KANG DECLARATION EXHIBIT 12

Exhibit 36 (Submitted Under Seal)

1 2 3	UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA SAN JOSE DIVISION Civil Action No.: 11-CV-01846-LHK						
4	APPLE, INC., a California corporation, Plaintiff,						
5	vs.						
7	SAMSUNG ELECTRONICS CO., LTD., a Korean business entity, et al. Defendants.						
9	UNITED STATES INTERNATIONAL TRADE COMMISSION WASHINGTON, D.C.						
12 13 14 15	In the Matter of: CERTAIN ELECTRONIC DIGITAL MEDIA DEVICES AND COMPONENTS THEREOF						
16 17 18	*** HIGHLY CONFIDENTIAL - PURSUANT TO PROTECTIVE ORDER *** VIDEOTAPED PERSONAL DEPOSITION OF:						
19	SEOGGUEN KIM - VOLUME 1						
20							
21							
22							
24	February 29, 2012 Kim & Chang						
25	Seoul, South Korea 9:04 A.M 4:34 P.M.						

	Page 6	1	Page 7		
1	PROCEEDINGS	1	authorized to administer oaths in this venue.		
2	(February 29, 2012 at 9:04 a.m.)	2	Nevertheless, we request that he administer the oath and		
3	THE VIDEOGRAPHER: We are now on the record in	3	we stipulate that we waive any objection to the validity		
4	the matter of Apple, Inc. vs. Samsung Electronics	4	of the deposition based on the oaths.		
5	Company, Ltd., et al., before the United States District	5	THE REPORTER: Agreed?		
6	Court, Northern District of California, San Jose Division,	6	MR. CEDERBERG: Agreed.		
7	Case No. 11-CV-01846-LHK.	7	(Interpreters sworn.)		
8	Today's date is 29th February, 2012. The time	8	SEOGGUEN KIM,		
9	now is 9:04. This is the video recorded individual	9	having been duly sworn, testified as follows:		
10	deposition of SeogGuen Kim. The deposition is taking	10	EXAMINATION EXAMINATION		
11	place at Kim & Chang, Jeongdong Building, 9th Floor,	11	BY MR. GRANT KIM:		
12	Jung-gu, Seoul, Korea.	12	Q. Good morning, Mr. Kim. My name is Grant Kim,		
13	I am Wah Kit Ip, deposition video specialist	13	and I will be asking you some questions today on behalf of		
14	with American Realtime Court Reporters Asia. The court	14	Apple.		
15	reporter is Mike Miller, also with American Realtime Court	15	A. Okay.		
16	Reporters Asia.	16	Q. Have you ever had your deposition taken before?		
17	Will all the attorneys please identify	17	A. No.		
18	themselves and the parties they represent.	18	Q. Okay. Well, I'm sure your attorney's		
19	MR. GRANT KIM: Grant Kim of Morrison &	19	explained, but basically I'll be asking some questions and		
20	Foerster for the Plaintiff, Apple, Inc.	20	you will be responding, and I just want to confirm that		
21	MR. CEDERBERG: Jon Cederberg of Quinn Emanuel	21	you understand that you have taken an oath to testify		
22	Urquhart & Sullivan for the Samsung Defendants.	22	truthfully today.		
23	MR. GRANT KIM: The court reporter has asked me	23	THE REPORTER: The answer?		
24	to read the following statement: We understand the court report is not	25	A. Yes, I know. BY MR. GRANT KIM:		
25	<u> </u>	25			
1	Page 8 Q. Is there any reason that it would be difficult	1	Page 9 Q. And how long did you hold that position?		
2	for you to testify truthfully today?	2	A. Sir, are you referring to my position at Mobile		
3	A. No.	3	Communication Business Unit or my position as a senior		
4	Q. What is your current position with Samsung	4	manager?		
5	Electronics?	5	Q. Mobile division, please.		
6	A. I am responsible for mobile design at Mobile	6	A. Two years.		
7	Communication Business Division at Samsung Electronics.	7	Q. So that was from 2007 or 2008?		
8	Q. And what is your official title?	8	A. Yes.		
9	A. Vice president.	9	Q. Which year was it, do you recall?		
10	Q. Okay. And how long have you held that	10	A. I don't have a precise recollection.		
11	position?	11	BY MR. GRANT KIM:		
12	A. I'm entering third year. I've been doing it	12	Q. Okay. When did you join Samsung?		
13	for two years.	13	A. I joined in 1989.		
14	Q. Okay. So you began in January 2010; is that	14	Q. Okay. And between 19 okay. 1989? Okay.		
15	right?	15	(SG Kim Deposition Exhibit 1730 marked.)		
16	A. Yes, correct.	16	BY MR. GRANT KIM:		
17	Q. And what was your position before that?	17	Q. I'm showing you a document that's been marked		
18	A. We call it principal, but it's actually	18	as Exhibit 1730. It's an organizational chart dated		
19	principal manager level.	19	January 2012. It's very long, but I'm going to focus on		
20	(A discussion was had off the record between	20	S-ITC-003006129, which is about five pages in. And for		
21	Lead Interpreter and Check Interpreter in Korean.)	21	the record, the Bates number of the document, it begins		
22	LEAD INTERPRETER: "Senior management."	22	with S-ITC-003006124 and continues through 6249.		
23	CHECK INTERPRETER: "We call it principal	23	MR. CEDERBERG: And for the record, I will ask		
24	engineer. It's a level of senior manager."	24	if you have an English translation of this document, and		
25	DV MD CDANT VIA.	25	if not I would object to the mostioning of the desirant		

25 if not, I would object to the questioning of the document

25 BY MR. GRANT KIM:

Page 75 iPhone design is associated with premium design? MR. CEDERBERG: Vague and ambiguous. I haven't heard it. BY MR. GRANT KIM: Q. When you say iPhone design is minimal design, what do you mean? MR. GRANT KIM: Courtesy translation. Minimal, the word minimal actually comes from the history of art, and the art academia recognize this as a new genre, and this is a new -- this is a keyword. (Interruption by the reporter.) CHECK INTERPRETER: G-E-N-R-E. So the genre in fine arts has influenced the design, so the minimal refers to a clean and simple image. BY MR. GRANT KIM: Okay. Has Product Design Part 1 ever conducted

MR. CEDERBERG: Vague and ambiguous.

A. Also, I am responsible for product design, even if I'm the group leader and the Design Part 1 leader, and I'm not much involved in strategy. And as you can see in the organization chart, I execute design that is on the roadmap.

any studies of the design strategy of Apple?

BY MR. GRANT KIM:

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Page 74

we've gone back on the record, I would like to request

that this morning's session and this afternoon's session

3 be designated highly confidential.

4 BY MR. GRANT KIM:

5 Q. I'm showing you a document that's previously 6 been marked as Exhibit 1661.

7 MR. GRANT KIM: That's from the deposition 8 yesterday, so we just have our working copy.

9 MR. CEDERBERG: Okay.

10 BY MR. GRANT KIM:

11 Q. It has Bates numbers SAMNDCA00176172 through

12 176202. Do you recognize Exhibit 1661?

13 A. No, not really.

Q. I'd like to ask you to turn to the page ending

15 176170 -- I'm sorry, 176178. It says "Executive Summary"

16 at the top, and then there's a reference to "iPhone

design" and "premium design." Do you see that?

A. Yes.

19 Q. Now, regardless of this document, have you ever

20 heard that iPhone design is associated with premium

21 design?

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MR. CEDERBERG: Vague and ambiguous.

23 A. Personally, I believe it's a minimal design.

24 BY MR. GRANT KIM:

Q. Okay. And have you heard from anybody that the

Page 76

on the roadmap, is it important for you to understand the

design strategy of competing companies?

MR. CEDERBERG: Vague and ambiguous.

A. It is meaningful to identify the trend of

A. It is meaningful to identify the trend of competitors.

BY MR. GRANT KIM:

Q. And why is that?

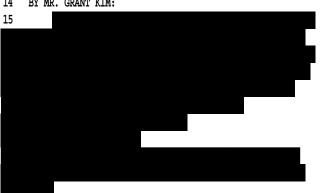
A. I believe it is important to identify and

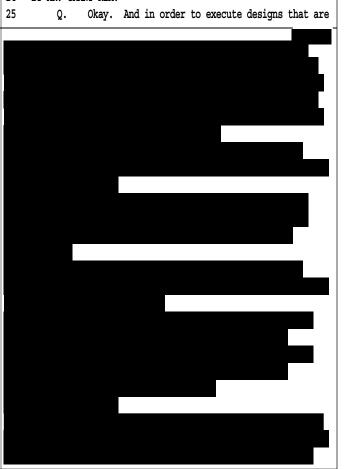
recognize the style of product lines of competitors.

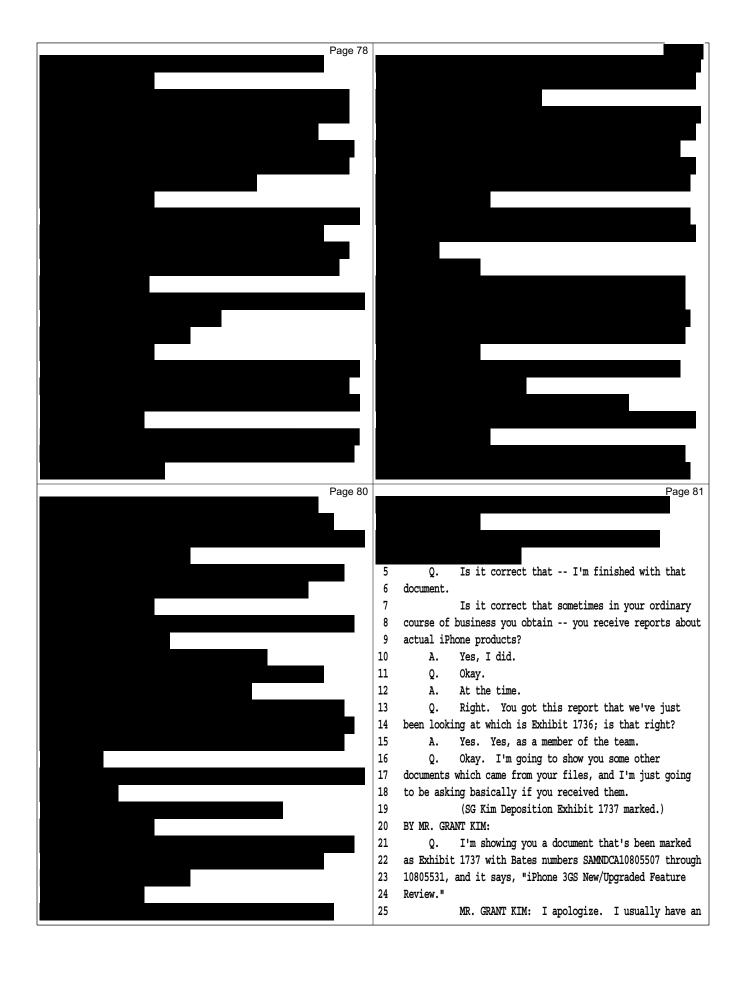
10 CHECK INTERPRETER: Interjection: "I think it 11 is meaningful to identify and recognize the style of the 12 overall products of the competitors."

13 (SG Kim Deposition Exhibit 1736 marked.)

BY MR. GRANT KIM:







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MR. GRANT KIM: And, I'm sorry. This is the 2 best copy we have. It came from your files, but it's very small and hard to read, and I'd ask counsel to check if

4 you have a better copy.

5 BY MR. GRANT KIM:

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Q. The first page has the word "Middleless." Do you know the meaning of that word?

So I saw -- I see this document for the first 8 9 time, I may just have downloaded it. And it seems this 10 paper was prepared by our engineering team, and I don't 11 know the meaning of "middleless."

12 CHECK INTERPRETER: "I see this document for 13 the first time, and if it was from -- if, indeed, was from my computer, I might have just downloaded it. And it 15 appears that this document may have been prepared by the 16 development side. And as to the meaning of "middleless," 17 I do not know." 18 BY MR. GRANT KIM:

19 Okay. Does it appear that if you look at the 20 rest of the report, that "middleless" refers to the fact 21 that Apple products are so thin, it's almost like there's

22 no middle to them?

23 MR. CEDERBERG: Vague, ambiguous, no foundation 24 as to personal knowledge, speculation, calls for a conclusion.

A. I don't think I'm -- I can answer your question.

BY MR. GRANT KIM:

Yeah. I've never heard the term "middleless" ٥. either, so...

In any event, can you turn to page 8, which ends with 1806784. Is this a photo of a teardown analysis of the iPhone 4G?

MR. CEDERBERG: Vague and ambiguous, speculation, no foundation as to personal knowledge.

Personally, that's what it looks like. BY MR. GRANT KIM:

In the ordinary course of business, do Samsung 13 engineers conduct a teardown analysis of competing 15 products?

MR. CEDERBERG: Vaque, ambiguous, speculation, foundation.

To my knowledge, I think the team also conducts analysis on competing product, just like our team does.

(SG Kim Deposition Exhibit 1741 marked.)

BY MR. GRANT KIM:

Q.

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BY MR. GRANT KIM: 17

18 Are you familiar with the Galaxy S 19 smartphone -- let me strike that question.

20 Were you involved in the development of the 21 Galaxy S smartphone?

- 22 A. Yes. Me and my immediate subordinate was 23 involved in the development of the Galaxy smartphone.
- 24 And when the design of the Galaxy S smartphone was created, was that based on the archetype design?

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2 BY MR. GRANT KIM:

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4 So when it comes to archetype design, I was 5 only responsible for exterior design. 6

Okay.

7 CHECK INTERPRETER: "Exterior product design."

8 BY MR. GRANT KIM:

9 Can you turn to page 30 which ends with the Bates number 10808711, and it says, "Full touch QWERTY,"

11 Q-W-E-R-T-Y. Is it correct that beginning on this page

12 for a number of following pages, there are various

13 archetype designs for a full -- for a QWERTY phone?

14 MR. CEDERBERG: Vague, ambiguous, speculation, foundation.

16 A. This is what we did when we came up with 17 archetype designs.

18 BY MR. GRANT KIM:

Okay. And at page 47, which ends with 10808728

20 it says "Business Smartphones." Do you see that?

21 MR. CEDERBERG: Excuse me. Misstates the

22 document.

19

25

23 MR. GRANT KIM: Okay.

24 BY MR. GRANT KIM:

Okay. My overall question is: I see several

MR. CEDERBERG: Vaque, ambiguous, speculation, foundation.

Yes, it was based on the archetype design. MR. GRANT KIM: Okay. You know, I was planning to go longer, but because it's so hot, I'm thinking it would be better to take a break. I'm happy to continue --

MR. CEDERBERG: Why don't we take a break. I think more breaks are better with this heat.

MR. GRANT KIM: I think it's better, because it's like a sauna in here.

THE VIDEOGRAPHER: Off the record at 1349. (Recess taken, 1:49 p.m. to 2:07 p.m.) THE VIDEOGRAPHER: Back on the record. It's 1407.

(SG Kim Deposition Exhibit 1742 marked.) BY MR. GRANT KIM:

Mr. Kim, I'm showing is you a document that's been marked as Exhibit 1742. It says "Business Archetype Design 2009," and it has Bates numbers SAMNDCA10808682 through 758. This was produced from your files.

Does Exhibit 1742 include a number of different 22 Samsung archetype designs for 2009?

MR. CEDERBERG: Vaque, ambiguous, foundation, document speaks for itself.

It is business archetype design for the year

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headings like "QWERTY." I see "Business Smartphones." On page 60 I see "Featured Messaging."

And my just general question is: Is it correct that Exhibit 1742 shows Samsung archetype designs for several different types of phones?

MR. CEDERBERG: Vague, ambiguous, compound.

Even though I was not involved in preparing this document, it seems these are the -- these are what we did when we prepared archetype designs.

BY MR. GRANT KIM:

Okay. Was the Galaxy S smartphone designed based on any of the archetype designs in Exhibit 1742? MR. CEDERBERG: Vague, ambiguous, speculation.

A. We did use the archetype design based on one of the styles that were created.

BY MR. GRANT KIM:

Okay. Is it in this document, the archetype design that you used?

So this is how we work. We do not transplant what we have here to our commercial product. We came up -- we come up with a motif, and we continuously refine it and come up with the final archetype design.

But you could say that we did have motif to come up with the Galaxy S smartphone archetype design.

Okay. So are you saying that the 2009

Page 94

1 archetype designs gave you some general ideas, but then 2 when you designed the Galaxy S smartphone, you were then shifting to a specific design that was not exactly the

same as any of the 2009 archetypes?

MR. CEDERBERG: Vague, ambiguous.

So we keep refining the designs, so what came A. first could be different, different from what actual comes as a product.

9 CHECK INTERPRETER: Interjection: "As to the 10 design, it is subject to an ongoing refinement, so the design could -- it's possible the design actually could be 11 12 different from the initial one."

13 BY MR. GRANT KIM:

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iPod?

14 Okay. But looking at Exhibit 1742, are there 15 any specific 2009 archetypes that you relied on in 16 creating the Galaxy S design?

MR. CEDERBERG: Vaque and ambiguous.

18 Since I was not personally involved in this 19 archetype design, I cannot pinpoint one.

20 BY MR. GRANT KIM:

21 Were you responsible for the Galaxy S design? 22 MR. CEDERBERG: Objection, vague, ambiguous.

23 I did it together. Α.

24 BY MR. GRANT KIM:

Together with Mr. MinHyouk Lee; is that

Page 96 Could you read the first bullet point that begins with

3 A. "Apple's own simple design that is associated with iPod series."

Okay. Now, it refers to iPod here, but is this 5 referring to the iPhone? 6

7 MR. CEDERBERG: Objection, speculation, vague 8 and ambiguous.

9 I did not prepare this report myself, but as to my personal opinion, I believe this is iPod, not iPad.

11 BY MR. GRANT KIM:

٥. Okay.

CHECK INTERPRETER: "iPhone."

14 A. iPod, not iPhone.

BY MR. GRANT KIM:

16 All right. And then on the left side, do you see it says "2007." Is that a photo of the iPhone above 17 18 20072

19 MR. CEDERBERG: Speculation, vague and 20 ambiguous.

21 I cannot tell whether it's iPhone or iPad.

22 BY MR. GRANT KIM:

23 Q. Did you say "iPhone or iPad" or "iPhone or 24 iPod"?

25 A. I do not know whether it's iPhone or iPod. correct?

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A. Yes.

Okay. And did you and Mister -- what I'm -- I understand your comment that you generally looked at the archetype designs. My question is: Looking at the archetype designs for 2009, are there any specific designs here that you consider that were particularly important when you and Mr. Lee designed the Galaxy S smartphone?

(A discussion was had off the record between Lead Interpreter and Check Interpreter in Korean.)

MR. CEDERBERG: Vague, ambiguous, assumes facts not in evidence.

I see this document for the first time today, so I need more time to look through it.

BY MR. GRANT KIM:

Please go ahead and look now.

I think the question you just asked should be directed to Lee MinHyouk, the vice president.

LEAD INTERPRETER: Phonetically spelled as M-I-N-H-Y-U-K -- I'm sorry, H-E-O-K, Lee, L-E-E. BY MR. GRANT KIM:

Okay. Could you turn to page 13 of Q. Exhibit 1742, which ends with number 10808694. And at the top it says, "Competitor Analysis, Apple," and there's a box that says, "Design an interface" on the bottom right.

Page 97

Okay. When you designed the Galaxy S with Mr. MinHyouk Lee, did you give any consideration to the design of the iPhone?

4 MR. CEDERBERG: Vague, ambiguous, speculation.

No. A.

BY MR. GRANT KIM: 6

٥. Not at all?

MR. CEDERBERG: Same objections.

MR. GRANT KIM: I think he gave an answer that 10 wasn't translated.

A.

CHECK INTERPRETER: "I couldn't have."

13 BY MR. GRANT KIM:

> You said you couldn't have given any consideration to the iPhone design. Why is that?

We tried to come up with our own phone.

17 Okay. So in trying to come up with your own phone, did you consider it important to make a design that 18 was different from the iPhone? 19

MR. CEDERBERG: Vaque and ambiguous.

21 I do not understand what you mean by "design 22 different from the iPhone."

BY MR. GRANT KIM: 23

24 Well, when you designed the Galaxy S, did you care if it looked similar to the iPhone?

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1 MR. CEDERBERG: Objection, vague, ambiguous, 2 misstates the evidence, argumentative.

- 3 A. I believe in terms of design, the two products 4 are not similar.
- 5 BY MR. GRANT KIM:
- Q. When you were actually designing the Galaxy S, did you make a deliberate effort to make the design different from the iPhone?
- 9 MR. CEDERBERG: Vague, ambiguous.
- 10 A. I think design is trying to express our own 11 unique distinctiveness under the given circumstances, and 12 we try to do that.
- 13 BY MR. GRANT KIM:

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- Q. So in the case of the Galaxy S, are you saying that you tried to express Samsung's unique distinctiveness in a way that was different from the iPhone?
 - MR. CEDERBERG: Vaque, ambiquous.
- 18 A. We try to express our unique identity under 19 Samsung's own design philosophy and brand recognition. 20 BY MR. GRANT KIM:
- Q. Okay. And is Samsung's own unique design philosophy different from Apple's?
- MR. CEDERBERG: Objection. Excuse me,
 objection, vague, ambiguous, speculation, no foundation as
- 5 to personal knowledge.

Page 100

- 1 MR. CEDERBERG: Excuse me. Objection, vague, 2 ambiguous, compound.
- 3 A. When you say "similar," can you elaborate on 4 which areas do you think are similar --
- 5 BY MR. GRANT KIM:
- Q. I'm referring to the similarity in the externalappearance of the phone.
- 8 MR. CEDERBERG: Same objections, vague, 9 ambiguous, compound.
- 10 A. So in relation to exterior of phones, the size 11 of Samsung phones are different from that of Apple, as 12 well as the location of jacks and knobs.
- 13 CHECK INTERPRETER: "So there are differences 14 in such detail."
- 15 BY MR. GRANT KIM:
- Q. Okay. My question is not related to the final product. My question is: When you and Mr. MinHyouk Lee were developing the Samsung Galaxy S smartphone design, was one of your goals to make a design that was different
- was one of your goals to make a design that was different 20 from the iPhone?
- 21 MR. CEDERBERG: Vaque and ambiguous.
- A. Our goal is not to develop a smartphone that's different from iPhone, but to develop a smartphone with
- 24 our own identity.
- 25 BY MR. GRANT KIM:

A. As was -- in the morning session, I explained about the second phase of Samsung design philosophy, and

based on that philosophy, we developed our product design.

4 So Samsung design has 30 years of -- about 30 years of

5 history, and we have made sufficient investment that fits

6 our history, and we have already built a design philosophy 7 and brand recognition, and we are also conducting

training.

9 CHECK INTERPRETER: "We are conducting adequate 10 training."

11 BY MR. GRANT KIM:

Q. Do you know whether Samsung's design philosophy is different from Apple's?

MR. CEDERBERG: Objection, vague, ambiguous, speculation, no foundation as to personal knowledge, assumes facts not in evidence.

- A. So because I'm not familiar with Apple's design philosophy, I cannot make comparison; and in the morning session, I did explain about our design philosophy.

 BY MR. GRANT KIM:
- Q. Okay. So when you designed the Galaxy S, was it your goal to focus on making a design that was consistent with Samsung's design philosophy, and it didn't matter whether the final product was similar or not to the iPhone?

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Page 99

Q. Okay. So whether or not the Galaxy S design was similar to the iPhone was not important to you when you designed the Galaxy S; is that correct?

MR. CEDERBERG: Vaque, ambiguous.

- A. We did not consider that.
 - Q. Okay.

CHECK INTERPRETER: "That wasn't considered."
BY MR. GRANT KIM:

Q. Okay. So I showed you a document that showed the archetype design from 2009. We have some documents from you and from other witnesses that show archetype designs for 2010 and 2011, but as far as I can tell, they seem to be planning documents, and they don't seem to be the final design.

So I'm going to show you a couple of archetype design documents from 2010 and 2011, and my basic question is: Do these show the final archetype design for 2010?

18 (SG Kim Deposition Exhibit 1743 marked.)

19 BY MR. GRANT KIM:

Q. Okay. The first document is marked as Exhibit 1743, SAMNDCA10809734 through 9875, and it seems -- this was from your files. It's a collection of various documents.

And there are some references to archetype designs, for example, if you look at page 99 or 10809832,

1		Page 142	1	CERTIFICATE Page 143
2	the signed Errata	ing and thereafter distribute copies of a sheet to opposing counsel without	2	SEOUL)
3	involvement of the	ne court reporter.)	3	SOUTH KOREA)
4	STYLE OF CASE:	Certain Electronic Digital Media	4	I, Michael E. Miller, Registered Diplomate
5		Devices and Components Thereof (ITC 796)	5	Reporter, Certified Realtime Reporter, do hereby certify that the aforementioned witness was first duly sworn by me
6		-and-	6	pursuant to stipulation of counsel to testify to the truth; that I was authorized to and did report said
7		APPLE V. SAMSUNG (NDCAL)	7	deposition in stenotype; and that the foregoing pages are a true and correct transcription of my shorthand notes of
	DED047#70W 0F			said deposition.
8	DEPOSITION OF:	SEOGGUEN KIM	8	I further certify that said deposition was
9	TAKEN:	February 29, 2012	9 10	taken at the time and place hereinabove set forth and that the taking of said deposition was commenced and completed as hereinabove set out.
11		ERRATA SHEET	11	I further certify that I am not attorney or
12	Page LineCha	nge Reason	12	counsel of any of the parties, nor am I a relative or employee of any attorney or counsel of any party connected
13			13	with the action, nor am I financially interested in the action.
				
14			14	The foregoing certification of this transcript does not apply to any reproduction of the same
15			15	by any means unless under the direct control and/or direction of the certifying reporter.
16			16	
17			17	
18			18	IN WITNESS WHEREOF, I have hereunto set my
19			19	hand this March 2, 2012.
20			20	
21			21	Mice
22			22	me
		that I have read my deposition and that		MICHAEL E. MILLER
23	substance entered	orrect subject to any changes in form or distribution in the interest of the control of the cont	23	Certified Realtime Reporter Registered Diplomate Reporter
24			24	Realtime Systems Administrator
25	Date	SEOGGUEN KIM	25	