Tech Info Library

Apple Computer, Inc. Trademark List 1 of 2 (10/96)

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Revised:        10/17/96
Security:       Everyone
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Apple Computer, Inc. Trademark List 1 of 2 (10/96)

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Apple Computer, Inc.Trademark List Part 1   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.)

Remember that trademarks are adjectives, and cannot be made plural or possessive.

All publications must include a copyright statement and credit lines listing the Apple and licensed third-party trademarks mentioned in the publication. The document "Using Apple Trademarks/Employee" (see below) explains how to compose the copyright statement and credit lines.

For more information on how to use Apple's trademarks, please refer to the Trademark and Copyright Information area on AppleWeb (http://web.apple.com/Areas/TrademarkInformation). Download the documents "Trademark Copy Review Instructions" and "Using Apple Trademarks/Employee." The current Apple Trademark List is also posted there. If you don't have access to AppleWeb, contact the Trademark Department at (408) 974-6638.

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.

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APPLE'S TRADEMARKS                     GENERIC TERM(S)
==================                     ===============
11GS(R)                               computer
All great software wears this face.(TM) slogan
A-NET(R)                              application program
APDA(R)                               developers association
Apple(R)                              computers, computer
                                      peripherals, etc.

Apple(R) (striped or solid logo)      logo design
Apple IIGS(R)                         computer
AppleCAT(R)                           application program
AppleCD(TM)                           CD-ROM drive
AppleCD SC(R)                         CD-ROM drive
AppleDesign(R)                        computer peripherals
AppleFax(TM)                          modem
AppleFund(TM)                         reimbursement program
AppleGram(TM)                         newsletter
AppleLAN(TM)                          application program
AppleLink(R)                          communication network/
                                      computer software

AppleMail(R)                          application program
AppleNet(TM)                          application program
AppleOrder(TM)                        sales support program
Apple Press(TM)                       publications
Apple Restore(TM)                     software utility
AppleScript(R)                        application program
AppleSearch(R)                        application program
AppleShare(R)                         network server
AppleSoft(R)                          operating system software
                                      application program

Apple SuperDrive(R)                   computer disk drive
AppleTalk(R)                          network system
Apple TechStep(TM)                    diagnostic software
AppleVision(R)                        computer display
AppleWriter(TM)                       application program
Aristotle(TM)                         application program
A/ROSE(TM)                            application program
At Ease(TM)                           application program
AudioVision(TM)                       computer display/
                                      operating system program

Author's Solution(TM)                 software bundle
A/UX(R)                               operating system
Balloon Help(TM)                      application program
Balloon Writer(TM)                    application program
Bento(R)                              application program
Bicycle logo(R)                       university logo
Bring Learning Home(TM)               software and printed materials
CADoc(R)                              application program
CD ROM Explorer(R)                    application program
Chicago(R)                            computer font
Cocoa(TM)                             developer tool
Colearning Logo(R)                    application program logo
ColorShare(R)                         application program
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ColorSync(R)                              application program
ColorSync logo(R)                         application program logo
ConnectTest(TM)                           application program
CyberArcade(TM)                           CD-ROM bundle
Cyberdog(TM)                              Internet software
Develop(TM)                               developer publication
Developer Resource Kit(TM)                developer self-help product
DialAssist(TM)                            application program
DigiSign(R)                               digital signature technology
Digital Explorer(TM)                      CD-ROM bundle
Discipline(R)                             application program
Disk First Aid(TM)                        application program
Disk II(R) (and design)                   computer disk drive
Diskware(R)                               application program
DocViewer(TM)                             application program
DoubleVision(TM)                          application program
DuoDisk(R)                                computer disk drive
DuoFile(R)                                computer disk drive
Dylan(TM)                                 development program
Early Language Connections(TM)            hardware/software curriculum
                                          package
E-Box(TM)                                 application program
Educator Advantage(TM)                    marketing program
Encyclomedia(R)                           CD-ROM bundle
En Passant(R)                             application program
Espy(R)                                   fonts
EtherTalk(R)                              interface card/network
EverWatch(TM)                             battery technology
eWorld(TM)                                on-line information service
eWorld logo(TM)                           logo for on-line information
                                          service
Extensions Manager(TM)                    system software
Fax Extension(TM)                         application program
FaxSender(TM)                             application program
FDHD(R)                                   computer disk drive
FileWare(R)                               application program
FinanceTech(R)                            growth funding service
Finder(TM)                                operating system software
FinePrint(TM)                             application program
FireWire(R)                               serial bus
FireWire logo(TM)                         logo for serial bus
Foreign File Access(TM)                   application program
Geneva(TM)                                computer font
GeoPort(R)                                telecommunications architecture
GeoPort logo(TM)                          logo for telecommunications
                                          architecture
GrayShare(R)                              application program
GrayShare logo(R)                         application program logo
Great Meetings(TM)                        application program
GS(TM)                                    computer
GS/OS(R)                                  operating system software
HangulTalk(TM)                            application program
HotSauce(TM)                              application program
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HyperAgent(R)                              application program
HyperBrowser(R)                            application program
HyperCard(R)                               application program
HyperClient(R)                             application program
HyperKiosk(TM)                             conference information database
HyperKnowledge(R)                          application program
HyperLearning(R)                           application program
HyperMover(TM)                             application program
HyperReader(R)                             application program
HyperTalk(R)                               application program
HyperTelevision(R)                         application program
HyperTV(R)                                 application program
IconMaker(TM)                              application program
ImageWriter(R)                             printer
Imagine:The Apple Education TV Series(TM)education television series
Information Alley(R)                        technical publication
Inter*Poll(R)                              application program
It does more. It costs less.              slogan
It's that simple.(TM)
It's there when you need it(TM)           marketing slogan for Newton
It's Not What the Computer Can Do,        marketing slogan
It's What You Can Do(TM)
KanjiTalk(TM)                              Japanese operating system
LaserShare(TM)                            print spooling software
LaserWriter(R)                            printer
LaserWriter Select(R)                     printer
   (composite trademark; do not use "Select" alone)
LC(R)                                     computer
Light bulb logo(R)                        logo for Newton products
Likewise(R)                               application program
LinkSaver(TM)                             application program
Lisa(R)                                   scomputer
Localizer(TM)                             application program
LocalTalk(R)                              computer cable system/network
Mac(R)                                    computer
MacApp(R)                                 application program
MacAPPC(TM)                               application program
Macaroni(R)                               application program
MacBrowser(R)                             application program
MacCheck(R)                               application program
MacClient(R)                              application program
MacDFT(R)                                 application program
MacDNS(TM)                                application program
MacDSS(R)                                 application program
MacinTalk(TM)                             application program
Macintosh(R)                              computer
Macintosh Centris(R)                      computer
   (composite trademark; do not use "Centris" alone)
Macintosh Coprocessor Platform(TM)        application program
Macintosh Duo(R)                          computer
   (composite trademark; do not use "Duo" alone)
Macintosh logo(TM)                        computer logo
                                          (Picasso design)
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Macintosh PC Exchange(TM)              application program
Macintosh(R)                          computer
Macintosh Quadra(R)                   computer
   (composite trademark; do not use "Quadra" alone)
MacISDN(TM)                           application program
MacMenu(R)                            mail order catalog
MacODA(TM)                            application program
Mac(R) OS                             operating system software
MacOSI(R)                             application program
Mac OS logo(R)                        operating system software logo
MacPAD(R)                             application program
MacPS(R)                              application program
MacroMaker(TM)                        application program
MacShare(TM)                          application program
MacSMB(R)                             application program
MacSNMP(TM)                           software utility
MacStacks(R)                          application program
MacTCP(R)                             application program
MacTerminal(R)                        application program
MacTest(TM)                           application program
MacUpdate(R)                          magazine
MacVentures(R)                        publication
MacWorkStation(TM)                    application program
MacX(R)                               application program
MacX25(R)                             application program
MacX.400(TM)                          application program
MCP Test(TM)                          diagnostic software
MessagePad(R)                         personal digital assistant
MM(R) logo (New Media New Markets logo) logo design
Monaco(TM)                            computer font
"Moof" and Dogcow logo(R)             logo design for developer CD-ROM
"Moof" and Dogcow Productions(R)      application program and developer
                                      CD-ROM
Mouse Basics(TM)                      application program
MousePaint(TM)                        application program
Mouse Practice(TM)                    application program
MovieShop(R)                          application program
MovieTalk(R)                          application program
MPW(R)                                application program
MultiFinder(R)                        operating system software
NetTrax(TM)                           application program
NewMath(R)                            application program
New Media/New Markets design(TM)      logo
NeWorld(R)                            application program
NewPort(R)                            application program
NewTalk(R)                            application program
Newton(R)                             operating system software
Newton Intelligence(TM)               personal digital assistant
                                      technology
NewtonMail(R)                         application program
Newton Press(TM)                      application program
NewtonScript(TM)                      scripting language
NewTools(R)                           application program
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New York(R)                              computer font
NodeCheck(TM)                            diagnostic program
Noiro(TM)                                font
OneScanner(TM)                           computer scanner
OpenDoc(R)                               computer program
Performa(R)                              computer
PhotoFlash(R)                            application program
Pippin(TM)                               interactive media player and
                                         system software
Pippin logo(TM)                          logo for interactive media
                                         player and system software
PlainTalk(R)                             application program
Power Beyond Speed(TM)                   slogan
PowerBook(R)                             computer
PowerBook/DOS Companion(TM)              hardware/software package
PowerBook Duo(R)                         computer
   (composite trademark; do not use "Duo" alone)
PowerLatch(TM)                           docking technology
Power Mac(TM)                            computer
Power Macintosh(R)                       computer
PowerShare(R)                            application program
PowerTalk(R)                             application program
PrintRecordSpy(TM)                       developer tool
PrizeFest(TM)                            marketing theme
ProDOS(R)                                operating system software
Progress Windoid(R)                      "x" command
Projector(R)                             application program
QStack(TM)                               application program
QuickClips(TM)                           multimedia content/CD-ROM
QuickDraw(TM)                            application program
QuickFile(R)                             application program
QuickRing(R)                             data transfer system
QuickStart(TM)                           VAR program
QuickTake(R)                             digital camera
QuickTime(R)                             application program
QuickTime logo(TM)                       logo for application program
ResEdit(TM)                              application program
SADE(R)                                  application program
SalesWriter(TM)                          application program
SANE(R)                                  application program
ScanTest(R)                              application program
Setting the Pace(TM)                     logo for Apple education
SmartStack(R)                            application program
SNA*ps(TM)                               application program
Software Dispatch(R)                     software on CD business
Software Dispatch logo(R)                logo for software on CD business
Sound Manager(TM)                        application program
SourceBug(TM)                            application program
SpeedStart(TM)                           application program
STAKCopy(TM)                             application program
STAKNode(TM)                             application program
StarCore(R)                              publishing division
StartingLine(TM)                         marketing program and catalogs
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StyleWriter(R)                      printer
Switcher(TM)                        application program
synthLAB(TM)                        application program
System 7 logo(TM)                   operating system software
                                    logo design

The Apple Collection(TM)            catalogue
The Education Dealer(TM)            logo
The Macintosh Right Now Rebate(TM)  promotion
The Meeting of the Minds(TM)        slogan
The power to be your best.(R)       slogan
The Universal Client(TM)            application program/
                                    marketing theme

TokenTalk(R)                        application program
Tools Advisor(TM)                   application program
ToolServer(TM)                      application program
TrueType(R)                         font technology
VideoSync(R)                        software utility
ViewEdit(TM)                        application program
VirusRX(TM)                         application program
WorldScript(R)                      application program
You, a Mac, the world(TM)           slogan
Zeal(R)                             fonts
Zhong-Wen Talk(R)                   Chinese operating system
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