

Exhibit L
(Submitted Under Seal)

Demand for Design Patents and Trade Dress

#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
1	Deposition of Eric Jue, Product Line Manager for iPod at Apple, 2/24/12	N/A, page in document: 100-101	Apple	"the look and the feel of iPhone, both physical, you know, dimensions and materials, and also the look and feel of the user interface, the icons that you see, are all part of what people associate with Apple and iPhone."	x	
2	Deposition of Stanley Ng, Senior Director of iPhone Product Marketing, Worldwide Product Marketing Group at Apple, 2/21/12	N/A, page in document: 55	Apple	"Q When you say "design and aesthetics," what do you mean by that? A I think customers love the look of the product. They love how beautiful the product appears. Q Any particular aspect of the look of the product that you think customers like in particular? A Not specifically. I think they love the overall look and beauty of the products that we [Apple] create."	x	x
3	Deposition of Philip Schiller, VP of Product Marketing at Apple, 2/17/12	N/A, page in document: 185	Apple	"I think it is very possible that consumers who have never owned any Apple product whatsoever still might recognize this icon [phone call] as associated with Apple and even the iPhone, given how distinctive it is and how much marketing there has been..."	x	
4	Deposition of Michael Tchao, VP of Product Marketing for iPad at Apple, 2/21/12	N/A, page in document: 63	Apple	"Q. Do you recall any feedback specifically as to the shape of the original iPad? A. I believe there was feedback on specifically comfortable to hold, which would, in my mind, include -- incorporate shape. Q. How so? A. That the contours of the device and the way the housing and screen came together made it easy to hold on to."		x
5	Deposition of Michael Tchao, VP of Product Marketing for iPad at Apple, 2/21/12	N/A, page in document: 67	Apple	Q. What about the physical design of the product makes it [the iPad] comfortable to hold? A. The shape of the back housing, the area of the -- around the screen, the bezel around the screen, the weight of the product and the distribution of that weight, the balance of the product.		x
6	Various iPhone Buyer Surveys, by Apple Market Research & Analysis	1/	Apple	Between Q4 2010 and Q4 2011, 44-50% of those surveyed noted attractive appearance and design as a very important attribute in the iPhone purchase decision.	x	
7	iPhone Owner Study, by Apple Market Research & Analysis, May 2011	APLNDC-Y000025024 - 5147, at 5060 and '5064	Apple	"Strong trust in Apple and appeal of design swayed many who considered Android to purchase iPhone." 32% of those surveyed in the U.S. liked the physical appearance and design as a reason that swayed them to purchase iPhone over Android. 46% of those surveyed in the U.S. also listed physical appearance and design as a very important feature in deciding to buy the iPhone.	x	
8	Smartphone Market Study, Apple Market Research & Analysis, January 2011	APLNDC0001434059 - 4154, at '4144	Apple	The 7th top reason for buying an iPhone is for better appearance/design (37%); better appearance/design is listed 10th top reason for buying an Android-based smartphone (27%).	x	
9	iPhone Early Buyer Wave 1 Final Report, Apple Market Research & Analysis, July 2007	APLNDC-Y000029092 - 9135, at '9125	Apple	The 4th top feature leading to an iPhone purchase is appearance and design (78%).	x	
10	iPhone 4S Early Buyer Survey, Apple Market Research & Analysis, November 2011	APLNDC-Y000026096 - 6137, at '6116	Apple	64% of iPhone 4S buyers are very satisfied with the physical appearance and design, and 25% are somewhat satisfied.	x	
11	Exhibit 7 to Declaration of Sissie Twiggs, Director of Worldwide Advertising at Apple, 7/1/11	N/A, time in video: 00:00	Apple	Back of phone is shown with logo.	x	
12	Exhibit 20 to Declaration of Sissie Twiggs, Director of Worldwide Advertising at Apple, 7/1/11	N/A, time in video: 0:01	Apple	iPad 2 frontal design shown.	x	
13	Exhibit 37 to Declaration of Sissie Twiggs, Director of Worldwide Advertising at Apple, 7/27/11	N/A, page in document: 116	Apple	Advertisement on the design of the iPad 2. "Thinner. Lighter. Faster."		x
14	Exhibit 40 to Declaration of Sissie Twiggs, Director of Worldwide Advertising at Apple, 7/27/11	N/A	Apple	Advertisement showing two fingers picking up the iPad 2.		x
15	Exhibit D to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10257319	Samsung	In a graph titled "Main reasons why customers purchased current [Samsung] smartphone (%)", "Exterior Design" was chosen by 28.6%-40.8% of the customers depending on age group. Above the graph is the statement "Key Analysis: Need to recognize the importance of exterior design and screen size, as they are customer purchase decision factors."	X	
16	Exhibit D to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10257322	Samsung	In a slide titled Proposed Exterior Design Improvement Factors," there is the statement "Need to Improve by Adding Glossiness: iPhone's strengthened glass (front/back) has a glossy feel, which looks classy."	X	
17	Exhibit E to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA00202379	Samsung	In the chart, "Comparison between Samsung Mobile Phone and iPhone," "iPhone is on average 5.9 points higher compared to Samsung mobile phone."	X	
18	Exhibit F to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA00229020	Samsung	"Although released nearly a year ago, the Apple iPhone has maintained its position as the most inspired mobile handset on the market... The iPhone is a delight to the eye as well as a highly usable device."	X	
19	Exhibit G to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10247537	Samsung	T-Mobile's comments to Samsung about their phones include: "Please explore other design alternatives here, including lighter backgrounds and colors throughout. For example, the iPhone has been successful at achieving a light and airy aesthetic..."	X	
20	Exhibit G to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10247538	Samsung	T-Mobile's comments to Samsung about their phones also include: "iPhone maintains a lively, vivid experience largely due to the 'pop' of their icons. We should be able to create similar magic here."	X	
21	Exhibit H to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10247377	Samsung	Samsung's Head of Mobile Division stated, "When our UX is compared to the unexpected competitor Apple's iPhone, the difference is truly that of Heaven and Earth. It's a crisis of design."	X	

Demand for Design Patents and Trade Dress

#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
22	Exhibit I to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10247549	Samsung	CEO Gee Sung Choi criticized Samsung UX's mindset of "clinging to the past generation," stating, "I'm not saying, let's make a UX that is exactly the same as the iPhone, I am saying, let's learn the wisdom of the iPhone and recognize that they have already set the industry standard (?) [sic]."	X	
23	Exhibit J to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10252809	Samsung	In the chart, "Evaluation results of design quality/luxury brand recognition," iPhone scores 90% on attractiveness, while Galaxy S phone scores 79%.	X	
24	Exhibit J to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10252818	Samsung	When compared with the GA3, iPhone 4's "icon illustrations look professional and luxurious."	X	
25	Exhibit J to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10252832	Samsung	"The border is designed with metal silver, providing a futuristic and luxurious feeling."	X	
26	Exhibit K to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA10244368	Samsung	In a slide titled, "Apple has overtaken Samsung as the most stylish brand overall," there is a quote from London: "I think Apple is so successful because they have come out with a unique product [and] you see all other mobile phone providers are trying to copy each other. Apple came out with something different and that's why everyone likes Apple - because it's different"	X	
27	Exhibit P to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA00249046	Samsung	"The impact on the category is likely to be material because the product [iPhone] will affect consumer expectations for design , user interface and presumably cell phone music capabilities."	X	
28	Exhibit Q to Declaration of Minn Chung, Attorney at Morrison & Foerster LLP, counsel of record for Apple, 2/8/12	SAMNDCA00232256	Samsung	In a Market Intelligence Group Survey for Samsung, iPhone scores high in items such as "Sensual Design ," "Stylish," "Prestigious," "Contemporary," "Young," "Passionate," and "Imaginative." Above the chart of survey results, there is the statement "iPhone generally shows a distinctive image compared to Samsung." Apple generally outperformed Samsung in almost every category.	X	
29	iPhone 4.0 Quick Report & Analysis	SAMNDCA00024872-4941, at '4908	Samsung	In a Samsung presentation titled, "iPhone 4.0 Quick Report and Analysis, there is a side to side comparison of the back of Galaxy S phone and the iPhone with a check on the iPhone side and the comment, "Apple logo on back."	X	
30	Corrected Exhibit C to Declaration of Francis Ho, 11/7/11 (Title of document: STA Post Launch Consumer Insights)	SAMNDCA00025016 - 5079, at '5031	Samsung	" Design on the Galaxy Tab 10.1 was and is the main sales driver for the device."		X
31	Samsung Galaxy Tab 10.1 & 8.9 Competitive Product Experience	SAMNDCA00027944 - 8005, at '7948	Samsung	"Apple iPad 2 was rated significantly higher in overall design than Samsung Galaxy Tab 10.1, Blackberry Playbook and HP Touchpad."		X
32	Samsung, part 1. Endless opportunities.	SAMNDCA00176269 - 6897, at '6343-'7644	Samsung	"The halo effect. If you can own one attribute, the prospect is inclined to give many others. The proof of the principle. Apple's focus on design has built a powerful brand."	X	X
33	Samsung Lovemark Mobile & Web Research: Lovemarks.	SAMNDCA00207695 - 7765, at '7731	Samsung	Apple was rated "among the best" while Samsung was rated "about average" for "Physical Design ."	X	
34	Business & Messaging Users Qualitative Research Results	SAMNDCA00218063 - 8130, at '8099	Samsung	In a slide titled, "Comparison between Current and Wish Phones_ Design ," Samsung states "Apple iPhone users rate design satisfaction higher than the others." The chart below shows Apple ratings that are higher in terms of easy to carry, color, size of phone, form factor, material, button to input text easily, and keypad type.	X	
35	2009 Samsung Umbrella Brand Architecture	SAMNDCA00230535 - 0645, at '0571	Samsung	"Sony is known for quality, trust and worth; Apple for buzz, design , and innovation..."	X	X
36	BAS H1 2010 Final Report USA	SAMNDCA00236017 - 6112, at '6077	Samsung	"Apple distinguishes itself on Expertise, Sensual Design , and Endorsement."	X	X
37	Brand Attitude Survey 2010 2H - Main Module: USA	SAMNDCA00245494 - 5611, at '5584	Samsung	A chart titled "Performance on BE attributes - Samsung vs. Apple" rates Apple higher in "Sensual Design " compared to Samsung.	X	X
38	Brand Attitude Survey H2 2009 Country Report: USA	SAMNDCA00232190 - 2290, at '2256	Samsung	"iPhone generally shows a distinctive image compared to Samsung."	X	
39	COO Visit to STA - September, 2011	SAMNDCA00259131 - 9239, at '9167	Samsung	Samsung's draft presentation includes a quote from Fox News, "The hype isn't without substance. Though each carrier alters its phone a bit, all three Galaxy S II smartphones have some specs in common: a 4.3-inch, Super AMOLED 800x480 screen, a dual core 1.2-GHz processor, fast 4G network connectivity, and a sleek, simple design evocative of the iPhone."	X	
40	Samsung, European Telecommunication Operation, P5 vs. iPad2, 18th May, 2011	S-ITC-010617659 - 7694, at '7663	Samsung	In a slide of side to side comparison of the iPad 2 and P5, Samsung comments that on the iPad2, "icons are big and the gap between the applications are ideal!!!" "Due to the big size of Icons and the big gap between applications, it is easier to find applications."		X
41	Samsung, European Telecommunication Operation, P5 vs. iPad2, 18th May, 2011	S-ITC-010617659 - 7694, at '7670	Samsung	Samsung comments that the contacts function on the iPad 2 has "very nice UI design and easy to edit contacts because Edit button is always visible!!! Very nice Book design and the editing is easy and intuitive."		X
42	Samsung Galaxy S Launch Event (http://www.youtube.com/watch?v=PnxfnFm0Wb8)	N/A	Samsung	9.9 mm thickness and 4 inch screen are described in a video clip about the Galaxy S.	X	
43	[GALAXY Tab 10.1] Official Demo - HD	N/A	Samsung	Describes tablet design as "revolutionary".		X
44	[GALAXY S II] Official Live Demo - Viewing	N/A	Samsung	Design of the phone seen from every angle.	X	
45	Samsung Galaxy S II Presentation	SAMNDCA10775587 - 5624, at '5594, '5599, '5607, '5619, '5621, '9831	Samsung	Samsung describes " Design " as a main feature of the Galaxy S II and notes the phone's "Slim and Light Design ." Diagrams show "a double tap and tilt of the device will zoom in and out" and "tap and pan will move the user from widgets to menus." Samsung in its 30 second pitch described the screen as "wrapped in the sleekest design you can find anywhere." and highlights Design in its 3 minute pitch guidelines. Picture at the CTIA Unpacked event with Design on a powerpoint slide.	X	

Demand for Design Patents and Trade Dress

#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
46	Samsung Galaxy Tab 10.1 - Official Commercial (http://www.youtube.com/watch?v=OM1PtOAXSaI)	N/A, time in video: 00:30	Samsung	Apple comparison is shown between a Galaxy Tab 10.1 and iPad.		x
47	[Blank Title], by Design Management center, 10/8/7 (Translated)	SAMNDCA00202336 - 2380, at '2358, '2363, '2379	Samsung	From a Design Competitiveness Evaluation, Samsung notes that "the [iPhone] design has simple appearance, but becomes more and more attractive as it is used)," and "out of the evaluation items for Delight, Total Design Uniformity and Design Leadership are more than 6 points higher than our company's mobile phones." "Deliver overall consistent images over the entire process of product use in addition to the product itself. Provide reliability by implementing Identity that involves integration of brand, design and marketing." [Slide shows Apple marketing items] "Intuitive Interface...Advanced Technology that simplifies complicated external function keys and thus enhances usability." [Shows picture of iPod]	x	
48	Experts' Evaluation Result, Self Inspection Program - Major Status on Global Design Competitiveness Evaluation, October 2007 (Translated)	SAMNDCA00203016 - 3040, at '3033	Samsung	"When it comes to design , advance market dominance is important. The design that lost market dominance may appear to be an imitation." "iPhone GUI appears to be alive. There is a lack of GUI that is more vivid and attractive GUI."	x	
49	Relative Evaluation Report on S1, iPhone, 3/2/10 (Translated)	SAMNDCA00203880 - 4010, at '4006 and '4010	Samsung	After comparing iPhone and i9000 icons, directions for improvement include " change replicate icons and select and use highly intuitive icons" and "eliminate the feeling that the iPhone's menu icons were copied."	x	
50	Email from Kim Ah-young RE Octopus 3/17 Report Result, 3/17/10 (Translated)	SAMNDCA00507826 - 7827	Samsung	"Summary of confirmed issues and comments following this morning's report by the general business manager: 7. Packaging: Proceed with iPhone/Droid type"	x	
51	Expert Evaluation Result [Cell Phone], October '07 (Translated)	SAMNDCA00203092 - 3179, at '3137	Samsung	Apple's Desire, Intrigue, and Delight scores are consistently higher than Samsung's. "There are more significant differences in "intrigue" and " design leadership."	x	
52	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
53	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 design , life needs and values, touchscreen, general usability and users satisfaction across the sessions."	x	
54	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
55	Email chain between Yong Il Lee and others, RE "About Galaxy Tab 10.1 Inch Introduction Strategy", 3/11/11 (Translated)	SANDCA00514571 - 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
56	North America P4(P7510 Wifi) BBY Retail Store Visit T/F Report, August 2011 (Translated)	SANDCA10154003 - 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
57	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
58	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	
59	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	
60	Analysis of Relative Strengths and Weaknesses P1 vs. iPad App, 4/20/10 (Translated)	SAMNDCA00203727 - 3768, at '3728	Samsung	"P1 does have some strengths compared with iPad but also gives a stuffy feeling at the same time. The details on graphics are not enough to experience reality compared with iPad. Due to the lack of visual effects, fun factors are not enough, and usability is low."		x
61	iPad vs. Honeycomb P5 UX Comparison of Competitiveness, 2/10/11 (Translated)	SAMNDCA00203811 - 3879, at '3878	Samsung	"Compared with our own TouchWiz, P3 [Honeycomb] GED is in a disadvantageous position in terms of usability and intuitiveness. It requires tablet UI/UX that is optimized and comparable with iPad. The somewhat poor quality black UI causes inconvenience, degrading visibility and readability.... Menu offering method, pop-up menu location, coherence of icon, and unity are low."		x
62	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 design , user interface and presumably cell phone music capabilities." the report also notes that reviewers are "most impressed with the uniqueness of the form...."	x	
63	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
64	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	

Demand for Design Patents and Trade Dress

#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
65	Global Evaluation Criteria For Tier 1 Design	SAMNDCA00221705 - 1818, at '1708, '1709, '1713, '1718	Samsung	"Research suggests that brands that engage people emotionally can command prices as much as 20% to 200% higher than competitors', and sell in far higher volumes." "Samsung products were considered commodities. Samsung focus was on low cost manufacturing. Samsung products provided good value at low cost. But people neither loved nor respected the Samsung brand or its products." "Now Samsung must move from a well respected brand to a brand whose products are designed to make people love them.... This also necessitates moving from design as an expression of only form and function to designing an emotional, multi-sensory experience for the consumer." "We must add a higher level of inspired and inspiring design . Design cannot be only focused on the traditional role of the invention of new product architectures and the elegant expression of contemporary forms in conjunction with improved ease of use. This is not only because conventional design standards have been raised by all of the major competitors but because this type of design , no matter how good, is not longer sufficiently engaging. For design to emotionally engage the consumer and command the attention of media, one must love to design as theater. This type of design is based upon the stimulation of all of the senses, the creation of mystery and the engagement of the viewer and user in a more intimate relationship."	x	
66	Agenda [table of contents in Korean]	SAMNDCA10809734 - 9875, at '9838 - '9840	Samsung	"Start with materials.... Iconic Beauty that others cannot easily copy. Cost Innovation that makes bigger profit. Value creator that maximizes product concept." On the next slide, it shows the iPhone.	x	
67	'10 US Archetype Design Input, 10/23/08	SAMNDCA10202899 - 2983, at '2925	Samsung	"Touch device is being positioned as a premium phone... stylish and characteristic design for touch device is needed.... Stylish touch phone need to focus on the design itself to appeal self-esteemed people. With the design identity, large screen, easily usability, and multimedia functionality will be weighed in as a state of the art device."	x	
68	Feasibility Review on Standalone AP Business for Smart Phone Market (Untranslated document)	SAMNDCA10809390 - 9460, at '9402	Samsung	"Our research has identified four key factors that we expect will shape handsets in the coming five years. Those factors are: 1. the iPhone...."	x	
69	Touch Portfolio, Rollout Strategy, 12/17/08	SAMNDCA00191811 - 1987, at '1830, '1838, '1841, '1842	Samsung	"Pundits tell us that the iPhone is a revolution.... 'Apple Inc's iPhone... widely hailed for its beauty and functionality....' -Walter Mossberg" "The iPhone has delivered on the promise of touch, permanently altering a consumer's mental model of a mobile phone across key product dimensions. [Design is shown as a dimension]." "The iPhone is in some ways 'undesigned' but its strong, screen-centric design has come to equal what's on trend and cool for many consumers." "For State of the Art, Apple has overtaken Samsung as the most stylish brand overall."	x	
70	Final Report - i920 Usability Test & iPhone Benchmarking - UT1, 9/25/09	S-ITC-009302888 - 2969, at '2894	Samsung	"When [Omnia II] compared with the iPhone, it fell short in some cases, and was on par in others. The main advantage of the iPhone was its perceived simplicity."	x	
71	Email chain from Sang Hung to YK Tongki Min, et al. RE Competitive Touch UX design consumer usability report, 12/4/09	SAMNDCA10175266 - 5267	Samsung	Findings of the final report on competitive touch UX design between the iPhone 3GS and other phones include "home screen preference - iPhone 3GS has the highest ranking.... We should use iPhone 3GS (for the time being until another best-of-the-class in usability) as benchmark/goal for improvement in any of our products. In the Android platform, we will want to make sure any of the enhanced designs should at least match the default UX supported by the platform through user-centered research and consumer usability testing...."	x	
72	Winning in Smartphones - It's now or never, by McKinsey&Co, 12/10/09	SAMNDCA10807316 - 7387, at '7358	Samsung	Strategic plays for Samsung include, "UI on par with iPhone.... Match the iPhone UI within the next 12 months."	x	
73	Support to STA's Counter-Apple Strategy, Mercator Partners, 9/18/08	SAMNDCA10036081 - 6204, at '6089, '6094, '6103, '6106	Samsung	"The iPhone is in direct competition with a large number of Samsung devices (Form Factor view)" "Apple (in combination with RIM) is creating a growing threat to Samsung's market share." "State-of-the-Art were driven by the Apple brand and design ." "iPhone segments are very distinct in terms of why they bought the iPhone..." under State-of-the-art, "Key buying factors - high on Design & Appearance." "Recommendation #1 - Contain Apple by 'encircling the iPhone' through systematically targeting the under-served needs of different iPhone segments" an arrow points to "State-of-the-art = Style + Apple - Price."	x	
74	Results of Global Segmentation 2.0 Study, Mobile Marketing Group / Strategy & MI Part, March 2010	SAMNDCA00196646 - 6827, at '6658	Samsung	"Changes in high-end consumers' awareness of styles" include: "focus not only on the external design but on the UX design and usability." "Customized Design " points to "Personalized Experience" "Recognize touch screen as the best tool to ensure intuitiveness/style/visibility." "Style = In & Out + Trendy + Latest." Same slide also depicts different pictures of the iPhone.	x	
75	Samsung Mobile Philosophy, Analysis of Survey Results, Mobile UX Group Samsung Electronics, 8/13/07	SAMNDCA 00217372 - 7388, at '7380	Samsung	Samsung is compared with Apple and Sony. Apple is described as "simple, innovation, new, easy, minimal" and Samsung as "techy, balance, wide & deep, reason & feeling, absence of consistency."	x	

Demand for Design Patents and Trade Dress

#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
76	Final Report, Galaxy S Market Response Survey (US), October 6	SAMNDCA 00521309 - 1396, at '1316, '1318, '1374	Samsung	"Vibrant users value the product's features over the product's brand and design There were not many Apple users who purchased Samsung products. In contrast, many Samsung users purchased Apple products subsequently." "Brand and Design were the main reasons consumers purchased the iPhone 4, which is the main competing product to Samsung Phones." Design is the fourth most important reason for buying the Samsung Vibrant.	x	
77	3G iPhone Counter Plan, 6/14/08	SAMNDCA00251457 - 1505, at '1460	Samsung	iPhone has "Innovative UI," "touch screen," and "focusing emotional benefits."	x	
78	iPhone 3G UX Analysis, 7/12/08	SAMNDCA00251538 - 1565, at '1561	Samsung	iPhone strengths include "user friendly", "usability", "touch-screen", and "cool factor." "While it has no immediate competition in terms of usability and style, it [iPhone] will undoubtedly create a world of copycat products and competitors' new technologies, business model and/or creative user interface have been and will be launched to compete with iPhone."	x	
79	Design Strategy of Apple, Concept Planning Unit, 3/16/11	SAMNDCA10808165 - 8199, at '8174 and '8175	Samsung	Samsung outlines iPhone and iPad design history.	x	x
80	Touch Devices Browser User Experience Best Practices, STA UX, 2/13/09	SAMNDCA10166661 - 6742, at '6683	Samsung	"Apple iPhone browser url/search UX provides one of the best reference designs in the market."	x	
81	"Premium & Mass Design Preference Study"	SAMNDCA00176172 - 6202, at '6178, '6192	Samsung	"iPhone [Korean text] = Premium/[Korean Text]" The "Most Trendy" phone is the iPhone 3GS and 4. "It's simple, it looks like it's more skinny and it's enough space to navigate it. It's everything that you need in a phone."	x	
82	Email from Nandakumar Ramachandran, 11/16/09 RE: Competitive Intelligence on 2010 TMO Android Product Roadmap against Samsung 2H10 Android Product Roadmap Strategy for TMO	SAMNDCA10410283 - 0293, at '0283	Samsung	"iPhone 3GS still scored best across virtually all the tasks tested (and in some cases by a wide margin), the home screen design and the general interaction design ."	x	

Supplement						
#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
83	Lessons From Apple	SAMNDCA00274819 (Cheong Exhibit 2652)	Samsung	'4831: "Apple's sleek and intuitive user interface has been a key driver of its value proposition . . . Clean, beautiful interface. Clean menu screens. Intuitive, user-friendly navigation & visual elements . . ." '4838: "Apple has a strong, clear brand promise consisting of compelling brand attributes that resonate with consumers. . . . Apple's brand promise consists of compelling brand attributes valued by consumers. . . . Brand promise: 'Cool, innovative products offering superior design and usability."	x	x
84	N/A	SAMNDCA10247509 (Cho Exhibit 1976)	Samsung	Per pp.63 of Deposition of Seunghwan Cho, referring to Exhibit 1976: "The president directed that we place each page of the whole UI on the wall and change the UI perfectly." Per pp.70 of the Deposition of Seunghwan Cho, referring to Exhibit 1976: "It seems we ought to improve the UI so as to make it absolutely superior in comparison to the iPhone, with respect to those functionalities that are oft used in an absolute sense."	x	
85	Ecosystem Procuring Strategy to Take the Lead in the Smartphone Market	SAMNDCA00392050 (Cho Exhibit 2676)	Samsung	2112: In text above pictures of OMNIA v. iPhone 3GS: "iPhone: Except for one H/W key, entire menu is substituted with icons of consistent size and shape and easy to understand how to use through application of intuitive menu." In text above graphic on '2117': "Design is a far superior factor playing an important role." '2118: Design ranked 61.8%, important points influencing a smartphone buying decision besides the device specs by Japanese users.	x	
86	Palm Pre, Apple iPhone, HTC Magic US: UI Weakness/Strength Report - August 5, 2009 - R&D Management Group	SAMNDCA00391937 (Cho Exhibit 2679)	Samsung	1951: Strengths of Apple iPhone 3GS include "Screen switch & scrolling smooth & sleek" and "Intuitive UX + emotion-inducing/sensible graphic effects provided"	x	
87	Phase 2 Design Strategy	SAMNDCA00202336 (Choi Exhibit 2150)	Samsung	2379: Survey on design metrics such as Desire, Intrigue, Delight, "iPhone is on average 5.9 points higher compared to Samsung mobile phones" '2342 Samsung design philosophy: "Create an Emotional Journey. Design an emotional experience. Desire / Intrigue / Delight."	x	
88	Alkon Instructions from the CEO	SAMNDCA20012936 (Choi Exhibit 2641) Translations Beg Bates: SAMNDCA20012936	Samsung	2936 (translation '9970): Report entitled "Alkon - Instructions from the CEO," noting "Improve UX, referring to iPhone 3GS." '2950 (translation '9974): Side-by-side photographs of Samsung and iPhone GUI.	x	
89	Expert Evaluation Result [Mobile Phone]	SAMNDCA203092 (Hong Exhibit 2149)	Samsung	3152: In survey, Apple iPhone ranked higher in Desire, Intrigue, and Delight (Gestalt) attributes: "The harmony of UI and HW makes this product shine." "Unique, fresh, and an outstanding product that deserves the best score - the main issue for future products is how much buzz can be created by instilling emotions into the items."	x	
90	Email from Dong Jin Koh to Dong Hoon Chang, et al., "Conveyance of the President's views on touch method and call to meeting"	SAMNDCA11374409 (Hong Exhibit 2640)	Samsung	'4410: Email from Dong Hoon Chang re: "President's views on touch method": "C-type's strengths are the sleek exterior product design , superior feel of the touchscreen, and multi-touch, these 3 points. It becomes my thought that even among these, the sleek product design execution that the iPhone shows, is what is thought by the above or in sales to be the greatest appeal factor."	x	

Demand for Design Patents and Trade Dress

#	Document Description	Bates Number	Party	Comment	Smartphone	Tablets
91	Email from Yu Shin Kim to Lead Dae Woon Myeong.	SAMNDCA10969926 (Hong Exhibit 2708)	Samsung	9932: Email from MH Cho to WP Hong re: "Galaxy S Review": "Overall, it does not surpass the limitations of the iPhone. I get the feeling that the design of UI and Look and feel was led by engineers. Therefore, they can't do anything other than copying the iPhone.... If you remain content because it was a big hit domestically, you will always be second place. Shouldn't we make Apple copy Samsung?"	x	
92	Email from Hyun Kim, "MWC (2/15) - P1/p3 Division Head Design Report Meeting Minutes	SAMNDCA00044700 (Hong Exhibit 2709)	Samsung	4700: Email from H Kim: "To pass along a few comments from Lead Designer Cho who went into the Google meeting yesterday - P1, P3: - Since it is too similar to Apple, make it noticeably different starting with the front side."		x
93	Gravity Tank: Touch Portfolio: Rollout Strategy - Recommendation Based on Consumer Insight	SAMNDCA00191811 (Sohn Exhibit 1654)	Samsung	1834, '1841, '1842: Survey/market research. Regarding iPhone: "Consumers applaud the iPhone's ease of use and simplicity." "Screen-centric design has set the standard for touch." "Apple has overtaken Samsung as the most stylish brand overall. . . ." "I think Apple is so successful because they have come out with a unique product [and] you see all other mobile phone providers are trying to copy each other. Apple came out with something different and that's why everyone likes Apple - because it's different." '1870: Regarding Samsung's phones: "While liked, no phone makes a design statement - Consumers feel they look too plain, too extreme or too much like other Samsung phones."	x	
94	Support to STA's Counter-Apple Strategy	SAMNDCA10036081 (Sohn Exhibit 2715)	Samsung	6145: Survey, "Key Buying Factors (rank 1-16) - amongst iPhone owners": Design and appearance is ranked second.	x	
95	Feasibility Review on Standalone AP business for Smart Phone Market	SAMNDCA10809390	Samsung	9427: "Factors That Could Make the iPhone a Success - Easy and intuitive UI that covers all user classes, including male, female, old and young - Beautiful design ."	x	
96	STA Marketing: CFO Update	SAMNDCA11547471 (Cheong Exhibit 2653)	Samsung	7475: STA marketing report. "2012 Objectives: Overcome Fast Follower Status & Establish Samsung as Challenger Brand to Apple."	x	
97	(Gravity Tank) Touch Portfolio: Key Takeaways	SAMNDCA10805169 (Sohn Exhibit 2714)	Samsung	5170: Executive Summary - Consumer Needs: "The main element of the reason for purchasing a touch phone appeared to be intuitive/easy use of various features and modern image." '5171: Executive Summary - iPhone Feedback: "iPhone appeared to be the most popular touch phone brand in the high value segment - The consumers recognize iPhone's screen-centric design as touch phone's standard. . . . (Our company's main target segment, 'state of the art,' considers Apple as no. 1 and our company as no. 2 in the "Most Stylish Brand" category.)" '5172: Executive Summary - Samsung Touch Feedback: "The exterior design and PUI's design group statement that encompasses the consistency of individual products and the overall touch portfolio was evaluated to be weak."	x	

Sources/Notes:

- 1/ (a) iPhone Buyer Survey, Apple Market Research & Analysis, FY11 - Q4, APLNDC-X000006548 - 6647, at '6566 and '6620;
(b) iPhone Buyer Survey, Apple Market Research & Analysis, FY11 - Q3, APLNDC0000036172 - 6265, at '6189 and '6238;
(c) iPhone Buyer Survey, Apple Market Research & Analysis, FY11 - Q2, APLNDC0000036266 - 6348, at '6293;
(d) iPhone Buyer Survey, Apple Market Research & Analysis, FY11 - Q1, APLNDC-Y0000027341 - 7422, at '7362;
(e) iPhone Buyer Survey, Apple Market Research & Analysis, FY10 - Q4, APLNDC-Y0000027256 - 7340, at '7277.