



<http://www.mobile-computing-news.co.uk/industry-news/10788/amazon-app-store-draws-apple-lawsuit.html>

Mobile Computing News

Mobile Computing News

Amazon App Store draws Apple lawsuit

By **Alexis** • Mar 24th, 2011 • Category: **Industry News**

 Like  Sign Up to see what your friends like.

 Tweet 1



Photo: Photo Giddy / Flickr

For those thinking Apple had filed to have the term 'App Store' trademarked just for giggles, think again. On Friday, Apple sued Amazon for infringing on the term, asking for an injunction preventing the online retailer from using the term 'App Store' in its name, as well as asking for **unspecified damages**, too.

You're confusing people

In the complaint, **Apple said**: 'Consumers of mobile software downloads are likely to be confused as to whether Amazon's mobile software download service is sponsored or approved by Apple.' Basically, because there is an Apple App Store, an Amazon App Store seems somehow 'endorsed' by the folks in Cupertino.

This suit comes at a time when the two companies are **going toe-to-toe** with each other in various industries, including ebook sales, digital music downloads, and digital film downloads/rentals. If the incessant rumours that Apple will bring NFC technology to the iPhone (either iPhone 5 or iPhone 6) prove true, the two companies could be in their fiercest battle yet as they vie for dominance in terms of payments platform.

You're joking, right? – Microsoft

Prior to Apple suing Amazon, the company has been locked in a back and forth between itself and the US Patent Office as competitor Microsoft has alleged the term 'App Store' was **too generic to patent**. Apple, to its credit, fought back saying Windows and Office rank pretty high on the generic scale, too. Microsoft then hit back saying a document Apple had filed in the whole patent procedure had too small a font size to be legitimate. Seriously, **we wish we were making this up**.

Now the Amazon App Store (or not) has gotten itself involved in the square dance.

Are you confused?

Amazon App Store, and Apple App Store – how is that remotely confusing? Nevertheless, Amazon could have been a bit more creative with their naming, and Apple did jump to trademark the term, so props to them. Now could we get back to focusing on building the next **iPhone** and Kindle, respectively? Thanks.

[Windows Recommended PCs](#)

Our Online Guide Will Teach You PC Basics & Recommend A PC For You.



[San Francisco Computer](#)

Laptops Repair Specialists 415-863-8820
Satisfaction Guaranteed

Ads by **Google**

Tags for this article: [apple](#), [amazon](#)
All posts by [Alexis](#)

Leave a Reply

Related Products

[Buy Netbook](#)

[Cheapest Netbook](#)

[Acer One Netbook](#)

[Acer Aspire Netbook](#)

[Asus Eee Netbook](#)

[Dell Mini Netbook](#)

[MSI Wind Netbook](#)

[HP Mini Netbook](#)

[Lenovo Netbook](#)

[Fujitsu Netbook](#)

- [Get Home Delivery-Bay Area](#)
- [Log In](#)
- [Register Now](#)
- [TimesPeople](#)

- [Home Page](#)
- [Today's Paper](#)
- [Video](#)
- [Most Popular](#)
- [Times Topics](#)



Search All NYTimes.com

The New York Times

Thursday, March 24, 2011

Business Day Technology

- [World](#)
- [U.S.](#)
- [N.Y. / Region](#)
- [Business](#)
- [Technology](#)
- [Science](#)
- [Health](#)
- [Sports](#)
- [Opinion](#)
- [Arts](#)
- [Style](#)
- [Travel](#)
- [Jobs](#)
- [Real Estate](#)
- [Autos](#)

Search Technology

Inside Technology

- [Internet](#)
- [Start-Ups](#)
- [Business Computing](#)
- [Companies](#)

[Bits](#)
[Blog »](#)

Personal Tech »

- [Digital Cameras](#)
- [Cellphones](#)
- [All Products](#)



Bits
Business ■ Innovation ■ Technology ■ Society

March 22, 2011, 3:05 am

Amazon to Open Android App Store as Apple Sues

By *CLAIRE CAIN MILLER*

Today's free app of the day
Angry Birds Rio

~~\$0.99~~ **FREE**
14:24:40 left

Get app

Amazon's app store will give away a paid app every day as a promotion, beginning with Angry Birds Rio.

6:53 a.m. | Updated *Adding confirmation of lawsuit and comments from the companies.*

Amazon.com is entering the mobile app business with an Android app store that is scheduled to open Tuesday. The store's name has already prompted a lawsuit from Apple.

The Amazon Appstore, which will be accessible at Amazon.com/appstore and through a mobile app, will sell applications for Android phones and tablets. It will also encroach on Google's territory by providing Android users with a new way to buy apps that cuts Google out of the equation.

The store, which Amazon initially announced in January, prompted a trademark infringement suit on Friday from Apple, which claims ownership of the App Store name. "We've asked Amazon not to copy the App Store name because it will confuse and mislead customers," Apple said in a statement late Monday. Amazon said it had a policy of not commenting on litigation.

Because Android is an open platform, unlike Apple's, other companies can open stores that sell Android apps. But Amazon is perhaps a more formidable competitor than others because people are used to buying things through the site and its mobile apps — and many have stored their credit card numbers on Amazon for years.

<http://bits.blogs.nytimes.com/2011/03/22/amazon-opens-an-android-app-store/>

Amazon will provide a few things that Google's Android Market does not, said Aaron Rubenson, category leader for the Appstore at Amazon, by throwing its marketing and e-commerce expertise behind the new service.

"We spent years building shopping features that help customers find the products that are relevant to them from amidst a massive selection," Mr. Rubenson said, "and we're excited to apply those capabilities to the apps market."

For instance, it will use the recommendation algorithm that Amazon uses on its Web site to suggest certain apps, so if someone shops for March Madness gear on Amazon.com, the Appstore would recommend basketball apps. It will also offer a paid app for free every day, beginning with Angry Birds Rio. And users can test apps on the Web site before buying them.

The recommendation engine may be most important. There are so many apps that Apple, Google and others have struggled to suggest the right ones to users. For a long time, Google's Android Market was quite difficult to search, but Google [recently introduced](#) a new and improved Android Market. A Google spokesman declined to comment on Amazon's Android app store.

For app developers, the biggest difference between Amazon's app store and others is that Amazon will set the prices the apps will sell for. Developers will suggest a price, but Amazon could sell them for a different price — potentially less than the sale price on the Android Market. Amazon will pay developers the greater of either 70 percent of the sale price, which is the standard revenue-share percentage for app stores, or 20 percent of the price the developer suggests the app sells for.

Unlike Google, Amazon will review apps before they are sold, but will only block them if they don't work or if they put the customer's data at risk, Mr. Rubenson said. That is somewhere in between the policies of Apple, which has blocked apps for other reasons, and Google, which doesn't review them and faced the consequences this month when malware snuck into the Android Market.

As for whether the Kindle, Amazon's e-reader, [could eventually run the Android operating system](#), Mr. Rubenson said there is "nothing that we've announced." Amazon is, however, considering selling apps for platforms other than Android.

- [E-mail This](#)
- [Print](#)
- [Share Close](#)

 [Twitter](#)

 [Recommend](#)

[Apps](#), [Company News](#), [Internet](#), [Phones and Mobile Devices](#), [Amazon.com](#), [android](#), [Android Market](#), [angry birds](#), [app store](#), [Apple](#), [Google](#)