

A series of corporations controlling Alexander Graham Bell's patent rights is organized. The first, Bell Telephone Co., is soon superseded by National Bell Telephone Co., which is replaced with American Bell Telephone Co. These firms supply telephones to their licensees across the country, including the Southwestern Telegraph and Telephone Co. (formed in 1880) who, in turn, rent them to local subscribers (in this case, to Arkansas and Texas customers).

In a corporate reorganization, AT&T acquires the assets of its parent, American Bell Telephone Co., and becomes the new owner of the local Bell operating companies nationwide.



Southwestern Bell Telephone Co. is formed. One year later, it adopts the third Bell logo, instituted with the words "Bell System" placed inside the bell itself. The logo design is eventually used by all local Bell companies. Southern Bell Telephone and Telegraph Company serves most of the south and provides telephone service to nine states.



The fourth Bell logo is inaugurated with minor modifications to the typeface. In an era of cutting innovation, AT&T has taken telephone service both trans-Atlantic (1927) and trans-Pacific (1934) and demonstrates the country's first example of television (1927). By 1947, AT&T offers mobile telephone service and enables the nation's first broadband transmission through installation of coaxial cable in the network. Its scientists develop the concept of cellular telephony, and invent the transistor.

South Central Bell

South Central Bell Telephone Company is created when the states of Louisiana, Mississippi, Alabama, Tennessee and Kentucky are split off from Southern Bell.

SBC and BellSouth Corp. launch first wireless services.



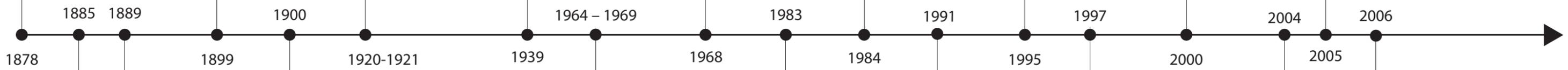
Southwestern Bell Corp. is renamed SBC Communications Inc. at its annual meeting of stockholders and adopts a new logo. The five-state SBC region includes Missouri, Oklahoma, Kansas, Arkansas and Texas. Southern New England Telecommunications Corp. (SNET), incorporated in 1986, also adopts a new corporate identity.



SBC Communications Inc. and BellSouth Corp. create Cingular Wireless, second-largest wireless carrier.



SBC Communications Inc. and AT&T embark upon a historic industry merger, marking the beginning of a new era of capability, innovation and convenience in global communications and entertainment services. In October, SBC announces that the combined company will be called AT&T Inc. The new AT&T logo is unveiled following the merger close in November 2005.



The first Bell logo is adopted by AT&T. Angus S. Hibbard, the company's general superintendent, conceived the design.



The second Bell logo is introduced to convey the growing interconnection between local and long distance service. It is adopted by the local Bell telephone companies, with their names appearing at the top within the double circle, including the Southwestern Telegraph and Telephone Co. AT&T remains the head of the Bell System until its breakup 84 years later.



As the result of the 1956 consent decree barring AT&T from engaging in unregulated businesses, the company limits its endeavors to special projects for the federal government and to operating the national telephone system. The fifth logo is installed for use by local Bell System companies in 1964, followed by the sixth and final Bell logo in 1969.



AT&T agrees to divest its local phone companies, and Southwestern Bell Corp. (SBC) and BellSouth Corp. are incorporated as two of the seven regional holding companies in anticipation of the AT&T divestiture. Both retain the bell as their logos.

To mark the restructure, a distinctive AT&T globe logo is designed symbolizing a world circled by electronic communications. Later that year, in conjunction with Ameritech, AT&T launches the first commercial cellular telephone system in Chicago.

BellSouth realigns South Central Bell and Southern Bell.



SBC Communications Inc. completes its \$16.5 billion purchase of Pacific Telesis Group, capping the first acquisition among the regional holding companies. The new company provides wireline and wireless services to seven states, including the nation's two most populous (California and Texas). The stylized Pacific Telesis "access" button is added to the logo's "B" to mark the combination.

One year later, SBC Communications Inc. merges with Southern New England Telecommunications Corp. in a \$6.5 billion deal and, in 1999, closes the \$75 billion acquisition of Ameritech Corp., extending its footprint to its current total of 13 states and representing roughly one-third of the nation's telephone lines.



AT&T and BellSouth merge, consolidating ownership and operation of Cingular Wireless and creating a new, more innovative, nimble and efficient company. AT&T will combine its wireless and wireline Internet Protocol (IP) networks to speed convergence of new voice, data and video services and to lead the industry's shift to next-generation, IP-based technologies.

YELLOWPAGES.COM™

SBC and BellSouth announce the creation of Internet yellow pages joint venture and acquire www.yellowpages.com, Inc., later relaunching the new YELLOWPAGES.COM.