EXHIBIT 1

Master Popular Communication piece

Samsung Mobile Design Team
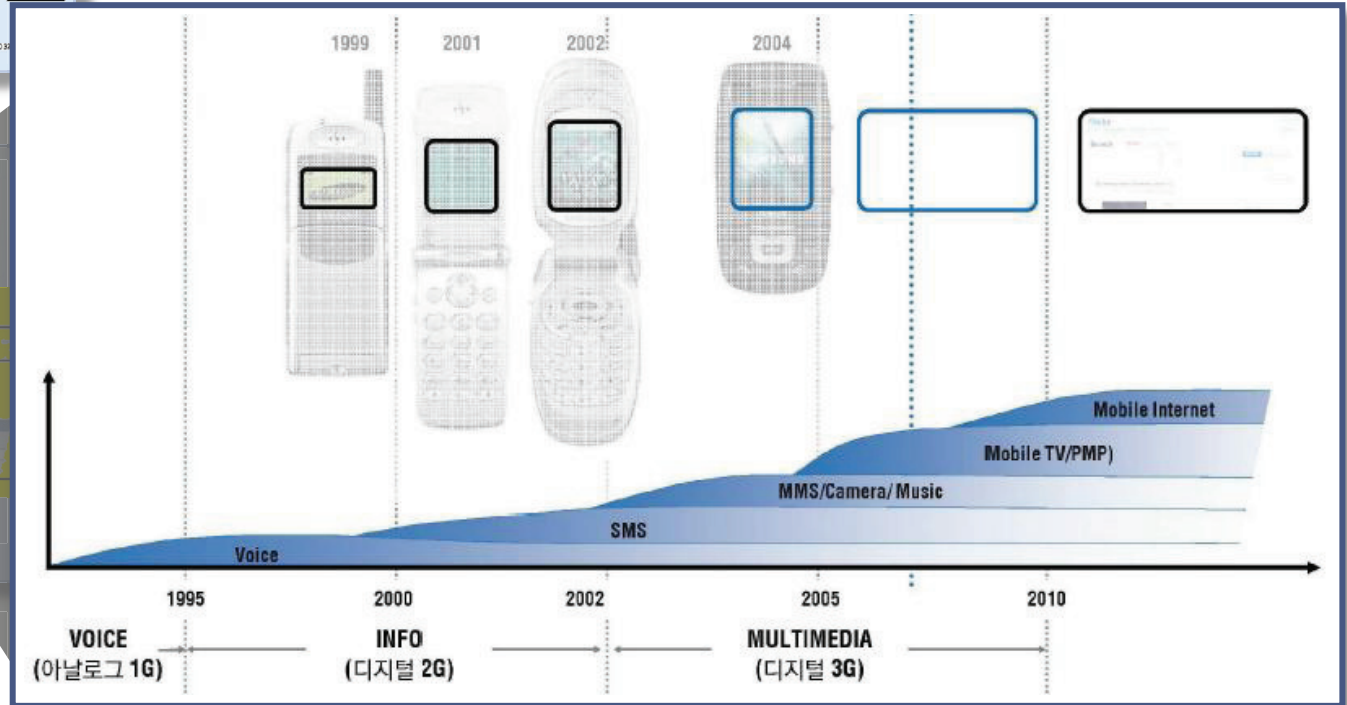
Report of the Samsung Mobile Design Team – "Master Popular Communication Piece" – Summer 2006 (Exh. 596.009)

"Vessel"

Report of the Samsung Mobile Design Team – "MPCP Project 2006" (Exh. 522.042)

"Q-Bowl"

Report of the Samsung Mobile Design Team –
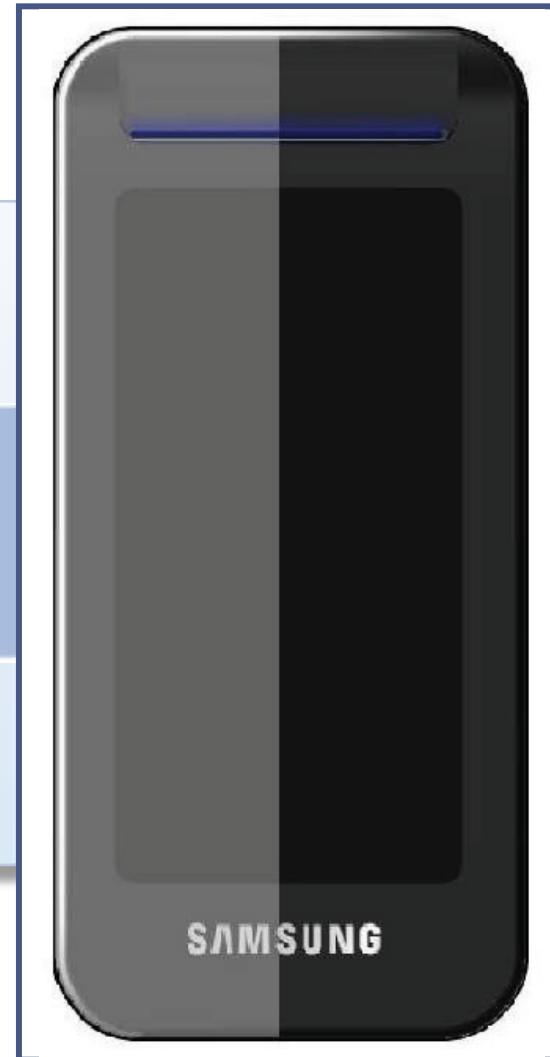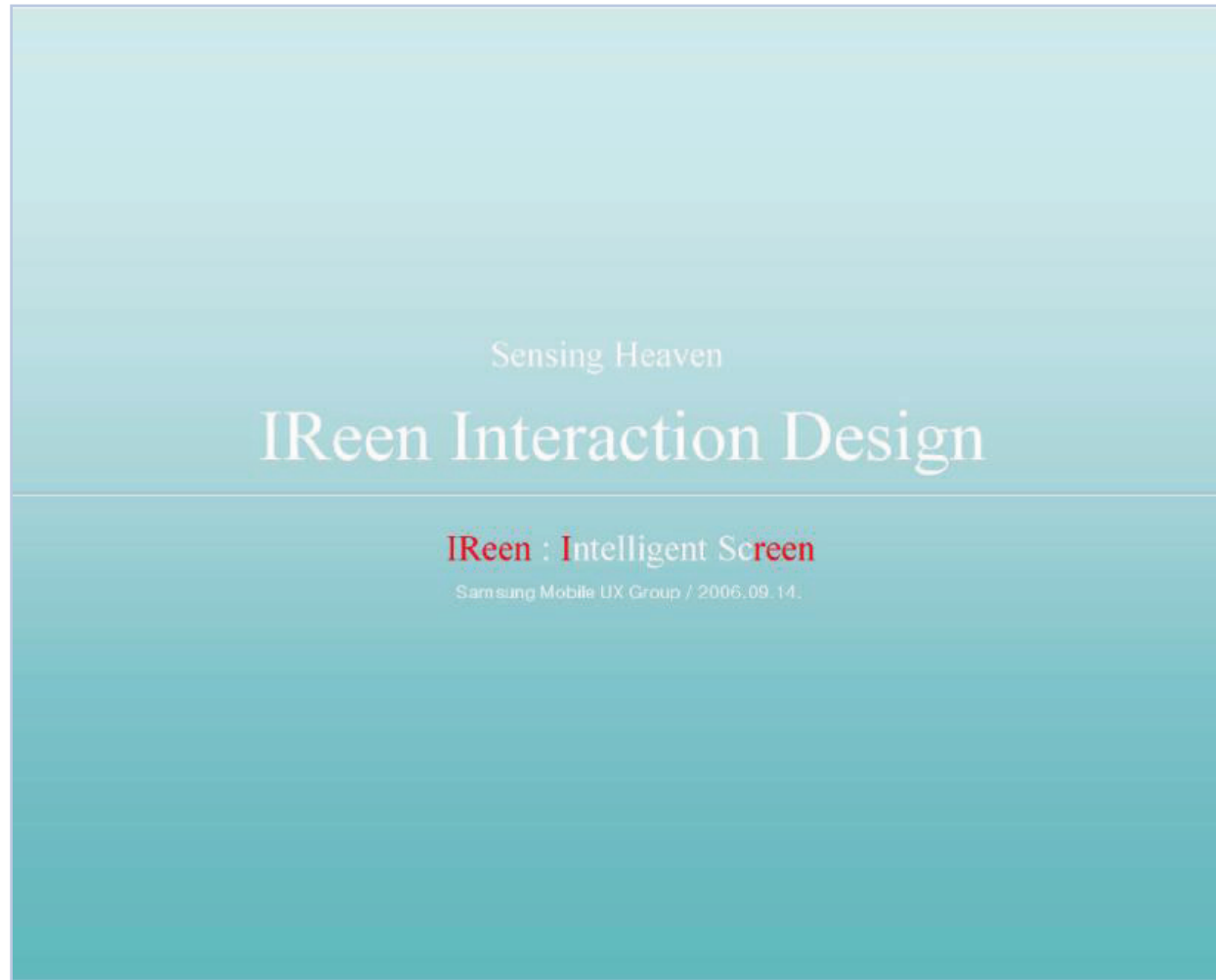**"MPCP Project 2006"** (Exh. 522.045)

"Bowl"

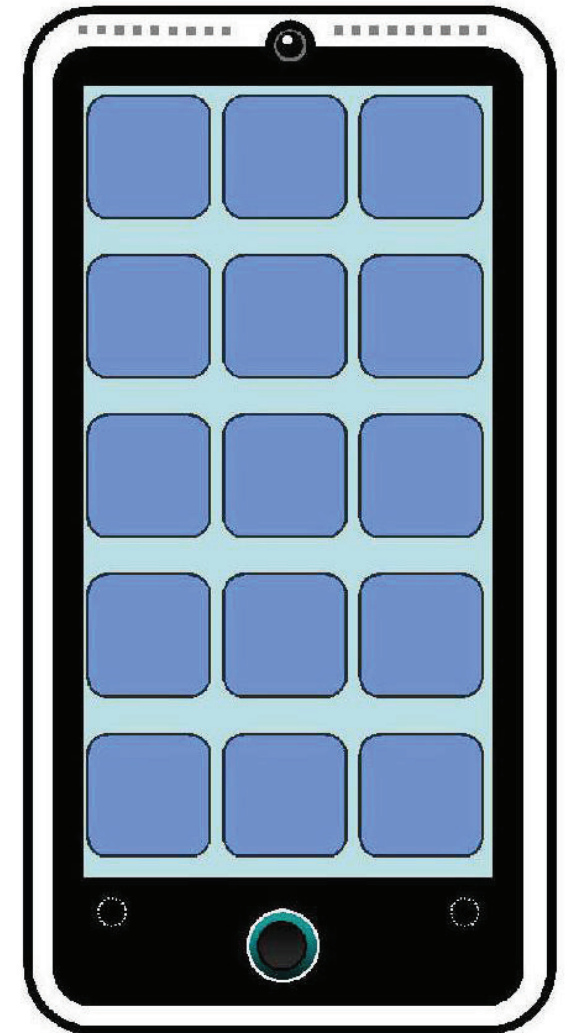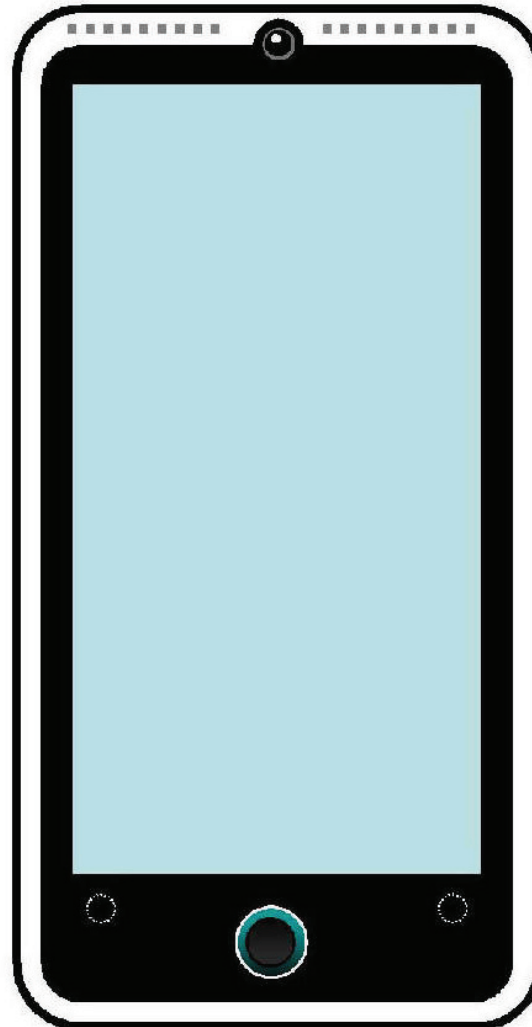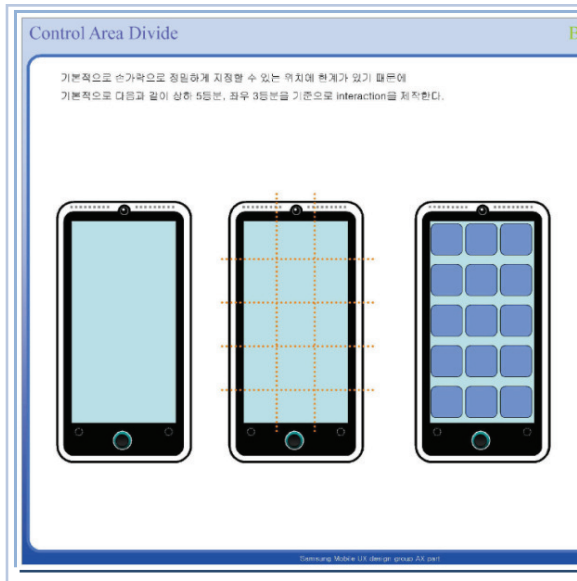**Report of the Samsung Mobile Design Team –
"MPCP Project 2006"** (Exh. 522.043)

"Slide"

**Samsung Mobile Design Team –
"Master Popular Communication Piece" –
July 2006** (Exh. 625.010)

Samsung Mobile UX Group – Report Entitled "IReen Interaction Design" – Sept. 14, 2006 (Exh. 566.014)

**Samsung Mobile UX Group –
"IReen Interaction Design"**
(Sept. 14, 2006) (Exh. 566.014)

**Samsung Mobile UX Group –
"IReen Interaction Design"**
(Sept. 14, 2006) (Exh. 566.038)
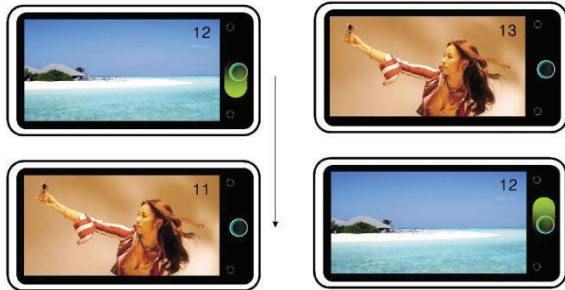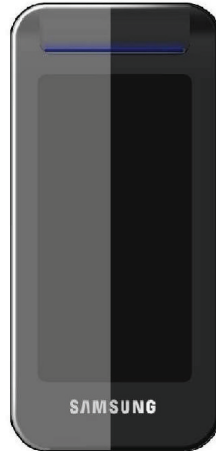
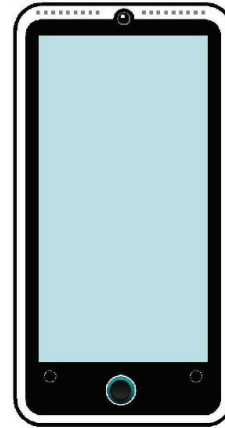# Samsung Designs In Development Before The iPhone

Samsung
"Vessel"

Samsung
"Q-Bowl"

Samsung
"Bowl"

Samsung
"Slide"

Samsung Design
from "IReen" Report

Initial iPhone

2006

2007

SAMSUNG

Shin Nishibori - Apple Design Inventor

A. Well, may I explain how the direction of this process -- rather, may I explain how this idea came out?

Q. Please.

A. First, Jonathan Ive talked to me. "Well, Shin, I have something to talk to you about." He said, "You can do this as an aside of your job and enjoy - I want you to enjoy doing this. But if Sony were to make an iPhone, what would it be like? Would you make it for me?"

– 5/2/12 Depo. at 22:24-23:12

Exh. 1.43

Shin Nishibori - Apple Design Inventor

Q. Do you recognize what these pictures are? …Please tell us what you recognize them as.

A. It is -- these are renderings that I created based on my own thoughts or my understanding of Sony-like designs - Sony's design, based on the request by Jonathan Ive.
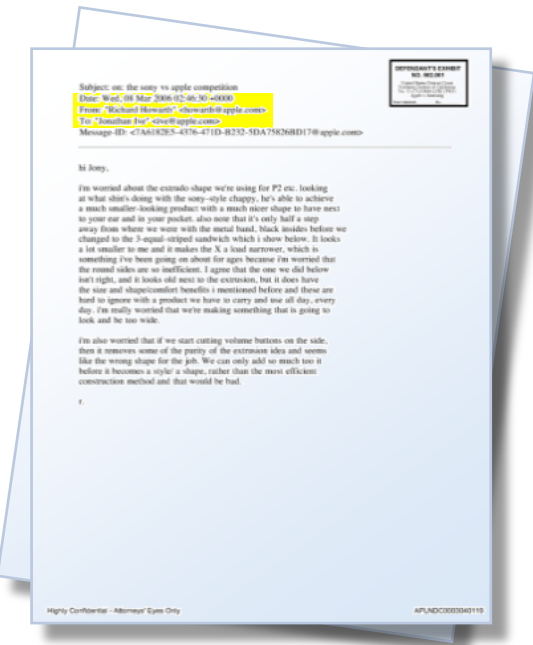
– 5/2/12 Depo. at 30:3-12

Exh. 623.001

Date: Wed, 08 Mar 2006 02:46:30 +0000
From: "Richard Howarth" <howarth@apple.com>
To: "Jonathan Ive" <ive@apple.com>

hi Jony,

i'm worried about the extrudo shape we're using for P2 etc. looking
at what shin's doing with the sony-style chappy, he's able to achieve
a much smaller-looking product with a much nicer shape to have next
to your ear and in your pocket. also note that it's only half a step