

Exhibit L

In The Matter Of:

APPLE, INC.

v.

SAMSUNG ELECTRONICS CO

RAMAMIRTHAM SUKUMAR, Ph.D. - Vol. 1

April 24, 2012

***HIGHLY CONFIDENTIAL
ATTORNEYS' EYES ONLY***

MERRILL CORPORATION

LegalLink, Inc.

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Suite 401
Boston, MA 02110
Phone: 617.542.0039
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12:13:06 1 that or how to answer that. For me, it's again, as I
12:13:09 2 said, if the respondents understood that, that's most
12:13:13 3 important.

12:13:23 4 MR. HEYISON: Anthony, could you give me
12:13:25 5 five minutes to take a break? I just want to figure
12:13:27 6 out whether I've got anything else for the doctor, and
12:13:30 7 then suggest we do a lunch break.

12:13:34 8 MR. ALDEN: Yeah. You want to do lunch now
12:13:36 9 while that happens, or do you want --

12:13:38 10 VIDEOGRAPHER: Shall we go off the record?
12:13:40 11 MR. HEYISON: Yeah.

12:13:40 12 MR. ALDEN: Let's go off the record.

12:13:40 13 VIDEOGRAPHER: We're going off the record.

12:13:41 14 The time is 12:12 p.m.

12:13:43 15 (Break taken.)

12:20:09 16 VIDEOGRAPHER: We're back on the record.

12:20:12 17 The time is 12:19 p.m.

12:20:15 18 BY MR. HEYISON:

12:20:16 19 Q Doctor, in your conjoint survey why did you
12:20:28 20 limit your questions to the patented features?

12:20:39 21 A The reason we limited to it is we clearly
12:20:45 22 describe the context in the form of asking the
12:20:50 23 respondent to keep all of the factors constant, and if
12:20:55 24 he did include more factors, this would be a much more
12:21:03 25 complicated task for someone to do. If you put in

12:21:06 1 additional features, you're -- it would be just much
12:21:09 2 more difficult for someone to complete it.

12:21:12 3 So conjoint allows us to hold different
12:21:16 4 factors as a fixed, and as a result, we've defined the
12:21:22 5 context for the respondent, asking him to assume
12:21:26 6 that -- you know, assume that these are the only three
12:21:29 7 products available and these are the only features
12:21:31 8 that they are trading off against.

12:21:35 9 Q And if you only use the features that relate
12:21:38 10 to the patents at issue, don't you run the risk that
12:21:49 11 you're calling attention to only those features and
12:21:51 12 signaling to respondents that they should regard these
12:21:55 13 features as important?

12:21:57 14 MR. ALDEN: Objection. Vague and ambiguous.
12:21:58 15 Incomplete hypothetical. Calls for speculation.

12:22:04 16 A The mathematical model in the conjoint looks
12:22:08 17 at -- takes into account the fact that there are these
12:22:13 18 other factors that are not included in the model
12:22:16 19 itself, and so there's not an overemphasis from
12:22:19 20 that point of view from the estimation of the
12:22:21 21 utilities, there's not an overestimation as such.

12:22:25 22 Q Okay. Now, you included iPhone 4S owners in
12:22:30 23 your survey, correct?

12:22:33 24 A That's correct.

12:22:34 25 Q Okay. And given the fact that the Court

12:22:38 1 recently excluded the iPhone 4S from this case, do you
12:22:49 2 believe that your results, your MVAI and usage results
12:22:56 3 are still properly used in order to provide usage and
12:23:04 4 the market's value of the patented features?

12:23:09 5 MR. ALDEN: Objection. Vague and ambiguous.
12:23:11 6 Compound.

12:23:12 7 A Could you repeat your question because you
12:23:13 8 had multiple things in there.

12:23:15 9 Q Okay. I'll break it up, then. So, Dr.
12:23:19 10 Sukumar, the Court recently excluded the iPhone 4S
12:23:23 11 from this case. Do you understand that?

12:23:27 12 A I understand that, but I was not aware of
12:23:29 13 that.

12:23:30 14 Q Okay. And now given that the Court has
12:23:36 15 excluded the iPhone 4S, do you believe that your usage
12:23:42 16 results and MVAI results are still properly used to
12:23:51 17 provide percentage uses in the market's value of the
12:23:57 18 patented features for the iPhone products other than
12:24:07 19 the iPhone 4S?

12:24:09 20 MR. ALDEN: Objection. Vague and ambiguous.
12:24:13 21 Calls for speculation. Compound.

12:24:15 22 A So I'd like for more clarification on the
12:24:17 23 question because you used use and MVAI and a couple of
12:24:21 24 other things in there. So if you could --

12:24:22 25 Q So --

17:43:55 1 And I have the time's up after this
17:43:56 2 question.

17:43:57 3 A Well, it's clearly pointing to the fact that
17:44:01 4 there is some skewness in the data. Not having the
17:44:04 5 demographics properly balanced is -- is, you know,
17:44:08 6 it's just an endemic, you know, problem that exists in
17:44:12 7 the data, and that's what it's representing.

17:44:16 8 Q You could control that, couldn't you? You
17:44:18 9 didn't have to do the 2010 -- you didn't have to
17:44:21 10 include 2010 sales in the percentage, did you?

17:44:24 11 MR. WALKER: That's okay. We're done.

17:44:28 12 MR. OVERSON: Okay. I object to the cutting
17:44:29 13 off in the middle of a question.

17:44:35 14 MR. ALDEN: Don't ask the question, then.

17:44:37 15 VIDEOGRAPHER: Here marks the end of
17:44:38 16 Volume 1 and Tape No. 6 in the deposition of
17:44:42 17 Dr. Ramamirtham Sukumar. We're going off the record.
17:44:45 18 The time is 5:44 p.m.

17:45:56 19 (Signature having not been waived, the
17:45:56 20 examination of Ramamirtham Sukumar, Ph.D. concluded at
17:45:56 21 5:44 p.m.)

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RAMAMIRTHAM SUKUMAR, Ph.D. - 4/24/2012

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17:45:56 1 ACKNOWLEDGMENT OF DEPONENT

17:45:56 2 I, Ramamirtham Sukumar, Ph.D., do hereby

17:45:56 3 acknowledge that I have read and examined the

17:45:56 4 foregoing testimony, and the same is a true, correct

17:45:56 5 and complete transcription of the testimony give by

17:45:56 6 me, and any corrections appear on the attached Errata

17:45:56 7 sheet signed by me.

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17:45:56 10 _____

17:45:56 11 (DATE) (SIGNATURE)

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17:45:56 1 CERTIFICATE OF SHORTHAND REPORTER

17:45:56 2 I, Dawn M. Hart, Registered Professional

17:45:56 3 Reporter, the officer before whom the foregoing

17:45:56 4 proceedings were taken, do hereby certify that the

17:45:56 5 foregoing transcript is a true and correct record of

17:45:56 6 the proceedings; that said proceedings were taken by

17:45:56 7 me stenographically and thereafter reduced to

17:45:56 8 typewriting under my supervision; and that I am

17:45:56 9 neither counsel for, related to, nor employed by any

17:45:56 10 of the parties to this case and have no interest,

17:45:56 11 financial or otherwise, in its outcome.

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17:45:56 20 COURT REPORTER

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NOTARY PUBLIC

I, David Lane, Notary Public, the officer before whom Ramamirtham Sukumar, Ph.D. appeared, do hereby certify that the foregoing witness personally appeared before me and was duly sworn by me.

IN WITNESS WHEREOF, I have hereunto to set my hand and affixed my notarial seal this 24th day of April, 2012.

My Commission Expires: February 1, 2013

Notary Public in and for the
Commonwealth of Pennsylvania

