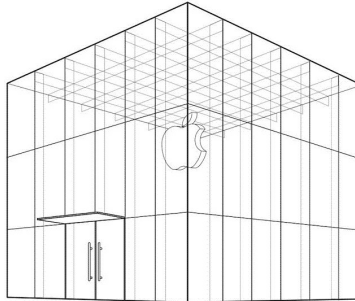


# United States of America

United States Patent and Trademark Office



**Reg. No. 4,021,593**

**Registered Sep. 6, 2011**

**Int. Cl.: 35**

**SERVICE MARK**

**PRINCIPAL REGISTER**

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

FOR: RETAIL STORE SERVICES FEATURING COMPUTERS, COMPUTER SOFTWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONICS, AND DEMONSTRATION OF PRODUCTS RELATING THERETO, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 5-19-2006; IN COMMERCE 5-19-2006.

OWNER OF U.S. REG. NO. 2,926,853.

THE MARK CONSISTS OF THE DISTINCTIVE DESIGN AND LAYOUT OF A RETAIL STORE COMPRISED OF A CUBE-SHAPED BUILDING CONSTRUCTED ALMOST EXCLUSIVELY OF TRANSPARENT GLASS, WITH TRANSPARENT GLASS WALLS AND ROOF, TRANSPARENT GLASS DOUBLE DOORS AND A TRANSPARENT GLASS AWNING AND FEATURING A PENDANT OF AN APPLE WITH A BITE REMOVED SUSPENDED FROM THE CEILING.

SEC. 2(F).

SER. NO. 85-097,331, FILED 7-30-2010.

Laurie Kaufman, EXAMINING ATTORNEY



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Director of the United States Patent and Trademark Office