

Exhibit 29

Trademark/Service Mark Application, Principal Register

Serial Number: 85041463

Filing Date: 05/18/2010

To the Commissioner for Trademarks:

MARK: (Stylized and/or Design, see [mark](#))

The color(s) purple and white is/are claimed as a feature of the mark. The mark consists of a rectangle with rounded corners depicting a stylized musical note in a white circle on a purple background.

The applicant, Apple Inc., a corporation of California, having an address of

1 Infinite Loop
Cupertino, California 95014
United States

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: Computer software for use in searching, browsing, reviewing, sampling, playing, purchasing, and downloading pre-recorded audio and video content

In International Class 009, the mark was first used at least as early as 06/00/2008, and first used in commerce at least as early as 06/00/2008, and is now in use in such commerce. The applicant is submitting one specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods and/or services, consisting of a(n) screen capture of website showing mark at point of sale.

[Specimen File 1](#)

The applicant claims ownership of U.S. Registration Number(s) 3470983 and 2935038.

The applicant's current Attorney Information:

Lisa G. Widup and Thomas R. La Perle, John Donald, Yuka Sugar of Apple Inc.

1 Infinite Loop, MS 3TM
Cupertino, California 95014
United States

The applicant's current Correspondence Information:

Lisa G. Widup
Apple Inc.
1 Infinite Loop, MS 3TM
Cupertino, California 95014

A fee payment in the amount of \$325 has been submitted with the application, representing payment for 1 class(es).

Declaration

The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements, and the like, may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

Signature: /Lisa G. Widup/ Date Signed: 05/18/2010

Signatory's Name: Lisa G. Widup

Signatory's Position: Attorney of record, California bar member

RAM Sale Number: 11552

RAM Accounting Date: 05/19/2010

Serial Number: 85041463

Internet Transmission Date: Tue May 18 14:35:38 EDT 2010

TEAS Stamp: USPTO/BAS-17.193.14.218-2010051814353816

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iPhone

Features Why iPhone Apps for iPhone Gallery How To Tech Specs Buy iPhone

iPhone 3G

- Phone
- iPod
- Safari
- Mail
- Video Recording
- Photos
- Voice Control
- Messages
- Maps + Compass
- Keyboard
- Cut, Copy & Paste
- Search
- Voice Memos
- Accessibility
- Tethering
- App Store
- iTunes**
- Home Screen
- More Features
- iPhone Technology

Shop the iTunes Store for music, movies, TV shows, and more



Preview songs with a tap, then download over cellular or Wi-Fi networks

iTunes

Shop the iTunes Store — the world's largest online music store — from your iPhone. Download songs, movies, TV shows, and more.



Shopping on iTunes Watch the video

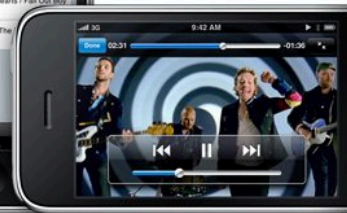
Buy on the fly.

Access the iTunes Store over cellular or Wi-Fi networks. Then browse millions of songs or shop for movies, movie rentals, TV shows, music videos, audiobooks, podcasts, ringtones — even college lectures from iTunes U. Downloads start instantly. How to find songs, albums, and podcasts



Sync it back.

When you connect iPhone to your computer, the music and video you bought syncs to your iTunes library. And if you've only partially downloaded something, your computer completes the download automatically. How to sync purchased content



iPhone 3G

New features. New price. \$99*