claim is made to the exclusive right to use the following apart from the mark as shown: "SEARCH ADS"

SER. NO. 88-468,785, FILED 06-11-2019



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



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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](mailto: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](mailto:trademarkdocket@apple.com) [karenmarie@apple.com](mailto:karenmarie@apple.com) [amy.shelton@apple.com](mailto: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	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** May 13, 2020

Int. Cl.: 9

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

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:** 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:** The registration has been renewed.

**Status Date:** Jun. 12, 2021

**Publication Date:** Jan. 01, 2008

**Notice of Allowance Date:** Mar. 25, 2008

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## Mark Information

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**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

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## Related Properties Information

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**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

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## Goods and Services

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**Note:**

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

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

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

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

**International Class(es):** 009 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Apr. 01, 1976

**Use in Commerce:** Apr. 01, 1976

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [appletrademarks@apple.com](mailto: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](mailto:appletrademarks@apple.com) [karenmarie@apple.com](mailto:karenmarie@apple.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jun. 12, 2021	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jun. 12, 2021	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	70132
Jun. 12, 2021	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70132
Jun. 12, 2021	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132
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	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Jun. 12, 2021

# 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 ADAPTERS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTERS; PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



*David J. Kappas*

Director of the United States Patent and Trademark Office

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

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

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

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

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

ANGELA DUONG, EXAMINING ATTORNEY

**Generated on:** This page was generated by TSDR on 2021-08-30 18:15:30 EDT

**Mark:** APPLE WATCH STUDIO

APPLE WATCH STUDIO

**US Serial Number:** 88807971

**Application Filing Date:** Feb. 24, 2020

**US Registration Number:** 6147070

**Registration Date:** Sep. 08, 2020

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

**Status Date:** Sep. 08, 2020

**Publication Date:** Jun. 23, 2020

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## Mark Information

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**Mark Literal Elements:** APPLE WATCH STUDIO

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

**Disclaimer:** "WATCH"

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## Related Properties Information

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**International Registration Number:** 1563753

**International Application(s) /Registration(s) Based on this Property:** A0094521/1563753

**Claimed Ownership of US Registrations:** 4783437, 5161494, 5628055

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## Foreign Information

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**Priority Claimed:** Yes

**Foreign Application Number:** 2019-653

**Foreign Application Filing Date:** Sep. 04, 2019

**Foreign Application/Registration Country:** LIECHTENSTEIN

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## Goods and Services

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**Note:**

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

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

- Asterisks \*.\* identify additional (new) wording in the goods/services.

**For:** Providing consumer and commercial information in the field of computers, computer peripheral devices, and smartwatches over computer networks and global communication networks; retail store and online retail store services featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services provided via the Internet and other computer, electronic and communications networks featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services featuring computer, electronic and entertainment products, telecommunications equipment and other consumer electronics, computer software, and accessories for such products, provided via the Internet and other computer, electronic and communications networks; product demonstrations provided in-store and via global communications networks and other electronic and communications networks; information, advisory and consultancy services relating to all the aforesaid

**International Class(es):** 035 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 10, 2019

**Use in Commerce:** Sep. 10, 2019

**For:** Providing online non-downloadable software for the purpose of allowing customers to customize, design, and purchase computers, computer peripheral devices, and smartwatches according to their specifications; providing online information to individual consumers regarding computer hardware and computer software; information, advisory and consultancy services relating to all the aforesaid

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Sep. 10, 2019

**Use in Commerce:** Sep. 10, 2019

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Apple Inc.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Thomas R. La Perle  
APPLE INC.  
ONE APPLE PARK WAY  
MS: 169-3IPL  
CUPERTINO, CALIFORNIA UNITED STATES 95014

**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [ichong@apple.com](mailto:ichong@apple.com)  
[aroodzant@apple.com](mailto:aroodzant@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Proceeding

Date	Description	Number
Sep. 08, 2020	REGISTERED-PRINCIPAL REGISTER	
Jun. 23, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 23, 2020	PUBLISHED FOR OPPOSITION	
Jun. 04, 2020	ASSIGNED TO EXAMINER	81096
Jun. 03, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 19, 2020	ELECTRONIC RECORD REVIEW COMPLETE	70824
May 15, 2020	ON HOLD - ELECTRONIC RECORD REVIEW REQUIRED	
May 07, 2020	ASSIGNED TO LIE	69712
Apr. 28, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 07, 2020	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 06, 2020	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 06, 2020	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Mar. 23, 2020	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Mar. 23, 2020	NON-FINAL ACTION E-MAILED	6325
Mar. 23, 2020	NON-FINAL ACTION WRITTEN	60219
Mar. 16, 2020	ASSIGNED TO EXAMINER	60219
Feb. 27, 2020	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 27, 2020	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Sep. 08, 2020

# United States of America

United States Patent and Trademark Office

## APPLE WATCH STUDIO

**Reg. No. 6,147,070**

**Registered Sep. 08, 2020**

**Int. Cl.: 35, 42**

**Service Mark**

**Principal Register**

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

CLASS 35: Providing consumer and commercial information in the field of computers, computer peripheral devices, and smartwatches over computer networks and global communication networks; retail store and online retail store services featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services provided via the Internet and other computer, electronic and communications networks featuring computers, computer peripheral devices, and smartwatches which customers can purchase according to their specifications; retail store services featuring computer, electronic and entertainment products, telecommunications equipment and other consumer electronics, computer software, and accessories for such products, provided via the Internet and other computer, electronic and communications networks; product demonstrations provided in-store and via global communications networks and other electronic and communications networks; information, advisory and consultancy services relating to all the aforesaid

FIRST USE 9-10-2019; IN COMMERCE 9-10-2019

CLASS 42: Providing online non-downloadable software for the purpose of allowing customers to customize, design, and purchase computers, computer peripheral devices, and smartwatches according to their specifications; providing online information to individual consumers regarding computer hardware and computer software; information, advisory and consultancy services relating to all the aforesaid

FIRST USE 9-10-2019; IN COMMERCE 9-10-2019

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

OWNER OF U.S. REG. NO. 5628055, 4783437, 5161494

No claim is made to the exclusive right to use the following apart from the mark as shown: "WATCH"

SER. NO. 88-807,971, FILED 02-24-2020



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office



**Generated on:** This page was generated by TSDR on 2021-08-30 18:17:01 EDT

**Mark:** APPECARE

# APPECARE

**US Serial Number:** 77499837

**Application Filing Date:** Jun. 16, 2008

**US Registration Number:** 4009791

**Registration Date:** Aug. 09, 2011

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

**Status Date:** Sep. 14, 2017

**Publication Date:** Mar. 24, 2009

**Notice of Allowance Date:** Jun. 16, 2009

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## Mark Information

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**Mark Literal Elements:** APPECARE

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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**International Registration Number:** 1406061

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

**Claimed Ownership of US Registrations:** 1282790

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## Goods and Services

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**Note:**

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

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

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

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Dec. 31, 1992

Use in Commerce: Dec. 31, 1992

## Basis Information (Case Level)

Filed Use: No

Currently Use: Yes

Filed ITU: Yes

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

## Current Owner(s) Information

Owner Name: Apple Inc.

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

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: [trademarkdocket@apple.com](mailto: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](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

## Prosecution History

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

Jun. 01, 2011	CORRESPONDENCE RECEIVED IN LAW OFFICE	73797
May 27, 2011	ASSIGNED TO LIE	73797
May 24, 2011	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Nov. 29, 2010	NON-FINAL ACTION MAILED	
Nov. 27, 2010	SU - NON-FINAL ACTION - WRITTEN	76081
Nov. 13, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Nov. 12, 2010	STATEMENT OF USE PROCESSING COMPLETE	69302
Nov. 09, 2010	USE AMENDMENT FILED	69302
Nov. 12, 2010	EXTENSION 3 GRANTED	69302
Nov. 09, 2010	EXTENSION 3 FILED	69302
Nov. 09, 2010	TEAS EXTENSION RECEIVED	
Nov. 09, 2010	TEAS STATEMENT OF USE RECEIVED	
Nov. 09, 2010	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 29, 2010	NOTICE OF APPROVAL OF EXTENSION REQUEST MAILED	
Jun. 27, 2010	EXTENSION 2 GRANTED	69302
Jun. 02, 2010	EXTENSION 2 FILED	69302
Jun. 27, 2010	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Jun. 02, 2010	TEAS EXTENSION RECEIVED	
Nov. 05, 2009	EXTENSION 1 GRANTED	98765
Nov. 05, 2009	EXTENSION 1 FILED	98765
Nov. 05, 2009	TEAS EXTENSION RECEIVED	
Jun. 16, 2009	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 24, 2009	PUBLISHED FOR OPPOSITION	
Mar. 04, 2009	NOTICE OF PUBLICATION	
Feb. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	71441
Feb. 13, 2009	ASSIGNED TO LIE	71441
Feb. 05, 2009	EXAMINERS AMENDMENT MAILED	
Feb. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 05, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Feb. 05, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Jan. 21, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 23, 2008	NON-FINAL ACTION MAILED	
Sep. 22, 2008	NON-FINAL ACTION WRITTEN	76081
Sep. 17, 2008	ASSIGNED TO EXAMINER	76081
Jun. 20, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 19, 2008	NEW APPLICATION ENTERED IN TRAM	

---

## TM Staff and Location Information

---

### TM Staff Information - None

#### File Location

**Current Location:** TMO LAW OFFICE 116

**Date in Location:** Sep. 14, 2017

**United States of America**  
United States Patent and Trademark Office

# APPLECARE

**Reg. No. 4,009,791**

**Registered Aug. 9, 2011**

**Int. Cl.: 41**

**SERVICE MARK**

**PRINCIPAL REGISTER**

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

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

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

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

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

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

JOHN DWYER, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2021-08-30 18:20:55 EDT

**Mark:** APPECARE

# APPECARE

**US Serial Number:** 77499847

**Application Filing Date:** Jun. 16, 2008

**US Registration Number:** 3717431

**Registration Date:** Dec. 01, 2009

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

**Status:** The registration has been renewed.

**Status Date:** Jan. 15, 2020

**Publication Date:** Sep. 15, 2009

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## Mark Information

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**Mark Literal Elements:** APPECARE

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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**International Registration Number:** 1093113

**International Application(s) /Registration(s) Based on this Property:** A0026290/1093113

**Claimed Ownership of US Registrations:** 1282790

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## Goods and Services

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**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:** Technical support services, namely, troubleshooting of problems relating to computer hardware, computer peripherals, consumer electronic devices and computer software; providing technical support and troubleshooting information via the Internet, voice telecommunications networks and on-site for fixing problems relating to computer hardware, computer peripherals, computer software and consumer electronic devices; computer consultation, namely, services for optimizing the performance and functionality of computer hardware, computer peripherals, consumer electronic devices, computer software and computer networks

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

First Use: Oct. 25, 1982

Use in Commerce: Oct. 25, 1982

## 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](mailto:trademarkdocket@apple.com)

Attorney Email Authorized: Yes

### Correspondent

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

Correspondent e-mail: [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Jan. 15, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jan. 15, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	77074
Jan. 15, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77074
Jan. 15, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 15, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 15, 2020	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Jan. 10, 2020	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	77074
Jan. 10, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77074
Nov. 21, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 21, 2019	TEAS SECTION 8 & 9 RECEIVED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 01, 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	
Jan. 23, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 23, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Jan. 23, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132

Nov. 17, 2015	TEAS SECTION 8 & 15 RECEIVED	
Nov. 17, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 01, 2009	REGISTERED-PRINCIPAL REGISTER	
Sep. 15, 2009	PUBLISHED FOR OPPOSITION	
Aug. 26, 2009	NOTICE OF PUBLICATION	
Aug. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	77075
Aug. 13, 2009	ASSIGNED TO LIE	77075
Aug. 06, 2009	EXAMINERS AMENDMENT MAILED	
Aug. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 05, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 05, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Aug. 05, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Aug. 05, 2009	EXAMINERS AMENDMENT MAILED	
Aug. 04, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 04, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 04, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Jul. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 22, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 22, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Feb. 11, 2009	FINAL REFUSAL MAILED	
Feb. 11, 2009	FINAL REFUSAL WRITTEN	76081
Jan. 21, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 24, 2008	NON-FINAL ACTION MAILED	
Sep. 24, 2008	NON-FINAL ACTION WRITTEN	76081
Sep. 17, 2008	ASSIGNED TO EXAMINER	76081
Jun. 20, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 19, 2008	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information - None

#### File Location

**Current Location:** GENERIC WEB UPDATE

**Date in Location:** Jan. 15, 2020

# United States of America

United States Patent and Trademark Office

## APPLECARE

**Reg. No. 3,717,431** APPLE INC. (CALIFORNIA CORPORATION)  
Registered Dec. 1, 2009 1 INFINITE LOOP  
CUPERTINO, CA 95014

**Int. Cl.: 42** FOR: TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF PROBLEMS RELATING TO COMPUTER HARDWARE, COMPUTER PERIPHERALS, CONSUMER ELECTRONIC DEVICES AND COMPUTER SOFTWARE; PROVIDING TECHNICAL SUPPORT AND TROUBLESHOOTING INFORMATION VIA THE INTERNET, VOICE TELECOMMUNICATIONS NETWORKS AND ON-SITE FOR FIXING PROBLEMS RELATING TO COMPUTER HARDWARE, COMPUTER PERIPHERALS, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC DEVICES; COMPUTER CONSULTATION, NAMELY, SERVICES FOR OPTIMIZING THE PERFORMANCE AND FUNCTIONALITY OF COMPUTER HARDWARE, COMPUTER PERIPHERALS, CONSUMER ELECTRONIC DEVICES, COMPUTER SOFTWARE AND COMPUTER NETWORKS, IN CLASS 42 (U.S. CLS. 100 AND 101).

**SERVICE MARK**  
**PRINCIPAL REGISTER**

FIRST USE 10-25-1982; IN COMMERCE 10-25-1982.

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

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

SER. NO. 77-499,847, FILED 6-16-2008.

JOHN DWYER, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2021-08-30 18:21:33 EDT

**Mark:** TODAY AT APPLE

TODAY AT APPLE

**US Serial Number:** 87607048

**Application Filing Date:** Sep. 13, 2017

**US Registration Number:** 5443302

**Registration Date:** Apr. 10, 2018

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

**Status Date:** Apr. 10, 2018

**Publication Date:** Jan. 23, 2018

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## Mark Information

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**Mark Literal Elements:** TODAY AT APPLE

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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**International Registration Number:** 1373424

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

**Claimed Ownership of US Registrations:** 3710912, 4009791, 4088195 and others

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## Goods and Services

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**Note:**

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

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

**For:** Providing seminars, workshops, classes, and training in the fields of music, visual arts, design, photography, videography and filmmaking, business, education, robotics, and technology; providing seminars, workshops, classes, and training in the use and operation of computers, computer software, digital electronic devices, and wearable electronics

**International Class(es):** 041 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 21, 2017

**Use in Commerce:** May 21, 2017

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## Basis Information (Case Level)

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

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

## Current Owner(s) Information

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

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle  
**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto: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  
**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

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

## TM Staff and Location Information

### TM Staff Information - None

### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 10, 2018

# United States of America

United States Patent and Trademark Office

## TODAY AT APPLE

**Reg. No. 5,443,302**

**Registered Apr. 10, 2018**

**Int. Cl.: 41**

**Service Mark**

**Principal Register**

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

CLASS 41: Providing seminars, workshops, classes, and training in the fields of music, visual arts, design, photography, videography and filmmaking, business, education, robotics, and technology; providing seminars, workshops, classes, and training in the use and operation of computers, computer software, digital electronic devices, and wearable electronics

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

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

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

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



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

**Generated on:** This page was generated by TSDR on 2021-08-30 18:22:19 EDT

**Mark:** TODAY AT APPLE

TODAY AT APPLE

**US Serial Number:** 87607137

**Application Filing Date:** Sep. 13, 2017

**US Registration Number:** 5448031

**Registration Date:** Apr. 17, 2018

**Register:** Principal

**Mark Type:** Service Mark

**TM5 Common Status Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

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

**Status Date:** Apr. 17, 2018

**Publication Date:** Jan. 30, 2018

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## Mark Information

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**Mark Literal Elements:** TODAY AT APPLE

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

**Mark Drawing Type:** 4 - STANDARD CHARACTER MARK

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## Related Properties Information

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**International Registration Number:** 1404654

**International Application(s) /Registration(s) Based on this Property:** A0069995/1404654

**Claimed Ownership of US Registrations:** 2808567, 3710912, 3717431

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## Goods and Services

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**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:** Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products

**International Class(es):** 042 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** May 21, 2017

**Use in Commerce:** May 21, 2017

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## Basis Information (Case Level)

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

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

---

## Current Owner(s) Information

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**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](mailto: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  
**Correspondent e-mail:** [trademarkdocket@apple.com](mailto:trademarkdocket@apple.com) [laperle@apple.com](mailto:laperle@apple.com)  
**Correspondent e-mail Authorized:** Yes

### Domestic Representative - Not Found

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## Prosecution History

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Date	Description	Proceeding Number
Apr. 17, 2018	REGISTERED-PRINCIPAL REGISTER	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 30, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 30, 2018	PUBLISHED FOR OPPOSITION	
Jan. 10, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 19, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 14, 2017	ASSIGNED TO EXAMINER	83280
Sep. 19, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 16, 2017	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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### TM Staff Information - None

### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION  
**Date in Location:** Apr. 17, 2018

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## Proceedings

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### Summary

**Number of Proceedings:** 4

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### Type of Proceeding: Opposition

Proceeding Number: [91269671](#)

Filing Date: Jun 02, 2021

Status: Suspended

Status Date: Jul 24, 2021

Interlocutory Attorney: ELIZABETH WINTER

#### Defendant

Name: XIAOFEI L. LIAO

Correspondent Address: TONY C. HOM  
PATRIOT PATENTS - ANGEL  
64 BANK ST.  
ABINGTON MA UNITED STATES , 02351

Correspondent e-mail: [tonyhom3@outlook.com](mailto:tonyhom3@outlook.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
APFOO	Opposition Pending	<a href="#">90158416</a>	

#### 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](mailto:bbryner@kilpatricktownsend.com) , [bbryner@kilpatricktownsend.com](mailto:bbryner@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [HYang@kilpatricktownsend.com](mailto:HYang@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">86760493</a>	<a href="#">5223891</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">87536751</a>	<a href="#">5380650</a>
	REGISTERED AND RENEWED	<a href="#">77356362</a>	<a href="#">3818856</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77388864</a>	<a href="#">3621571</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	<a href="#">85726560</a>	<a href="#">4359316</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
TODAY AT APPLE	Registered	<a href="#">87607171</a>	<a href="#">6245771</a>
WORKS WITH APPLE IBEACON	Registered	<a href="#">86933908</a>	<a href="#">6211324</a>
APPLE SMART CONNECTOR	Registered	<a href="#">86907179</a>	<a href="#">6153441</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
DESIGNED BY APPLE IN CALIFORNIA	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86096239</a>	<a href="#">4604456</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 02, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 03, 2021	Jul 13, 2021
3	INSTITUTED	Jun 03, 2021	
4	NOTICE OF DEFAULT	Jul 24, 2021	

### Type of Proceeding: Opposition

Proceeding Number: [91269632](#)

Filing Date: Jun 01, 2021

Status: Terminated

Status Date: Aug 11, 2021

Interlocutory Attorney: KATIE BUKRINSKY

**Defendant****Name:** Amir Afuta**Correspondent Address:** AMIR AFUTA  
1244 SOUTH SALT AIR AVENUE APARTMENT 3  
LOS ANGELES CA UNITED STATES , 90025**Correspondent e-mail:** [amir@applatonic.com](mailto:amir@applatonic.com) , [amir.afuta@gmail.com](mailto:amir.afuta@gmail.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLATONIC	Published For Opposition	<a href="#">90052350</a>	

**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](mailto:bbryner@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com) , [ndrake@kilpatricktownsend.com](mailto:ndrake@kilpatricktownsend.com) , [chawthorne@kilpatricktownsend.com](mailto:chawthorne@kilpatricktownsend.com) , [hyang@kilpatricktownsend.com](mailto:hyang@kilpatricktownsend.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APP STORE	Section 8 and 15 - Accepted and Acknowledged	<a href="#">77525433</a>	<a href="#">4829304</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">77388365</a>	<a href="#">3710912</a>
APPLE MUSIC	Registered	<a href="#">86659908</a>	<a href="#">5851763</a>
APPLE NEWS	Registered	<a href="#">86819744</a>	<a href="#">5341294</a>
APPLE	Registered	<a href="#">87499907</a>	<a href="#">6315884</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499847</a>	<a href="#">3717431</a>
MUSIC	Registered	<a href="#">86662532</a>	<a href="#">5251657</a>
MUSIC	Registered	<a href="#">86663157</a>	<a href="#">5851764</a>
MUSIC UP NEXT	Registered	<a href="#">87646704</a>	<a href="#">5604598</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
	Registered	<a href="#">87499977</a>	<a href="#">6315885</a>
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
APPLE	REGISTERED AND RENEWED	<a href="#">73120444</a>	<a href="#">1078312</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 01, 2021	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 01, 2021	Jul 11, 2021
3	INSTITUTED	Jun 01, 2021	
4	P MOT FOR EXT W/ CONSENT	Jul 07, 2021	
5	EXTENSION OF TIME GRANTED	Jul 07, 2021	
6	MOT TO AMEND APPLICATION	Jul 29, 2021	
7	BD DECISION: OPP DISMISSED W/O PREJ	Aug 11, 2021	
8	TERMINATED	Aug 11, 2021	

**Type of Proceeding: Opposition****Proceeding Number:** [91254289](#)**Filing Date:** Feb 24, 2020**Status:** Pending**Status Date:** May 28, 2021**Interlocutory** MIKE WEBSTER

**Attorney:****Defendant****Name:** Paperapple**Correspondent Address:** BRADLEY J WALZ  
UNIVERSITY OF ST THOMAS SCHOOL OF LAW  
30 SOUTH 10TH STREET  
MINNEAPOLIS MN UNITED STATES , 55403**Correspondent e-mail:** [bwalz@btlaw.com](mailto:bwalz@btlaw.com) , [jpc-issa3664@stthomas.edu](mailto:jpc-issa3664@stthomas.edu)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
PAPERAPPLE	Opposition Pending	<a href="#">88413843</a>	

**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](mailto:bbryner@kilpatricktownsend.com) , [jpetersen@kilpatricktownsend.com](mailto:jpetersen@kilpatricktownsend.com) , [BWolin@kilpatricktownsend.com](mailto:BWolin@kilpatricktownsend.com) , [agarcia@kilpatricktownsend.com](mailto:agarcia@kilpatricktownsend.com) , [tadmin@kilpatricktownsend.com](mailto:tadmin@kilpatricktownsend.com)**Associated marks**

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	<a href="#">76116541</a>	<a href="#">3226289</a>
	REGISTERED AND RENEWED	<a href="#">76117498</a>	<a href="#">2657931</a>
	REGISTERED AND RENEWED	<a href="#">73566767</a>	<a href="#">1401154</a>
APPLE	Registered	<a href="#">87499907</a>	<a href="#">6315884</a>
	Registered	<a href="#">87499977</a>	<a href="#">6315885</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">77388365</a>	<a href="#">3710912</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499847</a>	<a href="#">3717431</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">87536751</a>	<a href="#">5380650</a>
DESIGNED BY APPLE IN CALIFORNIA	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86096239</a>	<a href="#">4604456</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 24, 2020	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 25, 2020	Apr 05, 2020
3	INSTITUTED	Feb 25, 2020	
4	ANSWER	Apr 06, 2020	
5	D MOT FOR EXT W/ CONSENT	Sep 22, 2020	
6	EXTENSION OF TIME GRANTED	Sep 22, 2020	
7	P MOT FOR EXT W/ CONSENT	Oct 07, 2020	
8	EXTENSION OF TIME GRANTED	Oct 07, 2020	
9	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 16, 2020	
10	SUSPENDED	Dec 16, 2020	
11	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jan 21, 2021	
12	SUSPENDED	Jan 21, 2021	
13	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 18, 2021	
14	SUSPENDED	Feb 18, 2021	
15	D MOT FOR EXT W/ CONSENT	Mar 23, 2021	
16	EXTENSION OF TIME GRANTED	Mar 23, 2021	
17	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 27, 2021	
18	SUSPENDED	Apr 27, 2021	

19	P MOT FOR EXT W/ CONSENT	May 28, 2021
20	EXTENSION OF TIME GRANTED	May 28, 2021
21	P MOT FOR EXT W/ CONSENT	Jun 28, 2021
22	EXTENSION OF TIME GRANTED	Jun 28, 2021
23	P MOT FOR EXT W/ CONSENT	Jul 20, 2021
24	EXTENSION OF TIME GRANTED	Jul 20, 2021
25	P MOT FOR EXT W/ CONSENT	Aug 26, 2021
26	EXTENSION OF TIME GRANTED	Aug 26, 2021
27	P CHANGE OF CORRESP ADDRESS	Aug 26, 2021

**Type of Proceeding: Opposition**

**Proceeding Number:** [91249503](#)

**Filing Date:** Jul 15, 2019

**Status:** Terminated

**Status Date:** Oct 17, 2019

**Interlocutory Attorney:** MARY CATHERINE FAINT

**Defendant**

**Name:** TeakOrigin Inc.

**Correspondent Address:** JESSICA S PARISE  
GOODWIN PROCTER LLP  
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING  
NEW YORK NY UNITED STATES , 10018

**Correspondent e-mail:** [TMadmin@goodwinlaw.com](mailto:TMadmin@goodwinlaw.com) , [JParise@goodwinlaw.com](mailto:JParise@goodwinlaw.com) , [SAlliRampersad@goodwinlaw.com](mailto:SAlliRampersad@goodwinlaw.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	<a href="#">88090562</a>	

**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](mailto:jpetersen@kilpatricktownsend.com) , [SManes@kilpatricktownsend.com](mailto:SManes@kilpatricktownsend.com) , [Agarcia@kilpatricktownsend.com](mailto:Agarcia@kilpatricktownsend.com) , [tmadmin@kilpatricktownsend.com](mailto:tmadmin@kilpatricktownsend.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	<a href="#">78943482</a>	<a href="#">3298028</a>
APPLE	REGISTERED AND RENEWED	<a href="#">77172511</a>	<a href="#">3928818</a>
	REGISTERED AND RENEWED	<a href="#">76426501</a>	<a href="#">2715578</a>
WATCH	Registered	<a href="#">86390818</a>	<a href="#">5161497</a>
APPLE WATCH	Registered	<a href="#">86389914</a>	<a href="#">5161494</a>
WATCH SPORT	Registered	<a href="#">86512828</a>	<a href="#">4956950</a>
MADE FOR APPLE WATCH	Registered	<a href="#">86984141</a>	<a href="#">5607476</a>
WATCH EDITION	Registered	<a href="#">86512737</a>	<a href="#">5638181</a>
WATCH	Registered	<a href="#">86390778</a>	<a href="#">5628056</a>
APPLE WATCH	Registered	<a href="#">86390028</a>	<a href="#">5628055</a>
APPLE	Cancellation Pending	<a href="#">77428980</a>	<a href="#">4088195</a>
	REGISTERED AND RENEWED	<a href="#">77648705</a>	<a href="#">3679056</a>
APPLE NEWS	Registered	<a href="#">86819744</a>	<a href="#">5341294</a>
APPLE NEWS	Registered	<a href="#">86819678</a>	<a href="#">5346816</a>
MUSIC	Registered	<a href="#">86662532</a>	<a href="#">5251657</a>
MUSIC	Registered	<a href="#">86663005</a>	<a href="#">5330145</a>
APPLE MUSIC	Registered	<a href="#">86658508</a>	<a href="#">5330141</a>
TV	REGISTERED AND RENEWED	<a href="#">77154348</a>	<a href="#">3359157</a>

APPLE TV	REGISTERED AND RENEWED	<a href="#">77152380</a>	<a href="#">3359045</a>
APPLE	REGISTERED AND RENEWED	<a href="#">78170383</a>	<a href="#">2808567</a>
	REGISTERED AND RENEWED	<a href="#">78146716</a>	<a href="#">2753069</a>
APPLECARE	REGISTERED AND RENEWED	<a href="#">77499847</a>	<a href="#">3717431</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">77388365</a>	<a href="#">3710912</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">87536751</a>	<a href="#">5380650</a>
WORKS WITH APPLE HOMEKIT	Registered	<a href="#">86760493</a>	<a href="#">5223891</a>
	REGISTERED AND RENEWED	<a href="#">78155188</a>	<a href="#">2926853</a>
TODAY AT APPLE	Registered	<a href="#">87607137</a>	<a href="#">5448031</a>
TV	Registered	<a href="#">87069662</a>	<a href="#">5612350</a>
WORKS WITH APPLE CARPLAY	Registered	<a href="#">86514929</a>	<a href="#">4969782</a>
APPLE CARPLAY	Registered	<a href="#">86364433</a>	<a href="#">5453800</a>
DESIGNED BY APPLE IN CALIFORNIA	Section 8 and 15 - Accepted and Acknowledged	<a href="#">86096239</a>	<a href="#">4604456</a>
APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857151</a>	<a href="#">2462798</a>
THE APPLE STORE	REGISTERED AND RENEWED	<a href="#">75857191</a>	<a href="#">2424976</a>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

# United States of America

United States Patent and Trademark Office

## TODAY AT APPLE

**Reg. No. 5,448,031**

**Registered Apr. 17, 2018**

**Int. Cl.: 42**

**Service Mark**

**Principal Register**

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

CLASS 42: Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products

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

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

OWNER OF U.S. REG. NO. 2808567, 3717431, 3710912

SER. NO. 87-607,137, FILED 09-13-2017



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

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Mark:



US Serial Number: 78155188

Application Filing Date: Aug. 16, 2002

US Registration Number: 2926853

Registration Date: Feb. 15, 2005

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 28, 2015

Publication Date: Jul. 29, 2003

Notice of Allowance Date: Oct. 21, 2003

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## Mark Information

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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

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## Related Properties Information

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International Registration Number: 0871151

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

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

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## Foreign Information

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Priority Claimed: Yes

Foreign Application Number: 2593671

Foreign Application Filing Date: Feb. 26, 2002

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

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## Goods and Services

**Note:**

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

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

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

**International Class(es):** 035 - Primary Class

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

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** 1983

**Use in Commerce:** 1983

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

**International Class(es):** 039 - Primary Class

**U.S Class(es):** 100, 105

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** 1985

**Use in Commerce:** 1985

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** Yes

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** APPLE INC.

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

**Legal Entity Type:** CORPORATION

**State or Country Where Organized:** CALIFORNIA

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Thomas R. La Perle

**Attorney Primary Email Address:** [trademarkdocket@apple.com](mailto: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](mailto:trademarkdocket@apple.com) [karenmarie\\_kitterman@apple.com](mailto:karenmarie_kitterman@apple.com) [amy.shelton@apple.com](mailto:amy.shelton@apple.com)

**Correspondent e-mail Authorized:** Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 28, 2015	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 28, 2015	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	68335
Feb. 28, 2015	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	68335
Feb. 28, 2015	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
Feb. 13, 2015	TEAS SECTION 8 & 9 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 26, 2011	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	75461
Feb. 26, 2011	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	75461
Feb. 09, 2011	TEAS SECTION 8 & 15 RECEIVED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Feb. 15, 2005	REGISTERED-PRINCIPAL REGISTER	
Dec. 13, 2004	LAW OFFICE REGISTRATION REVIEW COMPLETED	68171
Dec. 13, 2004	ASSIGNED TO LIE	68171
Nov. 29, 2004	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Aug. 30, 2004	STATEMENT OF USE PROCESSING COMPLETE	72067
Aug. 30, 2004	USE AMENDMENT FILED	72067
Aug. 31, 2004	TEAS STATEMENT OF USE RECEIVED	
Aug. 31, 2004	TEAS EXTENSION RECEIVED	
Aug. 20, 2004	CASE FILE IN TICRS	
Mar. 30, 2004	EXTENSION 1 GRANTED	
Mar. 23, 2004	EXTENSION 1 FILED	
Mar. 23, 2004	TEAS EXTENSION RECEIVED	
Oct. 21, 2003	NOA MAILED - SOU REQUIRED FROM APPLICANT	
Jul. 29, 2003	PUBLISHED FOR OPPOSITION	
Jul. 09, 2003	NOTICE OF PUBLICATION	
May 13, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 01, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 03, 2003	NON-FINAL ACTION E-MAILED	
Jan. 09, 2003	ASSIGNED TO EXAMINER	69222
Sep. 10, 2002	TEAS VOLUNTARY AMENDMENT RECEIVED	

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 28, 2015

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

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

Pages: 5

Date Recorded: Jan. 25, 2007

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

**Assignor**

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

**Assignee**

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

**Correspondent**

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

**Domestic Representative - Not Found**

Int. Cls.: 35 and 39

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

Reg. No. 2,926,853

United States Patent and Trademark Office

Registered Feb. 15, 2005

**SERVICE MARK  
PRINCIPAL REGISTER**



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

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

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

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

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

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

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

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

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

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

NORA BUCHANAN WILL, EXAMINING ATTORNEY

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Mark:



US Serial Number: 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](mailto: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](mailto:trademarkdocket@apple.com) [karenmarie\\_kitterm\\_an@apple.com](mailto:karenmarie_kitterm_an@apple.com) [amy.shelton@apple.com](mailto: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**

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