Case5:11-cv-01**Sleekcraft<sup>7</sup>Factors**<sup>12</sup> Page1 of 1</sup> "Likelihood of Confusion" iPad/iPad 2 Trade Dress

- Strength of the trade dress
- Proximity of the goods
- Similarity of the trade dresses
- Evidence of actual confusion
- Marketing channels used
- Types of goods and the degree of care likely to be exercised by the purchaser
- Defendant's intent in selecting the trade dress