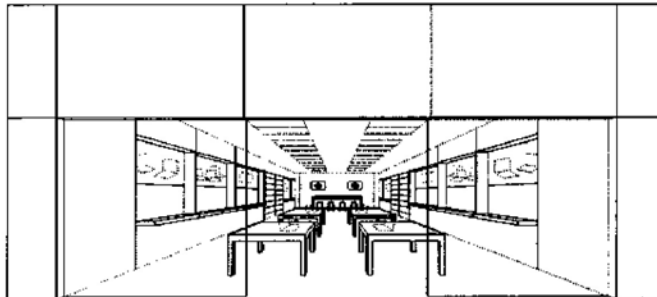


United States of America

United States Patent and Trademark Office



Reg. No. 4,277,914

Registered Jan. 22, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
MS 36-4TM
CUPERTINO, CA 95014

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

FIRST USE 9-0-2006; IN COMMERCE 9-0-2006.

THE MARK CONSISTS OF THE DESIGN AND LAYOUT OF A RETAIL STORE. THE STORE FEATURES A CLEAR GLASS STOREFRONT SURROUNDED BY A paneled facade consisting of large, rectangular horizontal panels over the top of the glass front, and two narrower panels stacked on either side of the storefront. WITHIN THE STORE, RECTANGULAR RECESSED LIGHTING UNITS TRAVERSE THE LENGTH OF THE STORE'S CEILING. THERE ARE CANTILEVERED SHELVES BELOW RECESSED DISPLAY SPACES ALONG THE SIDE WALLS, AND RECTANGULAR TABLES ARRANGED IN A LINE IN THE MIDDLE OF THE STORE PARALLEL TO THE WALLS AND EXTENDING FROM THE STOREFRONT TO THE BACK OF THE STORE. THERE IS MULTI-TIERED SHELVING ALONG THE SIDE WALLS, AND A OBLONG TABLE WITH STOOLS LOCATED AT THE BACK OF THE STORE, SET BELOW VIDEO SCREENS FLUSH MOUNTED ON THE BACK WALL. THE WALLS, FLOORS, LIGHTING, AND OTHER FIXTURES APPEAR IN DOTTED LINES AND ARE NOT CLAIMED AS INDIVIDUAL FEATURES OF THE MARK; HOWEVER, THE PLACEMENT OF THE VARIOUS ITEMS ARE CONSIDERED TO BE PART OF THE OVERALL MARK.



SEC. 2(F).

SER. NO. 85-036,990, FILED 5-12-2010.

MICHAEL W. BAIRD, EXAMINING ATTORNEY

David J. Kyros

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

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

Requirements in the First Ten Years*

What and When to File:

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

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

Requirements in Successive Ten-Year Periods*

What and When to File:

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

Grace Period Filings*

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

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

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

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