

Estrich Declaration

Exhibit 18

MEDIA CLIPS

| NETWORK | CLIP TITLE | FILE NAME | DATE |
|---------------------------|---|--------------------|-------------------|
| IPHONE APPEARANCES | | | |
| NBC | <i>Late Night with Conan O'Brien</i> | APLNDC-X0000358381 | January 2007 |
| NBC | <i>Today</i> | APLNDC-X0000358382 | January 2007 |
| NBC | <i>Saturday Night Live</i> | APLNDC-X0000358383 | January 2007 |
| VH1 | <i>I Love the New Millennium</i> | APLNDC-X0000358453 | June 26, 2008 |
| CNBC | <i>CNBC 5 Chicago</i> | APLNDC-X0000358446 | June 9, 2008 |
| KRON | <i>Entertainment Tonight</i> | APLNDC-X0000358507 | July 11, 2008 |
| NBC | <i>Saturday Night Live</i> | APLNDC-X0000358640 | December 13, 2008 |
| CBS | <i>The Early Show</i> | APLNDC-X0000358816 | June 9, 2009 |
| Fox | <i>The Simpsons</i> | APLNDC-X0000359537 | January 31, 2010 |
| ABC | <i>Live! with Regis and Kelly</i> | APLNDC-X0000359559 | February 18, 2010 |
| ABC | <i>ABC World News</i> | APLNDC-X0000359801 | June 7, 2010 |
| IPAD APPEARANCES | | | |
| NBC | <i>NBC Nightly News with Brian Williams</i> | APLNDC-X0000359517 | January 27, 2010 |
| ABC | <i>San Francisco ABC7 News</i> | APLNDC-X0000359519 | January 27, 2010 |
| CNN | <i>CNN Money</i> | APLNDC-X0000359592 | March 12, 2010 |
| ABC | <i>Modern Family</i> | APLNDC-X0000359613 | March 31, 2010 |
| Comedy Central | <i>The Colbert Report</i> | APLNDC-X0000359626 | April 1, 2010 |
| Fox | <i>Fox Business</i> | APLNDC-X0000359628 | April 1, 2010 |
| MSNBC | <i>The Rachel Maddow Show</i> | APLNDC-X0000359639 | April 2, 2010 |
| CBS | <i>CBS Evening News</i> | APLNDC-X0000359647 | April 3, 2010 |
| [syndicated] | <i>The Oprah Winfrey Show</i> | APLNDC-X0000359717 | April 21, 2010 |
| NBC | <i>The Office</i> | APLNDC-X0000360008 | October 7, 2010 |
| NBC | <i>Late Night with Jimmy Fallon</i> | APLNDC-X0000360549 | December 22, 2010 |
| Bloomberg | <i>Bloomberg News</i> | APLNDC-X0000360982 | March 2, 2011 |
| [syndicated] | <i>The Ellen DeGeneres Show</i> | APLNDC-X0000361028 | March 3, 2011 |
| CNBC | <i>Your Digital: Life with David Pogue</i> | APLNDC-X0000361075 | March 10, 2011 |
| CNBC | <i>Closing Bell</i> | APLNDC-X0000361166 | March 25, 2011 |
| Comedy Central | <i>The Colbert Report</i> | APLNDC-X0000361198 | April 4, 2011 |

PLAINTIFF'S EXHIBIT NO. 14

United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)

Apple Inc. v. Samsung Elecs.

Date Admitted: _____ By: _____