

Bose returned to the Apple Store

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Less than two months after Bose had to remove its products from every Apple store, the latest move showed that the two companies' relationship seemed to be resolved. Bose premium audio products will continue to be sold at Apple Store before Christmas, some of Apple's retail stores have begun to receive the Bluetooth SoundLink product shipment III.

After Apple's \$ 3.2 billion acquisition of Beats Electronics was announced, Bose filed a patent lawsuit on the Studio technology and noise removal technology that Beats products are using. And it seems that the war of copyright and commercial dispute has won Bose.

At the American Football League (*NFL*) , where Bose is the official audio sponsor for the tournament has banned players from using Beats products in post-match interviews. Athlete Colin Kaepernick was fined \$ 10,000 for using Beats headphones in a press conference.

It seems that Apple and Tim Cook have chosen a compromise option rather than confrontation, the company previously had agreements to settle with Samsung and for Bose is no exception. This flexible attitude helped Apple avoid costly and time-consuming litigation in court.

Bose is not the only product Apple has removed from its shelves in recent months. Apple also stopped cooperating with Fitbit health care equipment in its retail and online stores in November without giving any explanation.

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