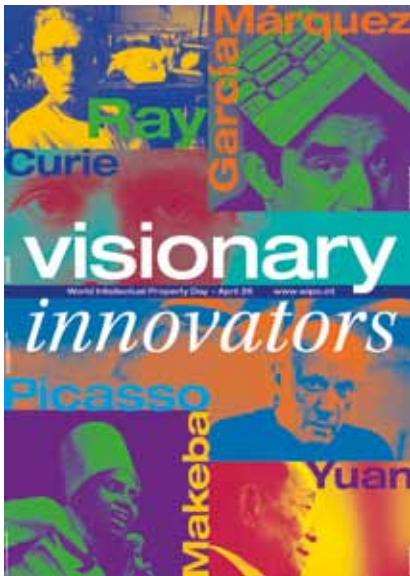


World Intellectual Property Day 2012
celebrates visionary innovators

The Patents and Trademarks of Steve Jobs: Art and Technology that Changed the World





World Intellectual Property Day this year celebrates visionary innovators – individuals whose ingenuity, talent and insight shape the way we live. This exhibition spotlights one of those individuals, and shows how intellectual property is central to the culture of innovation and creativity that Steve Jobs created at Apple.

Co-sponsored by the United States Patent and Trademark Office (USPTO), the exhibition was conceived and designed by Invent Now, Inc., a non-profit organization dedicated to fostering invention and creativity. Invent Now also operates the National Inventors Hall of Fame and Museum on the USPTO campus in Alexandria, Virginia.

Steve Jobs' vision in making sophisticated technology simple and fun to use transformed the way we interact with the digital world:

- > The iPod has revolutionized the way we experience music.
- > iTunes makes it quick, easy, affordable – and legal – to buy and download music; within 16 days of its launch in 2003, it had recorded 2 million downloads.
- > The iPad, the fastest selling technical device ever, has changed the way we surf the web and read books, newspapers and magazines.

“Design is not just

- > More than 25 billion apps have been downloaded from Apple's App Store by over 315 million iPhone, iPad and iPod Touch users worldwide.
- > Logic and Garage Band software programs make it easier for aspiring musicians to record and produce their own music.

Jobs held 317 utility and design patents in the United States. On display are the patent certificates that list him among the inventors involved in the conceptualization of many iconic Apple products, including computer cases, iOS-based devices, packaging, keyboards, mice and power adaptors, and even the glass staircases found in many Apple stores.

In addition to his U.S. patents, Jobs is named on some 28 international applications filed under WIPO's Patent Cooperation Treaty (PCT) system. Apple has filed some 1,500 applications under that system and also makes use of the WIPO Madrid (trademarks) and Hague (designs) systems.

Innovation, IP and WIPO's Global Services

Steve Jobs used the IP system to add value to the knowledge, information and ideas (“intangibles”) embedded in his technologies and innovative works. The IP system transforms intangibles into concrete assets that can be owned, disseminated and traded. So creators of IP rights (such as patents, trademarks, designs

what it looks like. Design is how it works.”



PCT International Application Number: PCT/US2008/074625 – Editing Interface Applicant (for all designated states except US): APPLE INC. Inventors/Applicants (for US only): Chaudhri, Imran, A.; Ording, Bas; Jobs, Steven



Madrid Registration 1014459 “Description of the mark: The mark consists of the design of an apple with a bite removed.”

“If artists keep on risking failure, they’re still artists.

Dylan and Picasso were always risking failure.

This Apple thing is that way for me.” Fortune, November 1998

and copyright) can benefit from their commercially successful works.

WIPO contributes to this process by delivering global IP services that simplify applications for IP rights in multiple countries. These services include the PCT system (patents), the Madrid system (trademarks) and the Hague system (designs).

The PCT system is the most widely used of WIPO’s systems. A single international patent application under the PCT has the same legal effect as a national application in each country (currently 144) bound by the Treaty. PCT applicants receive valuable information about the potential patentability of their inventions and have additional time to decide in which of the PCT countries to continue pursuing patent protection. The system consolidates and streamlines patenting procedures, postponing the payment of sizeable costs and providing applicants and patent offices with a sound basis for important decision-making. In 2011, a record 181,900 PCT international applications were filed.

The Madrid system allows trademark owners the possibility of protecting a trademark in any or all of its 85 contracting parties, by registering the mark through WIPO using a single application, in one language and subject to one set of fees and deadlines. A record 42,270 international trademark applications were filed in 2011. A similar facility exists for industrial designs under the Hague system, which currently has 60 contracting parties. Both systems offer cost-effective and accelerated access to trademark and industrial design protection in multiple jurisdictions, giving applicants a single yet flexible international registration that can be centrally managed.

Dedicated databases for the PCT, Madrid and Hague systems are accessible online and may be searched by anyone free of charge through WIPO GOLD at www.wipo.int/wipogold.