

Exhibit 7  
(Submitted Under Seal)

## Summary of Selected Documents Reflecting Comments on Demand for Design Patents and Trade Dress

#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
47	Competitive Tablets Product Experience: Form Factor & Display Size / Aspect Ratio validation Research Report, 8/28/11	SAMNDCA00237976 - 8036, at '7978	Samsung	Survey contain user preferences of tablets: "consumers ranked Apple iPad (41%), Galaxy Tab 10.1" (26%) and 8.9 (17%) as most preferred tablet based on overall preference, taking into consideration form factor AND display size."		x
48	Critical Findings Brief: Competitive UX Evaluation of Atlas, Victory, Supersonic and Vegas with HTC Incredible and Apple iPhone 3GS	SAMNDCA00238251 - 8277, at '8254	Samsung	"Overall, the iPhone 3GS was rated better than other devices in overall <b>design</b> , life needs and values, touchscreen, general usability and users satisfaction across the sessions."	x	
49	Email chain from Shoneel Kolhatkar, RE "Changes of Tablet Spec", 3/7/11 (Translated)	SAMNDCA00514511 - 4520, at '4512	Samsung	In response to requests to change tablet specs, YK Yongki Min noted it was "intending the improvement of product competitiveness against i-PAD 2, to my understanding."		x
50	Email chain between Yong Il Lee and others, RE "About Galaxy Tab 10.1 Inch Introduction Strategy", 3/11/11 (Translated)	SAMNDCA00514571 - 4578, at '4576	Samsung	Don Ju Lee: "The bottom line is that our P3 should go head-to-head against I-Pad II [sic] this time. First, the problem is strengthening the quality of the product. 1. We will proceed on the premise that the thickness of the P3 that is already in the process of being reviewed should be less than 8.8mm."		x
51	North America P4(P7510 Wifi) BBY Retail Store Visit T/F Report, August 2011 (Translated)	SAMNDCA10154003 - 4053, at '4013	Samsung	Samsung conducted a survey of customer returns, and 15% were attributed to design, of which 4% was attributable to appearance alone.		x
52	P5 Usability Evaluation Results - 4/9/11 (Translated)	SAMNDCA00176053 - 6171, at '6057	Samsung	A major problem area "Legibility [for P5] is not good [as iPad 2] as the icon label is too small in proportion to the large screen."		x
53	Competitor Analysis Design & Layout 2009 GUI Framework, 04/2008	SAMNDCA00228887 - 8933, at '8900, '8905, '8915	Samsung	A side by side comparison of secondary icons from various phones, including the iPhone, is listed. In reviewing iPhone's secondary icons, "many icon metaphors are simple vector shapes which are easy to understand.... Icons are very ownable and can easily be identified as part of the Apple family." The reported recommended "maintaining a strong link between the visual style of main menu icons helps maintain a family feel."	x	
54	Competitor Analysis Design & Layout 2009 GUI Framework, 04/2008	SAMNDCA00228934 - 8980, at '8947, '8964, '8969, and '8979	Samsung	A side by side comparison of the main menu layout and main menu icons is listed. The Apple iPhone's "iconography used is very ownable - even icons for third party applications or features seem very iPhone-like... Visual language of iconography fits into the overall Apple family identity." The report recommended "maintain consistent visual application of icon style within the brand."	x	
55	Analysis of Relative Strengths and Weaknesses P1 vs. iPad App, 4/20/10 (Translated)	SAMNDCA00203727 - 3768, at '3728	Samsung	"Detailed functionality and variegated settings make for certain portions that are better in comparison to iPad, but also lends to a cluttered and stuffy feeling. Graphic Detail inadequate compared to the iPad, lacks realism. Insufficient Visual Effect leads to deficiencies in fun factor and user comfort level."		x
56	iPad vs. Honeycomb P5 UX Comparison of Competitiveness, 2/10/11 (Translated)	SAMNDCA00203811 - 3879, at '3878	Samsung	"Because P3 [Honeycomb] GED is inferior to Samsung's TouchWiz in terms of maneuverability, intuitiveness and so forth, table UI/UX optimized to the comparable level as that of iPad has to be applied. Black UI appears somewhat less refined, actually hinders visibility and readability... The way menu is presented, pop-up location, consistency of icons, and uniformity are poor."		x
57	The Cambridge Group - Developing an Optimized Positioning Strategy for Samsung's U.S. Mobile Phone Business, Positioning Strategy Recommendation. Final Report. 1/30/07	SAMNDCA00249029 - 9120, at '9046 and '9049	Samsung	The Cambridge Group notes that the iPhone "will affect consumer expectations for <b>design</b> , user interface and presumably cell phone music capabilities." the report also notes that reviewers are "most impressed with the uniqueness of the form...."	x	
58	European Telecommunication Operation P5 vs. iPad 2, 5/18/11	S-ITC-010617659 - 7694, at '7663	Samsung	The P5 "Icons are too small and too close to each other," while the iPad 2 "icons are big and the gap between the applications are ideal."		x
59	Acme, July 2008	SAMNDCA10275576 - 5646, at '5593	Samsung	"Overall, they were quick to compare it to the iPhone. Uniformly, people felt Acme was a copy of the iPhone."	x	