

Apple Defends Rights to iPad Name in Shanghai Court

In the article Apple defends rights to iPad name in shanghai court, by David Barboza, David explains to his audience recent Apple news. Insisting that his audience consist mostly of Apple fans and enthusiast, it is safe to say that this story will get out to multiple readers. David talks about Apples recent controversy between, as stated in his article, a “small” Chinese computer display maker, in an effort to defend rights to the iPad name. David wanted the readers to know some background info on this so he included some of Apple’s statements and David Signed off with saying that the “small” company continues to do all it can to disrupt Apple’s sales of the iPad in China.

David talks about the court session in Shanghai with great emphasis on its severity by saying “heated” and including how long it took, “four-hour” long session, indicating the use of pathos. David also portrays the so called uneven fight between Apple, “the technology Goliath”, against “a small Chinese computer display maker”. In this article the reader is provided with some quotes of past experiences between these two companies. David included a statement that Apple said about their past purchase of Proview’s worldwide rights to the iPad trademark, and also included what the other *smaller* company claimed that Apple did not obtain all the rights. David provides the reader with the informations and leaves it to them to decide.