



# Tech Info Library

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

Revised: 10/17/96  
Security: Everyone

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

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

The following is a current list of Apple's trademarks and service marks, as well as trademarks licensed by Apple from third parties.

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.

The list also includes one or more suggested generic terms for each trademark. For all publications, include an appropriate generic term with the trademark the first time it appears. Thereafter, the generic term should appear frequently with the trademark. (Note: These generic terms are only suggestions, and there may be other words that are equally appropriate.)

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The absence of a product or service name or logo from this list does not constitute a waiver of Apple's trademark or other intellectual property rights concerning that name or logo.

APPLE'S SERVICE MARKS

GENERIC TERM(S)

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ACOTSM (Apple Classrooms of Tomorrow)  
Apple(R)  
Apple AnswersSM  
Apple Assurance(R)  
AppleCare(R)

Apple Center(R)  
Apple Desktop MediaSM  
Apple Developer ServicesSM (design)  
AppleFest(R)  
Apple Open HouseSM  
ApplePartsSM  
Apple Printing for EveryoneSM  
Apple Puts it All TogetherSM  
AppleServicesSM  
Apple Training AllianceSM  
AppleWorldSM  
ARCSM (Apple Repair Coupon)  
Company Store logoSM  
ConvomaniaSM  
Coup de Tech(R)  
Developer Tools ExpressSM  
Education LinkSM  
eFriendSM  
Golden Apple ClubSM  
Golden Apple Distinguished SchoolSM  
MacAdemiaSM  
MacFest(R)  
MSB(R)  
NewtonSourceSM  
Solution ExpressSM  
Starman logoSM  
The Third Horizon(R)  
Virtual Campus logoSM  
Wave of the FutureSM  
You, a Mac, the worldSM

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experimental classrooms  
various services  
newsletter  
service program  
extended warranty service  
program  
international stores  
marketing campaign  
group logo  
conference/computer trade show  
mall events  
parts and services program  
slogan for printers  
marketing campaign  
parts and services program  
third-party training program  
trade show  
service campaign  
retail outlet logo  
educational services  
conferences/disability solutions  
developer program  
educational program  
eWorld promotion  
sales program  
special recognition program  
conference  
conference/computer trade show  
slogan abbreviation  
retail store  
publication  
computer repair services logo  
educational program  
marketing logo  
educational theme  
slogan

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If a product or service name is not listed under Apple's Trademarks or Apple's Service Marks, it should not be followed by a (TM) or (R) notation and should not be included in credit lines. However, if a name includes Apple, Macintosh, or another Apple mark listed in this document, do apply the correct trademark symbol ((TM) or (R)) to that portion of the name and note that portion in credit lines. In addition, capitalize the first letter of each word of the product name.

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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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Tech Info Library Article Number:18585