

Exhibit K

Secondary Meaning

“With what company or brand do you associate the overall appearance of this mobile phone?”

Summary of Phone Recognition Survey

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Secondary Meaning

	Test		Control Phones	
	iPhone 3G Trade Dress  <p>Item C</p>	iPhone Trade Dress  <p>Item X</p>	Blackberry Storm  <p>Item E</p>	Sanyo Zio  <p>Item J</p>
Associate with Apple	68%	61%	2.6%	4.7%
Minus Control	-3.7%	-3.7%	Average = 3.7%	
Net Association	64.3%	57.3%		

Secondary Meaning

“With what company or brand do you associate the overall appearance of this tablet?”

Summary of Tablet Recognition Survey

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Secondary Meaning

Test			Control Tablet Nook	
	Head on View of iPad	Angled View of iPad		
				
Associate with Apple	57.3%	75.2%	17%	10.8%
Minus Control	-17%	-10.8%		
Net Association	40.3%	64.4%		

Timeframe for Analyzing Secondary Meaning for iPhone







Adjusted Consumer Recognition Results

