



Tech Info Library

Apple Computer, Inc. Trademark/Service mark List 2 of 2 (10/96)

Apple Computer, Inc. Trademark List Part 2 October, 1996

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When using the marks in publications that will be distributed only in the United States, include the appropriate (TM), SM, or (R) symbol on first use. For publications that will be distributed outside the United States, do not include trademark symbols.

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APPLE'S SERVICE MARKS

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ACOTSM (Apple Classrooms of Tomorrow)

Apple(R)

Apple AnswersSM

Apple Assurance(R)

AppleCare(R)

GENERIC TERM(S)

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experimental classrooms

various services

newsletter

service program

extended warranty service

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|-------------------------------------|----------------------------------|
| Apple Center(R) | program |
| Apple Desktop MediaSM | international stores |
| Apple Developer ServicesSM (design) | marketing campaign |
| AppleFest(R) | group logo |
| Apple Open HouseSM | conference/computer trade show |
| ApplePartsSM | mall events |
| Apple Printing for EveryoneSM | parts and services program |
| Apple Puts it All TogetherSM | slogan for printers |
| AppleServicesSM | marketing campaign |
| Apple Training AllianceSM | parts and services program |
| AppleWorldSM | third-party training program |
| ARCSM (Apple Repair Coupon) | trade show |
| Company Store logoSM | service campaign |
| ConvomaniaSM | retail outlet logo |
| Coup de Tech(R) | educational services |
| Developer Tools ExpressSM | conferences/disability solutions |
| Education LinkSM | developer program |
| eFriendSM | educational program |
| Golden Apple ClubSM | eWorld promotion |
| Golden Apple Distinguished SchoolSM | sales program |
| MacAdemiaSM | special recognition program |
| MacFest(R) | conference |
| MSB(R) | conference/computer trade show |
| NewtonSourceSM | slogan abbreviation |
| Solution ExpressSM | retail store |
| Starman logoSM | publication |
| The Third Horizon(R) | computer repair services logo |
| Virtual Campus logoSM | educational program |
| Wave of the FutureSM | marketing logo |
| You, a Mac, the worldSM | educational theme |
| | slogan |

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XJACK(TM) is a trademark of Megahertz Corporation, U.S. Patent No. 5,183,404.

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Examples:

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QuickDraw(TM) GX--credit line: QuickDraw is a trademark of Apple Computer, Inc.

Macintosh(R) PowerBook(R) Active-Matrix Display Upgrade--credit line: Macintosh and PowerBook are registered trademarks of Apple Computer, Inc.

SPECIAL COMMENTS

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If you have any questions regarding the list, please contact TJ Angioletti in the Trademark Department (408/974-6638). We would appreciate a call if you are aware of any changes, deletions, or additions needed to update the list.

This list includes updates as of September 30, 1996.

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