

**EXHIBIT 2**

# **A SURVEY TO MEASURE POTENTIAL SOURCE CONFUSION ASSOCIATED WITH iBOOKS**

IN RE: J.T. COLBY & COMPANY, INC. D/B/A BRICK TOWER PRESS,  
J. BOYLSTON & COMPANY, PUBLISHERS LLC AND IPICTUREBOOKS LLC v. APPLE, INC.,  
CASE NO. 11-CIV-4060,  
UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK

Conducted by  
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## I. INTRODUCTION: SURVEY SCOPE AND OVERVIEW

### A. Scope and Overview of the Assignment

I have been retained by Quinn Emanuel Urquhart & Sullivan, LLP, counsel for Plaintiffs in J.T. Colby & Company, Inc. d/b/a Brick Tower Press, *et al* v. Apple, Inc., to offer expert testimony on the implications for Plaintiffs' iBooks brand resulting from Apple's unauthorized use of the iBooks mark and the likely confusion created by Apple's use. My opinions reflect many years of marketing experience, as well as the results of a national survey demonstrating that consumers are predisposed to name Apple as the source when asked to envision "iBooks" on a page containing information about a digital book – a scenario consistent with the way Plaintiffs currently use their mark and the direction of future product development they anticipate.

The survey confirms my opinion that since early 2010, iBooks has become a strong source indicator for Apple, and that Apple's mark creates significant confusion at present and potentially greater confusion in the future, producing two unfortunate consequences: this confusion deprives the market of correct information about the source of Plaintiffs' products, and it deprives Plaintiffs of meaningful control over the destiny of their 16-year old brand.

*Brand is not just a set of actualities; it is a scope of possibilities. Some of the most important consequences for Plaintiffs reside in the future, along a logical path of progression lined with marketing options that are no longer available to Plaintiffs now that Apple uses the iBooks mark. Apple has already seriously compromised Plaintiffs' brand identity and will continue to stunt its development.*

Within the Lanham Act context, the term, "likelihood of confusion survey" has come to be associated with prescriptive methodology that presents to customers a sample of the contested mark as it appears in the marketplace and then employs one of several fairly standard questions to measure the net frequency with which survey respondents make attributions implying source confusion. A "likelihood of confusion" survey of that sort would not have done justice to the unusual circumstances surrounding this case for several reasons, chief among them, the rapid and disruptive evolution of the book-publishing market and the diverse,

dynamic ways consumers now access and experience books. By opening new distribution channels and expanding access to “authorship,” the recent growth of digital publishing has made the marketplace highly fluid, blurring and reshaping concepts like “publisher.” Given this shape-shifting commercial reality, the way consumers (or readers) typically experience Plaintiffs’ mark today does not fully anticipate the broader scope of brand experience that Plaintiffs could have created for their customers in the future.

Rather than attempt to single out a particular way in which book customers might experience Plaintiffs’ mark and then test for “likelihood of confusion” in that limited context, I conducted a slightly different type of (controlled) survey. I used a conceptual stimulus designed to take more flexible account of Plaintiffs’ natural course of brand development, had Apple not coopted the mark. The survey results prove that, in a digital-book environment, a significant percentage of consumers would interpret the presence of the word, “iBooks,” on the information page inside the book to be a source signifier for Apple. By implication, my findings demonstrate convincingly that the confusion *already* engendered by Apple’s use of the iBooks mark precludes Plaintiffs from making effective use of their brand in a marketplace whose natural evolution requires them to continue following a digital path.

## **B. Professional Credentials**

I am President and CEO of National Analysts Worldwide, a marketing research and consulting organization that advises companies on product development, brand strategy, and other strategic marketing activities. I am an expert in both survey research and marketing; each year, I personally oversee dozens of surveys designed to illuminate the purchase decision-making process for new and existing products. My career in this field spans over 35 years and literally thousands of surveys conducted for some of the world’s largest companies.

National Analysts Worldwide, the firm I lead, was previously a division of the worldwide consulting firm, Booz•Allen & Hamilton, where I served as head of the worldwide pharmaceutical consulting practice before acquiring the National Analysts Division in 1992. National Analysts Worldwide is now an Employee-Owned Stock Ownership Corporation (ESOP) of which I am majority owner.

During the course of my career, I have lectured on research methodology and marketing at major universities (e.g., University of Pennsylvania and Princeton University) and at industry training seminars sponsored by major professional organizations – for instance, the Council of American Survey Research Organizations (CASRO), the Pharmaceutical Marketing Research Group (PMRG), Healthcare Marketing and Communications Council (HMC), and the Advertising Research Foundation (ARF). I am a Past Chair (2011-12) of the Board of CASRO, the US industry trade association which represents companies that conduct marketing and opinion research and plays a key role in development and oversight of industry-wide ethical guidelines and policies.

I received a BA degree *magna cum laude*, Phi Beta Kappa from Smith College, and Masters and Doctoral degrees from the University of Pennsylvania's Annenberg School for Communication, where my studies were concentrated in the field of social psychology and communications theory. I am the author of a text on market research and of numerous publications and speeches on marketing and market research methodology. A complete copy of my *vitae*, along with a list of publications authored in the past ten years and testimony and depositions taken in the past four years, is included in Appendix A.

### **C. Compensation**

I am being compensated for my work in connection with this litigation at a billing rate of \$600 per hour.

### **D. Documents Consulted/Relied On**

- Apple office action response letter (12/29/10)
- Apple office action
- Master title files and examples of John Colby's/iBooks' current e-books
- J. Boylston & Co., Publishers – iBooks Sales and Title Detail (iBooks, iPicturebooks, ebooks including iBooks ebooks) from Royalty Transaction Subledger
- ISBN database iBooks London catalog

## II. SURVEY DESIGN RATIONALE

### A. Methodological Background

A few basic experimental design protocols have been used over the past six decades to produce statistics that courts have considered illustrative of “likelihood of confusion” in the broader market. What is, by now, an acknowledged “standard” approach involves selection of a stimulus that can plausibly represent market exposure; manipulation of that stimulus using a proper experimental control; and then calculation of a net “likelihood of confusion” percentage by subtracting Control responses from Test responses. Experimental surveys are, of course, little “laboratories.” Typically, though, a “likelihood of confusion” survey statistic is extrapolated to the marketplace without *specific* adjustment for the relationship between survey exposure and real world exposure (*i.e.*, the frequency with which any given consumer would be likely to experience the mark or message precisely as represented in the survey stimulus). Only in the context of damage calculations is frequency or breadth of marketplace exposure introduced directly into the calculations.

The appetite to improvise in Lanham Act survey designs has been limited by an understandable desire to replicate approaches previously deemed valid. Thus, experts avail themselves of court-approved methodologies whenever possible in order to avoid doing battle over “settled” issues of survey science. However, in this particular circumstance, where one of the world’s largest brands has squared off against one of its smaller competitors (in a market environment undergoing significant transformation), a more customized approach is required to characterize Plaintiffs’ predicament. There is nothing routine about the implications of brand encroachment and collision visited here upon Plaintiffs by Apple.

To explain why, it is necessary to describe (a) a brief history of these two brands leading up to the point at which their divergent paths crossed, and (b) how the path forward for Plaintiffs might ultimately have been charted, had Apple not misappropriated the iBooks brand for its own growing family of “i” marks. Because the court will have more detailed chronologies at its disposal, this account is sketched in broad marketing strokes, consistent with my professional mandate in this case.

## B. Relevant Brand History and the Implications for Survey Design

When Plaintiffs acquired the rights to the iBooks mark in 2006, this book brand had been in existence for about seven years, having accumulated print-publication rights to thousands of valuable titles, along with digital rights to another significant number, based on the pioneering vision of the iBooks founder Byron Preiss. In 2006, the digital book market was not yet in infancy, but rather *in utero*. Digital conversion was a cumbersome process with few immediate rewards, due to the lack of reading devices: Amazon, the acknowledged trail-blazer in this industry, was just poised to launch its first-generation Kindle (2007).

Already, however, Plaintiffs were taking steps to develop digital market opportunities. By the time Apple had commandeered the “i” prefix for its book-distribution business, the iBooks enterprise acquired by Plaintiffs had demonstrated appreciation of the importance of eBooks for a 21<sup>st</sup> century publisher. In fact, the companies’ digital initiatives – including efforts to partner with Time-Warner to publish *The Berenstain Bears* electronically – placed them strides ahead of many major publishers. *Thus, while the origins of Plaintiffs’ iBooks name are unrelated to the internet “i” prefix, the history of the business acquired by Plaintiffs suggests an ambitious enterprise wide-open to the digital future – not a nostalgic boutique brand fixed on vintage titles of the past.* Digital was already part of the company’s “DNA,” and cultivation of brand value for Plaintiffs’ iBooks would require continued progress in that direction.

Apple has made clear, through its naming strategy, that it aspires to own the prefix “i” – and, indeed, average consumers can see just as readily as marketing experts the advantage for Apple in pursuing that strategy, even at risk of trespassing on other brands that might stand in its way. The strength of brand identity requires consistency and coherence, particularly for one of the world’s great mega-brands seeking to dominate virtually every arena and conduit of digital consumption. For Apple to cede the “i” in any corner of the consumer-technology environment would both limit and dilute the brand identity it has been building, to say nothing of the near-certain prospect that Apple’s revenue stream from a substitute brand would suffer by comparison. Any lack of persistence would violate first principles of brand marketing, and Apple has applied those principles masterfully to achieve iconic status in the pantheon of 21<sup>st</sup> century brands.



Plaintiffs' iBooks brand is, arguably, not even on the same log-scale as Apple with respect to brand prominence, but it is the brand that Plaintiffs have been using and cultivating for many years. From a marketing perspective, Plaintiffs' iBooks brand has two basic sources of value to their business enterprise: it is the signifier attached to whatever value has been stored in the brand; and even more important, it is the commercial banner under which Plaintiffs would ordinarily march into the future, pursuing whatever strategies a good brand steward might choose to employ. *The history of Plaintiffs' mark earns it the right to be seen as a brand that could and would have had a robust digital future.*

Brands are "living" things, cultivated to develop, grow, evolve. Apple represents an extraordinary example of that dynamism, fueled by exceptionally innovative technology and unsurpassed marketing ingenuity. To Plaintiffs' misfortune, Apple's tendrils have reached into a neighboring brand space, and Apple has set about establishing itself there as a major source of "iBooks." For a small brand, just as much as for a megalith, brand distinctiveness is vital nourishment that literally preconditions long-term survival. *It is now impossible for Plaintiffs to use the name "iBooks" to designate their brand and not appear to signify that it comes from, or is affiliated with, Apple. Apple has deprived Plaintiffs' brand of air and light.*

Plaintiffs' iBooks library of titles already consists of both print and digital books, which can be obtained in different ways, from different distributors and different websites. The identity of the publisher is typically contained on the title page; by convention, substantially more information about source, copyright, etc. is contained on the back of the title page. Readers do not necessarily decipher what's there with ease.

Even among those more professionally knowledgeable about the industry, there has always been the potential for confusion between publishers and their multiple imprints (e.g., Viking vs its famous Penguin Books imprint). The relatively recent emergence of online ordering and digital bookstores, along with the unprecedented capacity of readers to self-publish, have made the book distribution eco-system far more complex and befuddling than it ever was. Vocabulary used to describe book sources is subtly but surely changing as well, blurring conceptions of what or who is a "publisher," and raising doubts about the clarity of questions that employ that term.

Most relevant for Plaintiffs' iBooks brand are the future opportunities in this rapidly evolving industry, now lost amid the brand confusion created by Apple's i-imperialism. For Plaintiffs' iBooks mark, the future is even more diffuse and fluid because, left to a natural course, Plaintiffs would have had various avenues in which to display and grow their mark, in multiple distribution and reading environments. There is no single fixed scenario, no one title page or on-line order page, able to represent Plaintiffs' critical "brand-future" in a fixed format with defined probabilities of exposure. This context and this logic shaped my thinking as I set about designing a survey to test likely source confusion.

### III. SURVEY DESIGN

#### A. Objectives and Basic Design Considerations

The objective of my survey was to prove or disprove the ingoing hypothesis that the presence of the word “iBooks” on the “page” of a digital book containing information about the book would lead a significant percentage of digital-book consumers to infer that Apple had played a role in making the book available. I chose to focus only on the digital-book market because the survey aims to be both reflective of the present and also *forward-looking*: electronic consumption is driving the growth and direction of the book market, and any healthy publishing brand must develop or, be prepared to develop, in that emerging landscape. Apple is, of course, one of the companies that have sculpted that landscape. The world of digital reading is the point of intersection where Plaintiffs’ iBooks and Apple’s iBooks naturally confront one another.

I did not contrive a *particular* cover page as a stimulus, nor did I make assumptions about what specific information would be present on that page other than “iBooks” (or the Control, “eBooks”), in order not to evoke a scenario that would be unduly narrow or inappropriately specific. *Among the vast array of possibilities, the only fixed idea was the presence of “iBooks” or “eBooks,” with all else left equally to the imagination of respondents.*

My survey design was guided by methodological standards required to produce results that can be considered valid and statistically reliable. Those standards require that the universe be properly defined and the sampling frame representative of the universe; the sampling procedures, relevant, transparent, and unbiased; the experimental survey design, scientifically correct; the questions clear, non-biased, and appropriately framed to meet the objectives; and the analysis, properly performed and interpreted.

The survey was designed by me and implemented under my direction between August 30 and September 4, 2012 by staff members of National Analysts Worldwide, the 80-person business research and marketing consultancy I lead.

**B. Sample Design and Method of Data Collection**

Consumers were considered eligible for the survey if they: (1) were between the ages of 18 and 70; (2) indicated they read books on a “regular or fairly regular basis;” and (3) have downloaded a digital book to a reading device of any kind, including a smartphone, in the past 6 months.

**QS3. Which of the following activities, if any, do you engage in on a regular or fairly regular basis?**

	Yes	No	
Reading	<input type="radio"/>	<input type="radio"/>	("Yes" required)
Listening to music	<input type="radio"/>	<input type="radio"/>	
Exercise/sports	<input type="radio"/>	<input type="radio"/>	
Watching movies	<input type="radio"/>	<input type="radio"/>	
Watching TV shows	<input type="radio"/>	<input type="radio"/>	

**QS4. Which of the following, if any, do you read on a regular or fairly regular basis, whether in print or digitally/on-line?**

	Yes	No	
Newspapers/news blogs	<input type="radio"/>	<input type="radio"/>	("Yes" required)
Books (fiction or non-fiction)	<input type="radio"/>	<input type="radio"/>	
Magazines	<input type="radio"/>	<input type="radio"/>	

**QS5. Which of the following have you done in the past 6 months?**

	Yes	No	
Ordered a soft cover/paperback book via the internet for delivery by mail	<input type="radio"/>	<input type="radio"/>	("Yes" required)
Ordered a hard cover book via the internet for delivery by mail	<input type="radio"/>	<input type="radio"/>	
Downloaded a digital book to a reading device of any kind, including a smartphone	<input type="radio"/>	<input type="radio"/>	



### C. Experimental Design and Control Stimulus

The standard methodology for any survey to measure source confusion is a controlled, double-blind study design. A “control arm” is needed to parse out artifact associated with guessing or other “noise” that might lead consumers to be misled or draw interpretations for reasons other than the claim in question. In this case, the extraordinary prominence of Apple as a digital brand could potentially invite guesses for which a control is clearly required.

The stimulus chosen as “control” must be as similar as possible to the test stimulus in all ways *except one* – namely, the attribute or element whose impact the researcher wishes to measure. The Control chosen in this instance was “eBooks,” a plausible word that controlled effectively for the crucial letter, “i.”

### D. Questionnaire

Although a decision was made not to show a specific visual stimulus for reasons already described, pains were taken to evoke a scenario describing what people were to envision – namely, the page in a book where identifying information is displayed.

**Q1a. Please envision the following scenario, involving a digital/electronic book.**

***In the scenario we’d like you to envision, you are looking at the particular “page” of a digital/electronic book that contains information about the book – such as the date of publication, the publisher, the Library of Congress number, etc.***

***If, on that page, you see the word [“iBooks” / “eBooks”] what company or companies would you think had made the book available? Please enter your response in the box below. The box will expand as you type.***

***If you think you would have no idea, please feel free to say so.***

The question was framed so as to bring to mind a specific page that readers could imagine and have them envision the word “iBooks” (or “eBooks”) on that page. No particular reading device was specified; respondents were free to imagine

themselves using any device. The question immediately following the scenario asked respondents about the “company or companies” you would “think had made the book available.” It did not explicitly reference the “publisher” as that word is too vague and narrow for the digital-book context: the goal was to elicit *any and all forms of source attribution*, whatever role that company was thought to have played. By swapping “eBooks” for “iBooks” in the Control Arm, this question offered a parsimonious way to answer this question: Is “iBooks” a source signifier for Apple, independent of any other information?

If no text was detected electronically, respondents received the following error message: *Please provide a response in the box, even if it is “don’t know.”* Because there is no failsafe way for the computer to confirm *relevant or meaningful* text, respondents were then asked a follow-up yes/no question to establish whether they had actually specified one (or more) companies in the previous question, in order to direct those who had named a company to the subsequent open-ended probe (Q2). Respondents who said they did not were skipped to Q. 3. Note that the back-button on every screen was inoperable; respondents could not go back to the prior pages and enter a company name after seeing this one.

**Q1b. Did you specify one (or more) companies in the previous question?**

<input type="radio"/>	Yes, I did specify one (or more) companies
<input type="radio"/>	No, I did <u>not</u> specify any company

Question 2 was a routine follow-up probe. Although a controlled design supports inferences about the prefix “i” based simply on subtraction of Apple responses in the Control Arm from the Test, this next question was designed to shed additional light on the basis for source attributions.

**Q2. Please explain in the box below what makes you think that the company or companies you just mentioned would have been the one(s) to make the book available.**

Finally, all respondents were asked a concluding closed-ended question to determine which devices they use to read digital books, allowing us to determine whether ownership of an Apple reading device had any bearing on responses.

**Q3. Which of the following do you ever use to read digital books? Select all that apply.**

iPad	<input type="checkbox"/>
Other tablet	<input type="checkbox"/>
iPhone	<input type="checkbox"/>
Other smartphone	<input type="checkbox"/>
Kindle	<input type="checkbox"/>
Nook	<input type="checkbox"/>
Any other	<input type="checkbox"/>

Note that it was not considered desirable to pose any questions about specific reading devices earlier in the survey to avoid sensitizing respondents and to avoid distracting them from focusing on the *information within* the electronic book. The decision to defer this question to the end of the survey precluded any option of balancing the two arms *pre hoc* on the basis of this variable, but as it happens, the distribution is quite similar for the two arms (Table II-2 below), and in any event, the types of device(s) used by respondents had *no impact* on their answers. (See Appendix C.)

**TABLE II-2**

**Q3: “Which of the following do you ever use to read digital books?”**

	(n) =	Test Arm (277) %	Control Arm (279) %
iPad		41	38
Other Tablet		14	13
iPhone		22	18
Other smartphone		16	18
Kindle		55	58
Nook		21	18
Other		10	11



## **E. Coding**

Along with the project manager of this assignment, I was responsible for developing codes for Q.'s 1 and 2 based on the first 100 questionnaires. (No further code adjustments were required subsequently to accommodate the responses from the remainder of the sample.)

Following our standard procedure in surveys of this type, all responses were independently coded by two staff professionals, and their coding decisions reconciled under my direction. All open-ended responses and the codes they were assigned can be found in Appendix D of this report.

## IV. SURVEY FINDINGS AND CONCLUSIONS

### A. Findings

In response to Q. 1, just over 55% (55.4%) of Test Arm respondents named either Apple or iTunes (and no other company), compared with 2% of Control Arm respondents who named Apple or iTunes (and no other company). Using that most conservative reading of Apple source attributions, the net percent of unique Apple (or iTunes) **source attributions is 53% ± 6%** ( $\rho=.05$ ), meaning that we can say with 95% confidence that the true value lies **between 47% and 59%**. Looking at exclusive Apple/iTunes mentions provides us with the most definitive measure of source identification (those answers to which respondents were most committed). If, however, we include the percent of Apple responses that were suggestive but not definite or were part of dual company mentions, the net source confusion calculation is 60% minus 9%, or **51% ± 7%**, i.e., **between 44% and 58%**. (See Table III-1 on next page.)

Although 15% of Test-Arm respondents did not name a specific company as the source of iBooks, it is interesting to note that only 1% (four people) offered up (generically) “the publisher” as the company making the book available, with or without specific brand mentions.

**TABLE III-1**

**Q.1a: Companies Named As Making Book Available**

	(n) =	Test Arm (A) iBooks	Control Arm (B) eBooks
		(277)	(279)
		%	%
<b>Apple or Apple + iTunes</b>		55	2
<b>iTunes only</b>		.4	–
Sounds like Apple but reluctant to commit		2	–
Multiple companies including Apple (and/or iTunes)		3	7
<b>Total Apple/iTunes mentions (net)</b>		<b>60</b>	<b>9</b>
Multiple companies excluding Apple (and/or iTunes)		7	25
Internet bookseller or digital company other than Apple and/ or iTunes (e.g., Amazon, Barnes & Noble, Sony, Toshiba)		9	30
Specific publisher reference (e.g., McGraw Hill, Penguin, Random House, Simon & Schuster)		1	3
IBooks		2	–
EBooks		–	3
The publisher		1	4
Don't know/Not sure/No specific company		15	23
Other		4	4

\*Examples of “other” responses include less specific or relevant comments, e.g., “reader for PC,” “I can take a look at the page,” “sounds like a book whose copyright has expired,” or simply gibberish – for instance, a string of random letters.

Among respondents who mentioned Apple or iTunes as the source for iBooks, the reasons given in Q.2 are consistent with the rather decisive data trend in Q.1. The vast majority (83%) noted that presence of “i” is associated with Apple (Table III-2 below). Another 11% volunteered as a reason that “iBooks” is an Apple application. All open-ended responses are attached in Appendix D but illustrative examples include:

*“Anything with “i” in it indicates it’s an apple product.”*

*“The “i” designation typically refers to an Apple product.”*

*“Everything apple does starts with the letter “i” so I just naturally assumed an ‘iBook’ would be from apple.”*

*“The word iBook implies that it is from the i family of products from apple.”*

*“Because everything Apple does starts with i.”*

**TABLE III-2**  
**Q2: Reasons for Apple Source Attributions**

	(n) =	Test Arm
		(145)
		%
<b>Presence of “i” is associated with Apple</b>		<b>83</b>
Aware iBooks is an Apple application		11
A company/companies that I use to download digital books		1
It just came to my mind/Don’t know/Not sure		2
Other*		4

\* Examples of “other” responses include less specific or relevant comments, e.g., “company reputation,” “I believe Sony has the copyright for “eReader,” “it’s obvious,” and mere gibberish.

## B. Interpretation and Conclusions

The results of this survey offer important insight about emerging market confusion surrounding iBooks as a source signifier for Plaintiffs. The study illustrates the extent to which Apple, by claiming its own eminent domain over iBooks and creating marketplace confusion, has essentially chased Plaintiffs from their own brand.

The study has a foot in the present and a foot in the future, insofar as it taps current source attributions in a digital market that will continue to grow, and in which Apple's iBooks brand will gain even greater prominence. On that basis, I can easily offer the opinion that the level of source confusion would be even larger in a study conducted several years from now. For the moment, however, these results suggest that at least half of consumers who read digital books today would take the presence of the word "iBooks" on a page inside a digital book to mean that Apple had played a role in making that book available.

From another vantage point, consumers in the eBooks Control Arm reinforce the view that, because the "i" prefix is so important and so singular a source indicator for Apple today, the absence of "i" – even in a digital context – largely discourages Apple source attributions. (That explains the exceptionally low percent of Apple guesses in the Control Arm.)

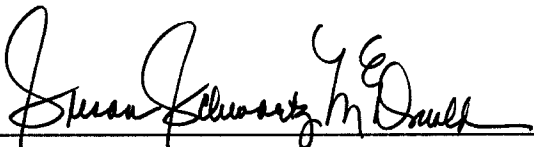
As a matter of logic, implications drawn from this conceptual scenario (in which iBooks is the only source-identifying information available) can be extrapolated to a broader set of diverse scenarios because iBooks is so exceptionally powerful a signifier that it overwhelms or reframes other information. What both the Test and Control Arms suggest, taken together and also considered separately, is that, when the word "iBooks" is displayed on the identifying page of a digital-book, *nothing else matters*. Regardless of what source-role consumers conceive Apple to have played – whether they suppose Apple's role to involve delivering the book or originating the book or authorizing its sale – every interpretation made by confused consumers would be the wrong one.

If you happen, like Plaintiffs, to be a publisher whose brand is named iBooks, that should simply be your name and nothing more need be said about it—*unless* someone else commandeers that name from you. And in an environment where

iBooks has come to stand for Apple, thereby creating the perception that a product or service *emanates from Apple*, then by using your own iBooks name, you virtually cede all unique signifying value to Apple, despite any other information you might provide about yourself to communicate singularity. Every time you use the name “iBooks,” you are inadvertently speaking about Apple.

If the presence of the name “iBooks” on your very own title page (where books declare their intellectual origins and their publication history), suggests to consumers that Apple had some hand in making that book available, then you might as well just drop your own name and find another one altogether. There is no loss of brand equity more complete than the inability of a brand to “mean” who it is and, instead, to be forced by the encroachment of another to “mean” who it isn’t.

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Susan Schwartz McDonald

September 17, 2012

**APPENDIX A**

**CV of Susan Schwartz McDonald**



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SUSAN SCHWARTZ MCDONALD, Ph.D.

President & CEO

As President and CEO of National Analysts Worldwide, and leader of the firm's Healthcare practice, Susan consults to clients on strategic marketing issues including demand forecasting and optimization, pricing, market segmentation, positioning, portfolio strategy, and brand health. She is known for her marketing ingenuity and her track record in guiding commercialization of paradigm-changing technologies that require new market models

Susan is a specialist in both segmentation and the application of forecasting techniques to healthcare markets. She has supported the launch of many pharmaceutical products and medical technologies in a wide range of therapeutic areas, often using models that integrate perspectives of multiple stakeholders – patients and consumers as well as providers and payers. Other categories in which she has extensive experience include OTC pharmaceuticals, consumer packaged goods, and mass media.

Susan also directs the Litigation Support practice of National Analysts Worldwide. In that context, she is frequently called upon to conduct surveys and testify as a marketing and research methodology expert in cases pertaining to trademark confusion, secondary meaning, patent infringement, brand dilution, and unfair advertising.

Most of Susan's 35-year marketing career was spent at Booz•Allen Hamilton, a worldwide management and technology consulting firm, of which she was a Vice President for over five years. Her early professional years were spent as a journalist and a poet, contributing regularly to a number of major magazines and newspapers, including *National Review* and *Harper's*. Susan is also coauthor (with Alfred Goldman) of a standard text on qualitative research methods, *The Group Depth Interview: Principles and Practice* (Simon & Schuster/Prentice Hall). She lectures and writes frequently on marketing issues and market research techniques, and has contributed to medical journals as well as marketing texts.

Susan is the 2011-2012 Past Chair of the CASRO Board of Directors, the U.S. industry trade association, and leads the Board's Pharmaceutical Marketing Research Taskforce (Chair). She also serves on the Board of Directors of The Wistar Institute, a non-profit biomedical research institute dedicated to discoveries in immunology, cancer, cardiovascular diseases and aging. She chairs the Wistar Board's Marketing and Communications Committee and is also President of the Board of the Chamber Orchestra of Philadelphia.

Susan was the recipient of the 2009 Fordyce Award for service to the industry. She holds M.A. and Ph.D. degrees from the University of Pennsylvania's Annenberg School, where she was trained in communications theory and social psychology. Her B.A. was awarded *magna cum laude*, Phi Beta Kappa, from Smith College.



SUSAN SCHWARTZ McDONALD

MARKETING PUBLICATIONS

(2002 - Present)

*The Positioning Paradox: When Words Hold Ideas Captive*, presented at the Pharmaceutical Marketing Research Group Fall '02 Meeting, Tysons Corner, VA, October 2002.

*The Long and Winding Road: Market Research in Support of Creative Concept Development*, presented at the Healthcare Marketing & Communications Council Account Service Development Program, New York, NY, October 2004 and May 2007.

*Taking Care of Business: Defending Pharmaceutical Market Research against the Perils of Industry Regulation*, presented at the Pharmaceutical Marketing Research Group 2006 Spring Conference, Las Vegas, NV, March 5-7, 2006.

*AE Reporting in the Market Research Industry: An Update on the Still-Gathering Storm*, presented at the Pharmaceutical Marketing Research Group Fall 2006 Conference, Baltimore, MD, September 10-12, 2006.

*"A Brief History of Time" in the Pharmaceutical Industry ... And a Quick Peek into the Future*, presented at the Market Research Association Philadelphia Chapter Meeting, Philadelphia, PA, May 2007.

*Improving Survey Efficiency: Understanding the Relationships Among Standard Measures of Concept Evaluations*, Polster, M., McDonald, S. & Boldry, J., poster presented at 2009 PBIRG Annual General Meeting, Phoenix, AZ, May 17-20, 2009.

*Evaluation of GLP-1 Product Attributes in Treating People with Type 2 Diabetes in US: Comparing Time Trade-off and Willingness to Pay Methodologies*, Zanutto, E., Conner, C., Polster, M., McDonald, S. & Hammer, M, poster presented at ISPOR 14th Annual Meeting, Orlando, FL, May 18, 2009.

*Reinventing the Market Research Function: In a Disruptive Era of Change, Old-fashioned Intuition Still Counts*, McDonald, S. and Sharma, S., Pharmaceutical Executive, January 2010.

*Assessing Drug Treatment Preferences of Patients with Crohn's Disease: A Conjoint Analysis*, Lichtenstein, G.R., Waters, H., Kelly, J., McDonald, S., Zanutto, E, Hendricks, D. and Rahman, M. The Patient: Patient-Centered Outcomes Research, 2010.

*Much not Understood about Physicians, and Even Less about Patients and MCOs*, Pharma Market Research Report, February 2010.

Continued ...

*The True Importance of Derived Importance for In-line Pharmaceutical Products: Putting a Valuable Tool into Context*, Polster, M., and McDonald, S., in PBIRG's Perspective, Vol. 12 No. 1.

*When a Single Measure Is Sufficient: Optimizing Survey Efficiency in Concept Evaluation Research*, Boldry, J., Polster, M. & McDonald, S., poster presented at 2010 AAPOR Conference, Chicago, IL, May 13-16, 2010.

*Understanding and Surviving the Regulatory Environment: A 'State of the Union' Perspective*, Pharmaceutical Marketing Research Group Webinar, May 20, 2010.

*A Comparison of Preferences for Two GLP-1 Products – Liraglutide and Exenatide – for the Treatment of Type 2 Diabetes*, Polster, M., Zanutto, E., McDonald, S., Conner, C. & Hammer, M., Journal of Medical Economics, 2010 13(4):655-661.

*MD Attitude Segmentation: Can You Ever Get There from Here?*, presented at the PharMArket Research Conference, Parsippany, NJ, February 2011.

*DTC ROI: When We Advertise to Consumers, What Do They Hear?*, presented at the PharMArket Research Conference, Parsippany, NJ, February 2012.

**SUSAN SCHWARTZ McDONALD**  
**TESTIMONY/DEPOSITION ACTIVITY SUMMARY**  
**(2008 - Present)**

Jackson Hewitt Inc., Plaintiff v. H&R Block, Inc., HRB Tax Group, Inc., and  
H&R Block Tax Services LLC, Defendants  
U.S. District Court, Southern District of New York  
No. 11 Civ. 0641 (AKH)  
*Deposition on behalf of Defendants (December 21, 2011, Philadelphia)*

Budeprion XL Marketing and Sales Practices Litigation (MDL 2107)  
U.S. District Court for the Eastern District of Pennsylvania  
Class Action No. 2:09-CV-2811 (Lead Case)  
*Deposition on behalf of Defendants (June 14, 2011, Philadelphia)*

Millennium Laboratories, Inc., Plaintiff v. Ameritox, LTD, Defendant  
U.S. District Court for the District of Maryland, Northern Division  
Civil Action No. 10-cv-3327  
*Deposition on behalf of Defendant (June 9, 2011, Chicago)*  
*Deposition on behalf of Defendant (February 10, 2012, Philadelphia)*

Maker's Mark Distillery, Inc., Plaintiff v. Diageo North America, Inc.;  
Tequila Cuervo La Rojena S.A. DE C.V.; Casa Cuervo, S.A. DE C.V.; and  
Jose Cuervo International, Inc., Defendants  
U.S. District Court, Western Division of Kentucky, Louisville Division  
No. 3:03-CV-93-H  
*Deposition on behalf of Plaintiff (October 6, 2009, Philadelphia)*  
*Testimony on behalf of Plaintiff (November 4 & 13, 2009, Louisville)*

Graceway Pharmaceuticals, LLC, and Chester Valley Pharmaceuticals, LLC, Plaintiffs v.  
River's Edge Pharmaceuticals, LLC, Defendant  
U.S. District Court, Northern District of Georgia, Gainesville Division  
No. 2:08-CV-00067-RWS  
*Deposition on behalf of Defendant (December 9, 2008, Atlanta)*

## **APPENDIX B**

### **Survey Materials** *(Programmed Screener and Questionnaire)*

**CONSUMER SURVEY**

– Screener –

Thank you for visiting our survey site to answer a few qualifying questions. This survey is strictly for research purposes only.

It is our policy to keep interviews anonymous and responses confidential. The information you provide during the interview will be reported in aggregate and at no stage will your name or any other identifying information be associated with the information collected. For further information on the privacy policy of National Analysts Worldwide, you can view our website at [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp)

All questions on each screen must be answered before you move to the next screen, so please be sure you have answered every question before trying to move forward. On the next few screens you will be asked a few questions to see if you qualify for this study. If you qualify, the survey itself should take less than 5 minutes to complete.

---

**PROGRAMMER -- NEXT SCREEN:**

We are asking for your personal opinions only. Please do not discuss the content of the questionnaire, or seek outside opinions as you complete it.

Since the survey is so short, we ask that you complete it in one sitting. The survey will require less than five minutes to complete, and we ask for your undivided attention once you begin. Your session will expire if you wait more than five minutes to answer any question. Once you leave the survey, you will not be permitted to re-enter.

---

S1. Are you:

<input type="radio"/>	Male
<input type="radio"/>	Female

**PROGRAMMER:**

---

S2. What is your current age? Please type in.

\_\_\_\_\_ years old

**PROGRAMMER:**

**SET RANGE TO 10-100**

**IF < 18 OR > 70 YEARS, TERMINATE**

---

S3. Which of the following activities, if any, do you engage in on a regular or fairly regular basis?

	Yes	No
Reading	<input type="radio"/>	<input type="radio"/>
Listening to music	<input type="radio"/>	<input type="radio"/>
Exercise/sports	<input type="radio"/>	<input type="radio"/>
Watching movies	<input type="radio"/>	<input type="radio"/>
Watching TV shows	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. RANDOMIZE ROWS
  2. TERMINATE IF ROW 1 IS "NO"
- 

S4. Which of the following, if any, do you read on a regular or fairly regular basis, whether in print or digitally/on-line?

	Yes	No
Newspapers/news blogs	<input type="radio"/>	<input type="radio"/>
Books (fiction or non-fiction)	<input type="radio"/>	<input type="radio"/>
Magazines	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. RANDOMIZE ROWS
  2. TERMINATE IF ROW 2 ("BOOKS") IS "NO"
-

S5. Which of the following have you done in the past 6 months?

	Yes	No
Ordered a soft cover/paperback book via the internet for delivery by mail	<input type="radio"/>	<input type="radio"/>
Ordered a hard cover book via the internet for delivery by mail	<input type="radio"/>	<input type="radio"/>
Downloaded a digital book to a reading device of any kind, including a smartphone	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

**1. TERMINATE IF ROW 3 IS "NO"**

You have qualified to participate in our survey. Participation will take approximately five minutes.

Please click "forward" to begin the survey.

**PROPOSED QUOTAS**

		SURVEY ARM			
		TEST ARM		CONTROL ARM	
		Male	Female	Male	Female
Respondent Age	18 - 35	41	42	42	41
	36 - 50	42	41	42	42
	51 +	42	42	41	42
<b>TOTALS</b>		<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>

– Main Survey –

Q1a. Please envision the following scenario, involving a digital/electronic book.

In the scenario we'd like you to envision, you are looking at the particular "page" of a digital/electronic book that contains information about the book – such as the date of publication, the publisher, the Library of Congress number, etc.

If, on that page, you see the word [XX] what company or companies would you think had made the book available? Please enter your response in the box below. The box will expand as you type.

If you think you would have no idea, please feel free to say so.

**PROGRAMMER:**

1. INSERT "iBooks" FOR TEST ARM RESPONDENTS
2. INSERT "eBooks" FOR CONTROL ARM RESPONDENTS
3. ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box, even if it is "don't know."

---

Q1b. Did you specify one (or more) companies in the previous question?

<input type="radio"/>	Yes, I did specify one (or more) companies
<input type="radio"/>	No, I did <u>not</u> specify any company



Q2. Please explain in the box below what makes you think that the company or companies you just mentioned would have been the one(s) to make the book available.

The text box will expand as you type, so please be as detailed as you feel you need to, in order to give a complete response.

**PROGRAMMER:**

1. ASK IF Q1b IS ROW 1 ("YES")
2. ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box.

---

Q3. We have just one more question for you.

Which of the following do you ever use to read digital books?

*Select all that apply.*

iPad	<input type="checkbox"/> 1
Other tablet	<input type="checkbox"/> 2
iPhone	<input type="checkbox"/> 3
Other smartphone	<input type="checkbox"/> 4
Kindle	<input type="checkbox"/> 5
Nook	<input type="checkbox"/> 6
Any other	<input type="checkbox"/> 7

**PROGRAMMER:**

1. ASK ALL

---

These are all of the questions we have for you today. Thank you very much for your time.

Please click the Forward button to complete the interview.

## **APPENDIX C**

### **Types of Reading Devices Utilized by Survey Respondents**

**Companies Named in Test Arm as Making Book Available  
- Those with Apple Devices vs. Those Without -**

		Test Arm Respondents w/ Apple Product	Test Arm Respondents Without Apple Product
	(n) =	(131)	(146)
		%	%
<b>Apple or Apple + iTunes</b>		59	52
<b>iTunes only</b>		.8	-
Sounds like Apple but reluctant to commit		2	2
Multiple companies including Apple (and/or iTunes)		2	3
<b>Total Apple/iTunes mentions (net)</b>		<b>64*</b>	<b>57</b>
Multiple companies excluding Apple (and/or iTunes)		5	8
Internet bookseller or digital company other than Apple and/ or iTunes (e.g., Amazon, Barnes & Noble, Sony, Toshiba)		3	15
Specific publisher reference (e.g., McGraw Hill, Penguin, Random House, Simon & Schuster)		1	2
iBooks		2	1
eBooks		1	-
The publisher		1	1
Don't know/Not sure/No specific company		18	12
Other		5	3

\*Difference in total Apple mentions between Test and Control Arms is non-significant.

## **APPENDIX D**

### **Open-ended Response Codes and Verbatims**

### Open-Ended Response Codes

Codes for Q1a <i>(Companies Named As Making Book Available)</i>	Codes for Q2 <i>(Reasons for Source Attributions)</i>
1 Apple or Apple + iTunes	1 Presence of “i” is associated with Apple
2 iTunes only	2 Aware iBooks is an Apple application
3 Sounds like Apple but reluctant to commit	3 A company or companies that I use to download digital books
4 Multiple companies <i>including</i> Apple (and/or iTunes)	4 Big sellers/promoters of digital books/books
5 Multiple companies <i>excluding</i> Apple (and/or iTunes)	5 Source of digital books for downloading
6 Single digital/technology company other than Apple and/or iTunes (e.g., Amazon, Barnes & Noble, Sony, Toshiba)	6 Source of digital readers
7 Specific publisher references (McGraw Hill, Penguin, Random House, Simon & Schuster)	7 Type of e-reader I have
8 iBooks	8 I know this publisher(s)
9 eBooks	9 iBooks/eBooks is its own company
10 Jibberish	10 It just came to my mind/Don't know/Not sure
11 Don't know/Not sure/ No specific company	11 Other
12 Other	12 Jibberish
13 The publisher	

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100000028	Amazon Kindle Barnes & Noble Nook	5	I have both a kindle and a nook so I know they sell ebooks	5,7
100000036	ebooks?	9	I'm not sure	10
100000038	No idea	11	That's where I downloaded books from	3
100000049	i have no idea, i guess the same company that published the hard copy version so random house, simon and schlester ets	7	because they are major publishing houses	8
100000064	any company... kindle or amazon	5	because they are the most known today to make them	4
100000067	I would think that either Amazon or Barnes and Noble made the book available.	5	As the makers of the Nook and the Kindle, I think they would have the greatest interest in making digital or "eBooks" available to readers. Since they are called eBooks and not iBooks, I would not think Apple had made them available.	6
100000110	don't know	11		
100000133	no idea	11		
100000139	Amazon Barnes and Noble Borders Apple	4	Most well-known e-book providers	4
100000161	Nook	6	I own a Nook and know they provide ebooks	5,7
100000167	Amazon Kindle?	6	Amazon Kindle has a large selection of digital books	4
100000200	Amazon. Barnes and Nobel	5	Those are the two most popular companies that provide e readers such as the Kindle and the Nook	4
100000206	No idea	11		
100000221	Amazon	6	because that is where library books I check out download from	5
100000235	scholastic 2012	7	like scholastic good for kids to download, safe for kids	11
100000246	not sure	11		
100000256	It sounds like a book whose copyright has expired/public domain	12		
100000260	Amazon and Barnes & Noble	5	They supply the e-readers and offer the e-books on their websites.	5,6
100000291	amazon	6	I have a kindle and I get my books from amazon	3,7
100000301	I would have no idea	11		
100000339	any of the publishers?	13		
100000349	i would assume it was the book's print publisher	13		
100000359	No too sure.	11		
100000371	the book publisher and itunes in my case.	4		
100000386	Amazon.com	6	Biggest company I know.	4
100000399	The publisher	13		
100000407	kindle	6	not sure	10
100000425	no idea	11		

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100000447	eBooks.com	6	id it was ipod it would be ebooks, if amazon it would be kindle books (could be e-books, however), if Audible it would be audible books, it could have been a download from a public library and may have been e-books	11
100000451	Amazon; Barnes and Noble	5	Amazon has most newer books available for the kindle. They also have a large library of free books to download	4
100000464	Amazon	6		
100000480	Barnes & Noble (Nook), Amazon (Kindle)	5	I know that these companies make e-readers.	6
100000482	overdrive	6	they make ebooks available via the library website	5
100000529	The original publisher of the book or the one who holds the copyright to the print version.	13		
100000530	amazon Barnes and noble	5	Advertising	4
100000531	Kindle	6	Because I have a Kindle.	7
100000534	Amazon Barnes & Noble Pearson Prentice-Hall Flatworld Knowledge Sage Publications South-Western Wiley	5	Because I have used eBooks from all of them	3
100000535	any, I believe the term is generic and simply refers to an "electronic" book that could be made available by anyone	11		
100000546	Kobo, Amazon, Nook, iBooks	5	These are the companies with which I have dealt with. I have an iPad, so I have apps for these ereaders.	3,7
100000560	Barnes & Noble	6	I use them to order books for my Nook.	3
100000571	No idea	11		
100000586	don't know	11		
100000587	Amazon, Barnes and Noble, Borders	5	They sell books	4
100000588	amazon	6	Not sure, any ebooks that I have ordered have been from Amazon.	3
100000600	Barns and Nobel Amazon	5	Those are the two companies that I have ordered e-books from in the past.	3
100000607	AUDIBLE	6	Have been customer for any years. Good selection-easy to download	3
100000608	Amazon Barnes and Noble Borders	5	Amazon offers Kindle ebooks  Barnes and Noble, and Borders are major bookstore chains	4,5
100000614	kobo, kindle, sony	5	As they are the most popular companies that make e-readers and off e-books, I would expect them to offer the books at a reasonable price.	4,6

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100000615	eBooks.com	6	Specific company name.	9
100000619	Amazon, Kindle, or Toshiba	5	Those are the sites from which I have downloaded books. I am not familiar with any others.	3
100000621	I have no idea.	11		
100000632	Amazon	6	I have ordered all of my ebooks from this company.	3
100000684	don't know	11		
100000704	NA	11		
100000723	Maybe amazon.com	6	I've ordered several ebooks through amazon to download onto my kindle	3
100000769	no idea	11		
100000798	unsure	11		
100000801	Amazon	6	I have a kindle and get all of my books from Amazon whispernet.	3,7
100000805	kindle	6	they are a large distributor	4
100000828	apple	1	they have everything on itunes	11
100000853	No idea	11		
100000861	I have no idea	11		
100000867	I don't associate eBooks with a company.	11		
100000869	I have no idea	11		
100000881	Nook Kindle	5	These are the 2 top eReaders	6
100000962	Amazon, Sony, Barnes & Noble	5	Those are the top 3 ebook suppliers/vendors that I can think of	4
100000974	Barnes and Nobel or Amazon	5	They are the companies that pioneered the ereaders and ebooks.	4
100000996	unsure	11		
100001019	barnes and noble amazon	5	I have bought books from them	3
100001027	I'm not really sure what this question means. I guess the publisher is the one who decides whether a book is made available digitally? I remember that some publishers are actually being accused of colluding on prices or something.	13		
100001038	Kindle, Itunes, Nook	4	They provide digital books for their devices.	5
100001042	kindle, nook	5	ibooks is apple so ebooks cant be	2
100001077	Amazon	6	I have a Kindle so I immediately think of Amazon.	7
100001114	I have no idea.	11		
100001117	I have no idea.	11		
100001120	no idea	11		
100001176	no idea	11		
100001185	Kindle	6	Because I use Kindle for PC and Android.	7



## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100001190	no idea...	11		
100001201	amazon	6	I have a kindle	7
100001205	not sure	11		
100001238	Amazon Sony	5	Where I usually get my e-books	3
100001312	amazon for down loads. I don't pay attention to publishers	6	amazon is almost like a dictionary word for downloading media.	4
100001314	nook kindle scholastic	5	barnes and noble and amazon would have made them	5
100001321	i don't know	11		
100001335	I do not think of any specific company.	11		
100001348	Amazon, Barnes and Noble, or maybe some of the publishers themselves.	5	Because both Amazon and Barnes and Noble are the delivery mechanism for so many ebooks, I assumed that they would have been the ones to make the content available.	4
100001350	Tyndale Random House Penguin	7	I have seen ebooks available from Tyndale House Publishing. The other companies are fairly large, so I assume that they would offer ebooks as well.	5,8
100001357	amazon	6	that's where I download my books to my kindle	3
100001374	amazon	6	i immediately think of amazon when i hear the word e-book	4
100001385	eBooks	9	If they are listed on the publisher page, then they are the company that made the book available.	9
100001391	Barnes and Noble or Amazon	5	They are the most popular ebook sellers	4
100001420	Amazon Barnes and Noble	5	Amazon and B&N have produced the Kindle and Nook, therefore it behooves them to produce as many downloadable titles as possible for their profit.	5,6
100001423	Amazon, Apple, Barnes & Noble, All Book Publishers.	4	As the end-user Distributers, Amazon, Apple & Barnes & Noble would be the place from where it was purchased. On the other hand, I see no reason why the Brand of the publisher shouldn't be included. On the other hand, I don't really see a time when consumers are "brand loyal" to a publisher; I only care about a publisher because they have an exclusive long-term relationship with an author.	5,11
100001449	ebooks inc. probably	9	name of the company listed	9
100001476	have no idea	11	not sure	10
100001550	Amazon	6	When I purchase books for my kindle the name ebooks has appeared.	7
100001598	Amazon.com	6	Company reputation	11
100001624	Amazon, barnes and noble	5	They are the only ones I know who sell ebooks.	5
100001633	eBooks.com or Amazon.com	5	eBooks.com and a large seller of eBooks, and Amazon.com started the e-reader craze with the Kindle.	4,6,9
100001634	I would think it is sony	6	because that is what is on my lap top	11

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100001671	Barnes and Noble	6	I own a Nook	7
100001673	i honestly have no idea. i probably wouldn't even give it a thought.	11		
100001694	I HAVE NO IDEA NEVER THOUGHT TO LOOK OR REALLY CARED	11		
100001735	amazon, apple,	4	you can order e-books from these companies	5
100001756	Amazon Kindle Barnes and Noble	5	Because I have a Kindle and get most of my ebooks through Amazon.com and I know that Barnes and Noble have their Nook.	3,6,7
100001768	amazon; barnes & noble	5	Kindle and nook	6
100001778	Amazon Barnes & Noble Gutenberg	5	I own and use a Nook. I considered an Amazon Kindle and frequently see ads for the Kindle. I know Gutenberg supplied free ebooks from titles whose copyright has expired.	5,7
100001780	amazon barnes noble	5	past experience	3
100001801	I have no idea.	11		
100001815	amazon	6	that is what amazon does & I use in kindle	5,7
100001819	Kindle, nook	5	I order my books from Amazon for kindle and Barnes and Nole for Nook	3,7
100001840	Not a clue.	11		
100001861	Barnes and Noble	6	I know that they sell eBooks.	5
100001864	amazon	6	I own A Kindle Fire	7
100001865	Amazon	6	Amazon is the company I use to obtain books for my Kindle	3,7
100001876	Amazon, Barnes and Noble	5	Ordering e-books from Amazon or Barnes and Noble is something I or my husband have done.	3
100001901	Kindle Amazon	5	Never pay attention to those details. When I hear of a book or it is referenced in an article, I buy it	10
100001954	amazon	6	I have a kindle. I order the e-book through Amazons web site	3,7
100001958	Barnes & Noble Kindle Amazon	5	I have used those ebook sellers.	3
100001962	Amazon	6	I have an Amazon Kindle Fire.	7

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100001998	Apple, Amazon, Barnes & Noble	4	Apple offers the iTunes store with its iBook offerings  Amazon has Kindle hardware and offers ebooks on that particular hardware  Barnes & Noble has Nook hardware and offers lots of ebooks on that platform  ** all these solutions and ebooks are available with permission of author/publishers	2,5,6
100002008	Amazon	6	I've bought other e-books from them in the past	3
100002011	Amazon Barnes and Noble	5	I know they sell them.	5
100002026	Kindle Nook	5	These are the two e-readers I'm most familiar with.	6
100002030	Amazon, Borders,	5	Purchase books from Amazon on a monthly basis.	3
100002032	audiobook, kindle	5	audiobooks already does e-downloads so e-books to them would be a natural second. kindle is an e-reader for the amazon e-books.	5,6
100002073	None	11		
100002083	Don't know	11		
100002084	Barnes & Noble, Amazon.com	5	Because they both havee books for sale for their e readers	5
100002112	Apple iTunes	1	eBook sounds synonymous with i-tunes i-pad etc	1
100002125	Amazon Barnes & Noble	5	I have a Kindle and know people who have a Nook.	6,7
100002126	Amason or Barnes and Noble	5	That is where I have purchased ebooks in the past	3
100002146	I have no idea	11		
100002174	It could be any number of companies - traditional publishers, or new small press publishers.	13		
100002179	barnes and nobles	6	that who i have bought books thru	3
100002181	Amazon	6	I have a Kindle and the first place I look for e-books is Amazon.	3,7
100002202	amazon	6	They are one of a number of publishers.	8
100002208	Amazon	6	I own a Kindle	7
100002230	na	11	na	11
100002278	Sony	6	I believe that Sony has the copyright for "ereader". I assumed them.	11
100002403	Barnes and Noble	6	Advertising	4

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100002517	Amazon, Barnes and Noble	5	Biggest e-book vendors	4
100002530	Amazon	6	Amazon is where I purchase my eBooks	3
100002605	Google, kindle, Barnes & Noble or Amazon	5	They are the ones I'm aware of that sell digital books	5
100002627	Amazon	6	Kindle is at the forefront of digital e-books.	4,6
100002687	I have no idea.	11		
100002697	no idea	11		
100002761	Amazon	6	They sell ebooks	5
100002779	Amazon, Barnes and Noble Apple	4	These three companies (Amazon, Barnes and Noble, and Apple) seem to provide the majority of the electronic books from my perspective.	4
100002785	Barnes & Noble Amazon Maricopa County Library	5	These are places where I have downloaded books from, or others in my family have downloaded books from.	3
100002848	Amazon, public library	5	I have a Kindle Fire and Amazon is where I get my eBooks from. I also have a MP3 player to download audio books to from my local public library website.	3,7
100002905	Amazon	6	First to market with ebooks, first one to come to mind	4
100002923	I suppose that the large publishers are all getting into eBooks, such as Random House, Simon & Schuster, and Penguin, among others.	7	Because it is another source of revenue; albeit a less profitable one than physical books.	11
100002931	no idea	11		
100003053	amazon	6	biggest ebook company and I have a kindle	4,7
100003117	No idea	11		
100003183	amazon, apple, barnes and nobel	4	i frequently purchase from amazon and have friends and family that utilize apple and barnes and nobel	3
100003189	It could be any publisher.	13		
100003236	barnes and noble	6		
100003249	Nook and or Kindle	5	Nook belongs to a Book Company (Barnes and Noble) and Amazon is quickly trying to catch up with the Kindle.	6
100003425	I don't understand the question, so are unable to answer it	12		
100003653	not sure unless eBooks is a company	9		
100003755	no idea	11		
100003802	Amazon	6	Amazon still tends to be the most accessible option for ebooks. I've never had an issue with them and their prices are fair.	3
100003813	Amazon Barnes and noble Apple	4	They are the three biggest	4
100003883	kindle	6	i have it	7
100003962	The Publisher	13		

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100004000	not to sure	11		
100004178	apple amazon.com	4	first to market to provide such material	4
100004203	I don't associate the word ebook with any publisher.	11		
100004243	eBooks is a generic term, it doesn't indicate anything about the company that might have made the book available (the publisher). You'd have to look elsewhere to find that information, probably towards the beginning of the book.	11		
100004258	adobe	6	ebook reader	6
100004303	Amazon	6	Amazon is major distributor (and now publisher) of e-Books	4
100004354	Amazon	6	Most prolific distributor of books	4
100004459	No idea	11		
100004568	Amazon Barnes & Noble	5	I am aware they provide that service	5
100004582	Barnes & Noble Amazon.com Scott Foursman Simon & Schuster Books A Million	5	B&N because I have an e-reader. Amazon.com because I tried out their PC version before choosing an e-reader. Simon because they publish a lot of books and Scott because the publish educational text books.	6,7,8
100004648	Apple Amazon Barnes and Noble eChristian Monergism	4	I have purchased eBooks from all these companies except Barnes and Noble and B&N sells the Nook eReader.	3,6
500000006	I am not sure	11		
500000007	I have no idea	11		
500000010	awdeqwdedwqad	10	dwadqwdwawq	12
500000021	penguin o'reilly	7	They hold the rights and allow for digital distribution.	8
500000024	Either Barnes & Noble where I download books, or a publisher, like Harper Collins	5	I have a high opinion of B & N, they are changing their company to continue to be profitable. Also, Harper Collins is a very reputable publisher.	11
500000025	Simon and Schuster	7	They are a very big publishing company	8
500000026	kindle itunes	4	both offer e books	5
500000032	e book	9	ebook is a popular company	9
500000036	Amazon	6	i think that, that company made the books available, because when you google 'ebooks' Amozon is the first website to pop-up	4

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
500000047	Amazon.com barnesandnobles.com	5	They are the only good one's that I can think of.	11
500000062	Apple, Toshiba	4	Apple has book apps. Toshiba is a computer company.	11
500000063	BARNES AND NOBLE	6	THEY ARE A HUGE BOOKSTORE	4
500000085	I don't know.	11		
500000087	amazon, itunes,	4	i get email notifications by request for information of interest to me	11
500000091	I wouldn't really think of any one company.	11		
500000100	I think the company wpyould be barnes and noble	6	they were one of the first to come out with an ereader	6
500000101	no idea	11		
500000103	Baen Publishing Amazon Barnes & Noble Google Tor Penguin Apple Simon & Schuster	4	Those are some of the companies I order ebooks from. Or they are companies that hit the news about ebooks, such as the current settlement for price fixing.	3
500000108	amazon	6		
500000115	Amazon is a good company who I use for e-books	6	Because they are a company who provides e-books	5
500000120	amazon	6	that's where I get them	3
500000121	i would have no idea	11		
500000125	i have no idea	11		
500000135	apple	1	its just what i thought of	10
500000136	Apple	1	Apple Sony	11
500000142	i would think the publisher made it available to be downloaded as an ebook	13		
500000145	Maybe google or amazon. Those are good places that have books like that.	5	They usually make those type nof brands. Google and amazon make ebooks usually. That's how I get my books.	3
500000146	I would probably think of the iTunes store or amazon, but then again I would probably have not the slightest clue.	4	These companies usually make a lot of digital media available for portable devices. iTunes specifically specializes in digital media	5
500000149	i have no idea	11		
500000156	yes	10		
500000160	possibly apple or itunes	1	apple seems to be a leader in online content	4
500000162	Amazon	6	The Kindle E reader is what was in the description	6
500000169	I think the book was from eBook.	9	I think they make the books available because those are companies that make books, so they should have alot of books.	5
500000170	Amazon.com	6	They have in the past and still continues to make them available.	5

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
500000179	Amazon.	6	They deal with selling a lot of books, and have the Kindle and Kindle Fire.	4,6
500000186	Whatever!!	10	Dork Diaries is what i like	12
500000188	Amazon, Yahoo, Google	5	I have ordered books from them.	3
500000200	Barnes and Noble because they sell the Nook, or Amazon because they sell the Kindle	5	Barnes & Noble makes & sells the Nook Amazon makes & sells the Kindle	6
500000201	Possibly Amazon	6	I know that amazon offers many books	5
500000206	i have no idea	11	i cant think of any company	10
500000207	I don't know. I only think of tech companies, like Apple and Samsung, and book sellers, like Barnes and Noble adn Amazon	4	They're related to ebook technology and/or books in general	5
500000211	amazon.com and barnes and noble	5	amazon sells the kindle and B&N sells the nook - they would also be selling ebooks	5,6
500000213	Amazon	6	I wrote Amazon, because I think of Kindle when I think of e-books. And Amazon is the maker of Kindles.	6
500000214	amazon.com	6	border book store	11
500000215	I have no idea	11		
500000225	Dont know	11		
500000230	Amazon,kindle,e-reader	5	Companies that sell e-books	5
500000245	nook	6	not sure	10
500000247	I honestly don't know. When I think of ebooks, I usually think of project gutenberg (www.gutenberg.org). Devices that come to mind are usually the Nook and the Kindel (so I guess Barnes and Nobel and Amazon.com) but usually I don't think of who made the ebook available, because I know even I could make a pdf ebook, which is the format I usually read in.	5	I would only think the mentioned companies would make the book available because the make distribution of the book possible to thousands of people who might not have known about it.	5
500000267	amazon	6	Amazon has thousands of ebooks and adds more every day	5
500000276	Google	6	They are a leading company.	4
500000278	amazon	6	they sell books	4
500000281	amazon	6	its what they do	5
500000282	barnes and noble waldenbooks amazon	5	I feel that they are very cocanable in the book industry	11
500000283	no idea	11		
500000289	publisher	13		
500000291	Amazon, Barnes & Noble	5	They are book sellers.	4
500000301	Amazon.com	6	Amazon.com is the leader in eBooks right now. Since I have a Kindle, the page I would have been looking at would probably be from a Kindle book.	4,7
500000308	naruto comics twilight good gooks	10	daaa	12

## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
500000315	amazon	6	I have a kindle and get my books from amazon	3,7
500000316	Barnes and Noble also amazon,also i buy books from my google play store for my tablet	5	On Google Play u can get pretty much anything and free childrens books.	5
500000336	Amazon books	6	They are one of the larger distributors.	4
500000337	Barnes and Noble Amazon Kindle books	5	They are where I downloaded the books from.	3
500000348	amazon, barnes and noble, apple	4	advertising i have seen	4
500000356	Barnes & Noble	6	I wrote Barnes & Noble because they have a large e-book interest, a large e-books division, and many of their books are now e-books.	4
500000358	I have no idea	11		
500000364	AMAZON	6	THEY HAVE LOTS OF EBOOKS	4
500000367	amazon	6	It is on the site i orgered from	3
500000375	Amazon	6	Experienced web retailer	11
500000379	Amazon Barnes and Noble	5	Both companies are involved with the sale of books and have been making in roads on the internet	4
500000381	Kindle	6	I think of Kindle and Apple whenever ebooks is mentioned	5,6
500000384	simon and schuster, signet, pocketstar	7	they print books. The next logical step is to offer digital services.	8
500000400	no idea	11		
500000405	no idea	11		
500000407	project guntenburg maybe	12	ebook is a generic term (unlike nook-book, or kindle-book), so I thought it might be something open source	11
500000411	Amazon	6	I order Ebooks from Amazon kindle regularly	3
500000412	meow meow meow <3	10	newffebwfewbjfewiefwhfwoibfwe	12
500000413	good idea	10	good nice	12
500000449	Barnes and Noble Apple Amazon	4	Amazon since it is basically the most popular ebook seller on the internet.  Barnes and Noble because they are close behind Amazon since they really need to get back on the wagon. Since no one reads real books anymore, ebooks are the only way to go.  Apple just because they are in a ebook war right now, so they came to mind.	4
500000466	I have no idea	11		
500000476	McGraw-Hill	7	Needed for college text books	11
500000481	i dont really know...	11	i don't really know..	10
500000489	Barnes and Noble	6	They seem to have come out first with the nook and ebooks.	5,6



## Control Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
500000501	amazon barnes and noble	5	I am a customer of Amazon.com and I am aware that Barnesandnoble.com also sells e-books	3,5
500000512	Kindle	6		
500000519	Barnes and Noble	6	Because Barnes and Noble has been in the book business for years, and have been on line for awhile.	5
500000528	Amazon	6	I am a subscriber to an Amazon account and regularly order and downloads ebooks.	3
500000539	amazon	6	has it all	11
500000569	Amazon Books A Million Barnes & Noble	5	Their website advertises the eBook service.	4
500000574	don't know	11		
500000584	amazon barnes and noble	5	Those are the two web sites I look at for my e-book purchases.	3
500000594	Apple itunes	1	I think that's the site that offers eBooks from ordering in the past. I'm not 100% certain, but that is what comes to mind when I hear the "eBooks" terminology.	3
500000609	Pixel of Ink EReader	5	That is where I download there from and then go to Kindle	3
500000641	amazon	6	i deal with them some and have a large library	3
500000669	amazon.com simon and schuster barnes and noble	5	they would want to make money and increase sales	11
500000671	Amazon	6	I have a kindle	7
500000730	eBooks	9	In the section mentioned it would seem correct	11
500000736	AMAZON BARNES AND NOBLE	5	I HAVE ORDERED EBOOKS FROM THEM	3
500000775	yes	10		
500001028	amazon, barnes and noble , i books	5	because Amazon , Barnes & Nobles and i books all sell ebooks and are easy to use	5

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100000020	Apple	1	Anything that starts with the little "i" has typically been an Apple product. For example, iPhone, iPad.	1
100000037	Apple	1	Apple prefaces everything with "i"	1
100000045	Apple	1	the i in front of the title is their signature	1
100000050	Apple	1	The use of the lowercase "i" as the start of the product name.	1
100000052	Either Apple or somebody trying to improve their image by sounding like an Apple product	3	Apple's products always begin with a lowercase "i" blended with a capitalized word.	1
100000053	I would think of Apple.	1	I think that because of the lowercase "i" in front of the word books.	1
100000058	apple	1	because apple puts an "i" in front of all their products	1
100000082	Apple	1	Most products that start with a lower case i are related to Apple.	1
100000103	Apple	1	Things that are titled i_____ are usually all Apple products.	1
100000104	Apple	1	Because Apple has always had iBook as an app, and it is a natural progression.	2
100000125	Apple	1	iBooks is a registered trademark of Apple Inc.	2
100000138	Apple	1	Because Apple creates iTunes which sounds like lbooks	1
100000143	Apple	1	Because Apple is the propieter of the 'i' products, including the iPad, iPhone and iPod.	1
100000185	apple	1	the i	1
100000193	Apple	1	i + Whatever is an Apple marker for their products. Plus, they already have iBooks as an app that they use to distribute magazines, newspapers, and books.	1,2
100000211	Lulu Apple	4	You asked about iBooks, not eBooks, and there is a distinct difference.	11
100000250	Apple	1	The product began with the little letter "i"	1
100000252	I would assume that it was an Apple product.	1	Because of the way it was spelled: iBooks. It brings to mind iPod, iPad, iTunes. Very indicative of Apple.	1
100000255	Amazon	6	Kindle	6
100000259	apple	1	everything apple does starts with the letter "i" so i just naturally assumed an 'ibook' would be from apple	1
100000266	it would make me think of iPod/Apple.	1	because of the iPad, iPod, i-everything	1
100000269	no idea	11		
100000296	Have no idea	11		
100000299	Apple	1	ipaqd, iphione, itunes, iBOOKS!	1
100000302	no idea	11		

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100000332	Apple	1	I thought of that because I have an iPhone, iPod, a MacBook, and an iPad. 3 out of the 4 items that I own have iBooks on them so I know that's from Apple. Usually, something with an 'i' before it is most likely associated with the Apple company.	1,2
100000338	Apple	1	The 'i' in front of any word, i.e. phone, has become synonymous with Apple.	1
100000341	apple	1	associate with other products from the company	11
100000403	it is internet available book	12		
100000446	i would think that whatever company it was was using the "i" name to associate itself with Apple products	1		
100000450	No idea	11		
100000478	Amazon Barnes and Noble Apple	4	Because they are in that business.	11
100000481	amazon nook barnes and noble	5	that where you can order it from	5
100000491	do not know	11		
100000500	apple	1	because of their itunes, iphone, ipad etc	1
100000508	eBooks	9	Stands for digital books.	5
100000510	amazon	6	amazon has a lot of digital books	4
100000527	apple	1	Because all of their products have an "i" as the beginning letter.	1
100000538	Apple	1	Apple makes the iPhone, the iPad, and iTunes so it makes sense that they would have I books.	1
100000545	nook or kindle	5	almost anything with an i in front of it says to me it's a computer available thing. in this case a book from either a kindle, nook or another ereader	6,11
100000548	Amazon iTunes Barnes & Noble	4	I buy from Amazon, and use their free downloads. I use iTunes free downloads. I don't buy from Barnes & Noble, but get emails from the company.	3
100000551	Apple	1	The term "iBooks" to me indicates an Apple branded product.	1
100000552	Amazon	6		
100000553	Apple	1	The lower-case 'i' connotes Apple Corp. to me.	1
100000557	kindle,nook	5	Book companies have a huge selection	4

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100000559	Barnes and Noble, Amazon, Sony, Google	5	These are companies that I recognize as having business relations with either ebooks or digital products.	5
100000566	apple	1	thats what i have on my ipad	2
100000570	apple	1	ibooks are made for ipad and other apple devices.	2
100000595	Apple	1	It began with "i"	1
100000601	Apple	1		
100000606	Apple	1	because ibook comes from Apple	2
100000609	Apple	1	because of the "i"	1
100000628	have no idea	11		
100000631	Apple	1	I use Ibook to load books on my ipad.	2
100000656	Amazon	6	Amazon seems to put out 99% of all ebooks	4
100000665	Barnes and Noble, Amazon, Sony	5	Nook and Kindle books	6
100000686	Apple	1	because the "i____" naming pattern is an Apple thing: iPhone, iPod, iPad...	1
100000699	amazon	6	thats where you can but ebooks	5
100000706	I would assume Apple Inc was involved.	1	The lower case i in front of a product is typical of an Apple Inc product.	1
100000712	penquin	7	This company is big into books and they continue with the new electronic venue.	5
100000714	Amazon	6	I currently download books from this company.	3
100000748	Apple	1	The i monikor is a trademark of Apple, so I thought it was Apple.	1
100000753	Apple.	1		
100000759	Apple	1		
100000766	Can't think of any	11		
100000773	No clue	11		
100000774	no clue, but maybe Apple?	3	cause Apple has an iPod, iPad, etc., so why not iBooks?	1
100000796	Apple	1	the i	1
100000824	I image that its only available through apple	1	Apple products begin with the lower case i	1
100000885	Apple	1	The letter I is utilized in the name of many apple products such as Iphone, or Ipad	1
100000913	Apple	1	App Store	11
100000940	It all depends on where the word "iBooks" is located. If it is in the place reserved for the publisher's name, then I'd think that iBooks was the publisher. This seems a perfectly legitimate name for a publisher of eBooks.	8		
100000965	Apple	1	I think Apple would be the one to make the book available because all of their products have an "i" in front of it. Examples: iPod, iTouch, iPad, iPhone.	1

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100000967	Possibly Apple, but not certain. Apple has many "i" products, but I don't order digital books through Apple.	3	As mentioned previously, it could be Apple due to their use of "i" with their products, such as iPod, iPad, iLife, etc.	1
100001013	Apple	1	the "i" designation is a trademark of Apple products which brings the company to mind	1
100001023	Apple	1	Apple commonly uses a lower case i in front of a captlized name (i.e. iPod) for many of their products.	1
100001062	I have no idea	11		
100001091	Apple	1	Anything with "i" in it indicates it's an apple product	1
100001146	Apple	1	Apple products tend to have names with 'i' preceding it. Like iPhone, iPod, etc.	1
100001178	Apple	1	the i like in iPad	1
100001189	APPLE	1		
100001207	It could be any company but I would assume the seller would want me to think it is apple.	1	Again, many companies stick an "i" in front of the names of their products presumably in the hopes of making purchasers associate the product with apple. In most cases it is not.	1
100001233	apple	1	because of iphone, ipad	1
100001239	Apple. They have the franchise on preceding words with "i".	1	Apple had the franchise on preceding words with "i".	1
100001245	Apple	1	Usually, when you see an "i" in front of something, like iPhone, iMac, etc., you know that the company involved is Apple	1
100001246	Apple	1	The "i" designation typically refers to an Apple product.	1
100001255	apple	1	the use of "i" makes me think of apple	1
100001270	amazon for kindle Barnes and Noble for nook	5	They are both bookstores.	4
100001283	apple	1	because apple's products begin with the letter i	1
100001284	Apple	1	Because of the small "i" in front of the word "books", that automatically makes me think of my iPhone...an Apple product. iBooks, therefore, must be an Apple product!	1
100001308	Apple	1	Because it begins with "i"	1
100001309	apple	1	the i in front often denotes Apple products	1
100001336	I would think iBooks stands for "Internet Books". I would assume this is a digital book company, like Kindle.	8	The name seems to stand for "Internet Books".	11
100001339	Amazon.com	6	Because Amazon.com started the iBook idea.	5
100001381	apple	1	I picked Apple because all their technology starts with "i". iPod, iTouch, iPhone, iPad. So of course iBooks made me think of them	1
100001384	Apple	1	All of the Apple products I know of start with 'i'. And I think there is something on my iPad about iBooks.	1,2

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2)
100001388	Barnes & Noble Amazon	5	I believe they are two of the top book purchasers in the world	11
100001427	Apple	1	because they make iPods and iPads.	1
100001428	Have no idea. Have never heard of iBooks	11		
100001453	I have no idea	11		
100001496	tHE IBOOK COMPANY	8	BECAUSE IT SAYS "IBOOKS"	9
100001566	apple	1	the i as in ipod leads me to think apple	1
100001593	I would think this would be Apple	1	I think it is from Apple because of the "i" in front of Books	1
100001605	amazon	6	That is who I order from.	3
100001627	Apple	1	Associate it with Itunes, Ipod, Ipad etc	1
100001643	Apple. the "i" in ibooks would indicate iphone or ipad, etc.	1	the "i" in ibook would indicate a book format for iphone or ipad from Apple.	1
100001657	apple	1	Apple is always affiliated with iBooks, iPads, iPhones, etc.	1
100001689	All publishers using iBooks as the company tha tconverted the books to electronic and resell them?	13		
100001700	Apple	1	Apple products all begin with iXXXX	1
100001720	no idea	11		
100001734	Apple	1	Apple is the 'i' in digital products.	1
100001749	I would guess Apple since they have iphones, ipods, ipads.	1	Since they have the "i" in the name I would expect it to be Apple	1
100001762	Apple	1	I have ordered from them.	3
100001767	Apple	1	the i in the name ibooks signifies an Apple product	1
100001771	Kindle, Nook, Amazon, Barnes and Noble	5	Amazon markets Kindle and ebooks for it. Barnes and Noble markets Nook and ebooks for it.	5,6
100001773	amazon	6	I have ordered from them before	3
100001783	Apple	1	"i" is used by Apple frequently	1
100001792	Apple	1	That is who I bought it from	3
100001820	Amazon Kindle Barnes and Noble	5	Personal experience and ads	3,4
100001822	apple	1	the 'i' in front of the word	1
100001834	Apple	1	Have many digital books on my IPad	2
100001875	iPad, iPhone, iMac and several other items in the same format would leave you thinking that iBook was part of the same family. Thus you would think of Apple.	1	Apple makes a host of devices that use the same naming convention, iPad and iPhone come to mind. One would think of Apple when you see an "iBook".	1
100001919	Apple	1	apple ipad, iphone, etc.	1
100001926	I have no idea	11		
100001927	APPLE	1	apple does all i-books	11

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100001934	i really haveno idea, I don't pay attention to who published the book, just that I want to read it.	11		
100001942	Apple	1	"i" is used as a prefix for so many Apple products - I thought they'd have it copyrighted.	1
100001943	Apple	1	Because everything Apple does starts with I	1
100001952	Amazon; Barnes and Noble	5	They offered the books on line.	5
100001967	don't know	11		
100001997	Apple, Amazon, Barnes & Noble	4	The prefix "i" has been used by Apple to refer to several of their products, and this may be an additional one.  If not theirs, it may belong to one of the larger e-reader retailers such as Amazon or Barnes & Noble.	1,4
100002010	apple	1	I associate "i..." products with apple	1
100002016	I have no idea	11		
100002017	Amazon, Barnes and Noble	5	Both sell digital readers	6
100002046	apple	1	I associate any product with "i" as belonging to the Apple family	1
100002059	Amazon	6	We have the Kindle ereader and Kinle Fire	7
100002072	Apple	1	Apple is the iBook parent company	2
100002092	I have no idea.	11		
100002144	amazon kindle	5	they already sell ibooks	5
100002153	same companies that do iphones	1		
100002161	smashwords	6	I really don't know	10
100002200	Apple	1		
100002292	Apple	1	iBooks is an application made by available for the iOS by Apple. Thus by extension the publisher being iBooks would probably make Apple the distributor etc.	2
100002320	Apple	1	I think of the Iphone which is made by apple	1
100002342	apple	1	because apple has an almost default trademark on the i_____ title.	1
100002410	Apple	1	Follows their branding nomenclature scheme for other digital products.	1
100002459	apple	1	ipod iphone ipad ibooks	1

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100002466	Apple	1	Everything with created by apple in recent history has been branded the "i" something. iTunes, iPod, iPad, iPhone, and so on. Therefore if a book had the word ""iBook"" on it I would automatically assume it was being distributed by Apple.	1
100002478	Amazon, Barnes and Noble, iBook	5	They are companies that I am aware of that sell or convert books to digital	5
100002516	fsgrgsgrfsgr	10		
100002751	dont know	11		
100002789	Itunes Amazon	4	Anything with "i" in front of it is typically i-tunes or Apple.  Amazon is also active in this market.	1
100002871	Apple.	1	Because some Apple products carry the initial i, as in iPod, iPhone, iPad...	1
100002995	Apple	1	The prefix of i is synonymous with Apple.	1
100003056	iBooks are available from Apple	1	Nearly all publishers are avaialbe on iBooks	11
100003100	Apple	1	ibooks starting with I is consistent with itunes and icloud and all of Apple's products	1
100003146	I would guess Apple had something to do with it because of the small "i" at the start of iBooks. But I would only be guessing.	1	I guessed Apple because they have things like iPads, iPods, etc. iBooks would be a similar idea.	1
100003158	penguin books	7	this company publishes numerous books and classics, which are widely available as ibooks	5,8
100003180	Apple	1	The letter "i" in front of a word like ""iPod or iPhone"" makes me think of Apple.	1
100003185	Apple	1		
100003242	Never seen	11		
100003351	i don't any idea	11		
100003572	Apple, Amazon.	4	Anything with "i" is automatically related to Apple. Also, Amazon seems to have picked up using the same phrase for electronic books.	1
100003603	Apple.	1	Apple loves using the ixxxx format for their products, as in ipad, ipad or iphone.	1
100003713	Apple	1	The prefix i usually indicates its an Apple product.	1
100003716	Amazon	6	Amazon is the company I use and I believe they are the largest. At any rate, they are the only company I know of.	3,4
100003867	no idea	11		



Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
100003922	Apple	1	Even if Apple hasn't branded every word with an 'i' in front of it, it seems as if they're reputation and brand would use any form of it in the future. iBooks, would be like iPod, iPad, iPhone, iTunes, etc.	1
100003984	Apple	1	The i prefix	1
100003995	apple because of the letter "i" in front of ""books."" All other companies would be called eBooks	1	the letter "i" is the trademark for apple products; i.e. iPad, iPhone	1
100004067	Apple	1	Most products that begin with the lower case "i" are the product of Apple.	1
100004089	Apple	1	For the record, I am not familiar with the name\brand ""iBooks,"" but when you have a lower case "i" in front of a word, Apple is undoubtedly the first company that comes to mind.	1
100004109	Possibly Apple, but could be a generic term for an electronic book.	3	Because the iPhone and iPad book app is called iBooks	2
100004113	Amazon Barnes & Noble	5	I have a Kindle, and have bought several e-books from Amazon. I also have heard of the Nook and have heard that Barnes & Noble also has e-books for sale.	3,5,6,7
100004133	Itune, Amazon and Barnes & Noble	4	I have used all of them before	3
100004143	apple.	1	many apple products have an "i" as a preface.	1
100004470	Amazon Kindle, Barnes and Noble Nook, Sony E reader	5	It's obvious	11
100004476	Apple	1		
100004569	amazon	6	Amazon is associated with the kindle, which is how I get my ebooks.	3,7
100004583	none	11		
100004684	Any publisher that has agreed with iBooks to have their book availed.	13		
500000009	Apple	1	Since apple makes the iPhone, the iPad, the iPod, I think it's safe to assume that an iAnything is by Apple. I'm sure they've trademarked it.	1
500000012	Amazon	6	availability	11
500000014	Apple	1	Apple would have made the book because they have a lot of electronic items that start with an "i". Ex: iphone, ipod	1
500000015	nice	10	nice	12
500000020	Apple	1	I automatically assume that everything with "i" in front of it is made by Apple or a knockoff of an Apple product.	1
500000029	apple	1	i dont know	10

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
500000037	borders, Walmart ect	5	Every shops in book stores, and department store, companies/publishers would do well if the sold in outlets such as those	11
500000048	I would think Apple Computers.	1	On their Macs everything is isomething. ilife. imac. iphoto.	1
500000065	i would think its connected to apple computer	1	well based on the information best anyone can do to guess	10
500000066	Amazon Barnes and Nobel	5	Amazon sponsors the Kindle (and Fire) and Barnes and Noble the Nook (and Nook Tablet)	6
500000068	Kindle	6	Because I have a Kindle, and I shop on Amazon for Kindle versions of books. I would imagine that it is the company responsible for coverting the book to Kindle format.	3,7
500000088	Apple	1	It appears that everything branded with Apple is "i" something (aka...iphone, ipad, etc.)	1
500000095	Apple because their products always start with a lower case I.	1	Apple because their products always start with a lower case letter i.	1
500000097	Apple	1	the "i" beginning of the word suggested ""iphone"" or ""ipod"" products	1
500000110	I would think of the Apple company.	1	I think of Apple because I know they have the iBooks app.	2
500000114	apple	1	any product with "i" before the name makes me think apple (iphone, iPad, iPod)	1
500000126	apple	1	jm,dsa	12
500000132	amazon, barnes and noble	5	i have purchased ebooks from both amazon and barnes and noble	3
500000139	apple	1	i is always apple	1
500000141	none	11	its the leader	12
500000148	i don't know.	11	i think to make a book available is to show it in stores or on t.v.	11
500000150	don't know	11		
500000154	Amazon	6	Because I have purchased iBooks from those companies before.	3
500000158	iTunes	2	most Apple products starts with i so ibooks sounds like it's put out by apple/itunes	1
500000159	no idea bro im so cool.	10		
500000164	Internet Books	12	iB made me think of Internet Books since you can download them on your tablet	11
500000172	no ideal	11	no ideal	10
500000175	HALLMARK	6	BECAUSE ITS A GREAT COMPANY	11
500000183	I have a Kindle and have downloaded many electronic books. However I don't think I have ever heard of an ibook.	12		

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
500000184	Apple	1	Apple regularly uses ""i..."" to name its products, such as the ""iPod,"" and the ""iPad.""	1
500000187	apple	1	because most apple products start with the letter i.	1
500000197	Apple	1	The word is a combination ""book"" and the prefix ""i"" often used in Apple products - like iPod, iPad.	1
500000199	i have no idea i am sorry	11		
500000202	apple	1	because i have ibooks on apple	2
500000203	I have no idea	11		
500000205	Macdougall	12	It made me think of it because when I was growing up that was a common company that I kept seeing	8
500000210	apple	1	i thought ibooks were for mac	2
500000220	apple	1	since it had i with a word which they name a lot of there things like that	1
500000221	the publisher	13		
500000223	I don't have any idea but I would think it was from Apple, that they are getting into ebooks online. Having this on the inside doesn't bother me at all and tells me I can get this book and download it to my book	3	the logo, iphone, ipad and ibook, so i would think this is the trend for them. Keeps it in the family and easy to know who is the maker	1
500000226	Apple	1	The small ""i"" In front of any product has been a trademark of Apple Inc for many years. It is natural to think they produced this. In fact I would think that if it was not them it would mean a lawsuit.	1
500000237	Amazon	6	I am not sure, just where I go to get books	3
500000248	i have no idea.	11		
500000250	iouyfyviuli	10	klnh86gmn0	12
500000258	don't know	11		
500000262	no idea sorry	11		
500000270	apple	1	because of the i before the name	1
500000274	dont know	11	dont know	10
500000275	Apple	1	iBooks looks similiar to iPad, of which is an Apple product.	1
500000287	Apple	1	iBooks sounds similar to iPhone, iPod, iPad which are Apple products	1
500000288	kindle	6	have an i reader	7
500000300	i have no idea	11	because they are well known publishers	8
500000302	Apple, because it sounds similar to other Apple products such as iphone, ipod and ipad	1	It is similar to other Apple products, including the iphone, ipod and ipad. So it seems likely that ibooks would be an Apple product as well	1

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
500000304	Apple	1	Many Apple products have the prefix "i", so when I see that prefix, I think of Apple.	1
500000313	no idea	11		
500000334	iBooks	8	It just makes sense if it states in the book, IBooks that it would be from the company IBooks.	9
500000335	amazon	6	only one I know	5
500000347	Amazon,	6	Amazon has been the forerunner in the ibook. Others have come out recently but I believe they were first.	4
500000353	Apple	1	It made sense.	11
500000355	no idea	11		
500000361	kindle	6	Kindle was the first company I recall starting IBooks	6
500000368	apple who makes itunes and iphones	1	because of iphones and ipads	1
500000383	I have no idea	11		
500000385	Apple	1	I Pad-- Ipod makes I Books	1
500000392	kindle	6	I have read a book with a kindle	7
500000404	No idea. I seldom look at the publishers name.	11		
500000416	Apple	1	Because Apple always begins their products with an "i"	1
500000417	Amazon	6	Amazon is the producer of the Kindle, and has made e books available.	5,6
500000420	APPLE	1	Apple products start with "i", such as iphone and ipad	1
500000421	I can take a look at the page	12	Here is more text	12
500000429	ibooks	8	love	12
500000437	reader for pc	12	i am a member	11
500000442	I wold think Amazon would make that book available.	6	Amazon makes books available to download onto devices.	5
500000460	amazon.com	6	amazon is one of the biggest purveyors of books	4
500000467	Apple	1	the word ibook implies that it is from the i family of products from apple.	1
500000471	Apple	1	Apple has many products that begin with "i".	1
500000479	APPLE INC WOULD BE COMING TO MAIN BECAUSE OF THE BIG I PRODUCTS	1	BECAUSE OF THE "i" ON FRONT OF THE BOOK WORD	1
500000496	Apple and I would think it came from itunes.	1	The Apple brand has other products that have an "i" in front of the title; such as the ipad, iphone, and ipod.	1
500000503	i am sorry but i do not know the companies off the top of my head to access these particullar ibook companies.	11		
500000523	McGraw Hill	7	They were the publisher	8
500000525	I would think that it is an apple product	1	Apple has been known for naming their products starting with "i" like iPod, iPhone etc	1

Test Arm:

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2)
500000530	apple	1	i anything is apple	1
500000537	apple	1	apple products are designated by "i" such as i-pad....i-phone etc	1
500000550	no idea	11		
500000571	Apple / iTunes	1	The use of "i" indicates that it is probably an Apple product	1
500000575	apple	1	it made me think of itunes which is an apple product	1
500000576	Random House, penguin audio,	7	Because I have read books made available by them	8
500000600	I would have no idea. I guess some people may think apple, and I did at first, but really doubt that is it	3	I initially thought it could have been apple because of the "i", but that sounds too obvious	1
500000613	i would have an idea who wrote it	11		
500000644	na	11	na	10
500000654	apple	1	apple makes i-pad, i-phone and i-pods.	1
500000682	apple	1	i've used the ibook app on apple devices before.	2
500000702	Apple	1	Think that Apple has the "i" prefix for most electronic media and devices.	1
500000728	apple	1	apple just comes to mind, i use there products all the time.	10
500000743	barnes/noble.....ibooks	5	first one that came to mind...that is the company i use for my reader	5
500000793	gyfcyjtduyuf	10	uiyftytrdydrytrd	12