

Under pressure, China firm scraps Steve Jobs doll

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A sales clerk at an Apple store in Manila in 2011. A China-based firm has scrapped plans to market an action figure made to resemble the late Apple founder Steve Jobs following "immense pressure" from lawyers.

A China-based firm has scrapped plans to market an action figure made to resemble the late Apple founder Steve Jobs following "immense pressure" from lawyers.

"Unfortunately, we have received immense pressure from the lawyers of Apple and Steve Jobs' family," the In Icons company said in an emailed statement.

The 30.4-centimeter (12-inch) doll -- offered with Jobs's trademark black turtleneck and jeans -- was to go on sale for \$99 at the start of next month.

"Though we still believe that we have not overstepped any legal boundaries, we have decided to completely stop the offer, production and sale of the [Steve Jobs](#) figurine out of our heartfelt sensitivity to the feelings of the Jobs family," the company said.

The company's website (inicons.com) shows the figurine in lifelike poses alongside famous Jobs quotes, such as: "If you live each day as if it was your last, someday you'll most certainly be right."

The company manufacturing the dolls, Hong Kong-based DiD Corp, insisted earlier this month that the doll was not a toy, but a sincere tribute to the iconic innovator.

"We didn't put anything related to the Apple brand or Apple products, nor did we smear the image of Jobs," a DiD Corp official told AFP earlier this month. "We are making this for Apple fans."

Last year Apple -- the maker of iPhones, [iPads](#), iPods and [Macintosh computers](#) -- blocked the sale of unauthorized Steve Jobs bobble-head dolls made by a different company in China.

Jobs died on October 5 at the age of 56 after battling cancer for several years.

DiD Corp also offers military action figures and one of US President [Barack Obama](#), according to its website.

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