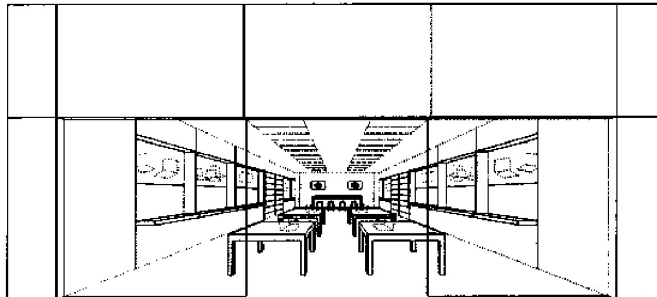


United States of America

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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).

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