

EXHIBIT K

**UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION**

| | | |
|--|---|--------------------------|
| APPLE, INC., a California corporation |) | |
| |) | |
| Plaintiff, |) | Case No. 11-cv-01846-LHK |
| |) | |
| v. |) | |
| |) | |
| SAMSUNG ELECTRONICS CO., LTD., a |) | |
| Korean corporation; SAMSUNG |) | |
| ELECTRONICS AMERICA, INC., a New |) | |
| York corporation; and SAMSUNG |) | |
| TELECOMMUNICATIONS AMERICA, |) | |
| LLC, a Delaware limited liability company, |) | |
| |) | |
| Defendants. |) | |
| |) | |

LIKELIHOOD OF CONFUSION STUDY

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March 22, 2012

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I. PURPOSE OF THE STUDY

The purpose of this study is to determine whether, and if so, to what extent, relevant consumers are likely to mistakenly believe that Samsung's GALAXY S 4G, INFUSE 4G, GALAXY S SHOWCASE, and GALAXY PREVAIL phones and Samsung's GALAXY TAB 10.1 and GALAXY TAB 7.0 Plus tablet computers are made by or with the approval or authorization of Apple, Inc., ("Apple") or that the maker of these products is connected to or affiliated with Apple.

II. HOW THE STUDY WAS CONDUCTED

Face-to-face interviews were conducted in each of the nine Census divisions, thus providing a cross section of individuals in the United States.

Included in the study are responses of fourteen hundred thirty-four (1,434) individuals interviewed between February 22, 2012, and March 8, 2012.

A. The Survey Universe

Qualified respondents were defined as:

1. Individuals 18 years of age or older who,
2. in the past six months have purchased or shopped for, or within the next six months are likely to purchase or shop for a SMART PHONE or,
3. in the past six months have purchased or shopped for, or within the next six months are likely to purchase or shop for a TABLET COMPUTER.¹

¹ Of the 825 respondents questioned about SMART PHONES, 595 or 72.1% indicated that they had purchased or shopped for a SMART PHONE in the past six months; 562 or 68.1% said they were likely to do so in the next six months, and 334 or 40.4% said that they both purchased and shopped for in the past and were likely to do so in the future. Of the 609 respondents questioned about TABLET COMPUTERS,

As is typical in survey methodology, excluded from the study were individuals who may have special insight about the subject studied and those who required eyewear but did not have any present. Thus, additional screening questions identified individuals:

1. Who were employed, or had a family member who was employed, by an advertising agency, sales promotion firm, public relations firm, a marketing research organization, or a manufacturer, or distributor of cell phones or computers, or a retail store or any other establishment that sells cell phones or computers;
2. Had participated in a marketing research survey other than a political poll in the past ninety days; and
3. If they normally wear eyeglasses or contact lenses did not have eyeglasses or contact lenses with them for the interview.

B. Sample Frame and Composition

Individuals were intercepted in shopping malls and asked screening questions to determine their eligibility. If potential respondents met the screening criteria and agreed to participate in the study, they were asked to accompany an interviewer to a private office to complete the interview.

According to U.S. Census data, approximately one-third of the U.S. population resides in the South, and about one-fifth resides in each of the other three U.S. Census regions (i.e., the North, the Midwest, and the West). Quotas for completed interviews were established to reflect these relative distributions.

367 or 60.3% said they had purchased or shopped for a TABLET COMPUTER in the past six months; 468 or 76.8% said they were likely to do so in the next six months, and 226 or 37.1% said they both purchased and shopped for in the past and were likely to do so in the future.

C. Products Studied

Phones

The questionnaire was administered to respondents randomly assigned to one of four test groups or one of two control groups.

Test group respondents were shown either a GALAXY S 4G, an INFUSE 4G, a GALAXY S SHOWCASE, or a GALAXY PREVAIL phone.

Control group respondents were shown either an LG OPTIMUS 2X or a MOTOROLA ATRIX phone.

Tablet Computers

The questionnaire was administered to respondents randomly assigned to one of two test groups or one of two control groups.

The first test group was shown the GALAXY TAB 10.1 tablet computer. The MOTOROLA XOOM tablet computer served as the control.

The second test group was shown the GALAXY TAB 7.0 Plus tablet computer. The LG SLATE 8.9 tablet computer served as the control.

Controls

The purpose of a control group is to estimate the level of survey “noise” that results from causes other than the trade dress at issue, i.e., responses resulting from simply guessing or misunderstanding the questions asked. The primary method of estimating the level of survey “noise” is to ask the same questions with one or more controls.

In this study, the level of survey “noise” is estimated from the proportion of respondents who associate the appearance of the control products with Apple. This proportion is then subtracted from the proportion of Apple responses given by those individuals who

associate the appearance of the test products with Apple, to derive an estimate free from survey “noise.”

D. Interviewing Process and Respondent Task

Before questioning began respondents questioned about phones were read the following introduction:

In a moment I'm going to ask you some questions about a smart phone. There are two types of companies involved with smart phones. The first is the company that makes the phone itself. The second is the company that provides wireless communications services for the phone. When answering my questions, I would like you to focus only on the company that makes the phone itself and not the provider of wireless communication services.

For respondents questioned about tablet computers, the words tablet computer were substituted for smart phone or phone in the above introduction. To discourage guessing, before the questioning began, respondents were told:

For each of my questions, if you don't know or don't have an answer, please don't guess. Just tell me you don't know or don't have an answer and we'll go on to the next question.

Respondents questioned about phones were then read the following:

I have placed before you a smart phone which I have turned on. Please look at this phone as you would if you were purchasing it. You may pick it up and examine it if you wish. Take as long as you like and let me know when you are done.

For respondents questioned about tablet computers, the words tablet computer were substituted for smart phone or phone. To ensure that each respondent initially saw the same image on the screen of the phone or tablet computer shown, detailed instructions were provided to interviewers regarding procedures for turning on the device. The test or control product was then placed in front of the respondent and questioning began.

Respondents were asked two sets of questions, both designed to assess whether confusion is likely. The first set of questions was designed to assess whether source confusion is likely; that is, whether Apple is the source of the phone or tablet computer shown. Respondents were asked:

"What is the brand name of this phone or the name of the company you think makes this phone, or don't you know?" (Question 1 asked of respondents shown a phone.)

"What is the brand name of this tablet computer or the name of the company you think makes this tablet computer, or don't you know?" (Question 1 asked of respondents shown a tablet computer.)

Respondents who identified a source were asked:

"What makes you say that?" followed by the clarification question *"What do you mean by that?"* (Question 2a)

"Anything else?" followed by the clarification question, *"What do you mean by that?"* (Question 2b)

Respondents were then asked:

“Do you think that the company that makes this phone makes any other brands, or don’t you know?” (Question 3 asked of respondents shown a phone.)

“Do you think that the company that makes this tablet computer makes any other brands, or don’t you know?” (Question 3 asked of respondents shown a tablet computer.)

Respondents who said “Yes” to Question 3 were asked:

“What other brands do you think are made by that company?” (Question 4), and for each brand mentioned:

“What makes you say that the company that makes this phone makes [RESPONSE GIVEN]?” followed by clarification question, *“What do you mean by that?”* and *“Anything else?”* followed by the clarification question, *“What do you mean by that?”*(Questions 5a-7b) (Questions asked of respondents shown a phone.)

“What makes you say that the company that makes this tablet computer makes [RESPONSE GIVEN]?” followed by clarification question *“What do you mean by that?”* and *“Anything else?”* followed by the clarification question, *“What do you mean by that?”*(Questions 5a-7b) (Questions asked of respondents shown a tablet computer.)

The second set of questions was designed to assess whether confusion other than as to source is likely; that is, whether the source of the product shown is connected to or affiliated with Apple or that the product shown is made or put out with the approval or authorization of Apple.

Respondents were asked:

“Do you think that the company that makes this phone is or is not connected to or affiliated with any other company or brand, other than a provider of wireless communication services, or don’t you know?”

(Question 8 asked of respondents shown a phone.)

“Do you think that the company that makes this tablet computer is or is not connected to or affiliated with any other company or brand, other than a provider of wireless communication services, or don’t you know?”

(Question 8 asked of respondents shown a tablet computer.)

Respondents who said “Yes” to Question 8 were asked:

“With which other company or brand?” (Question 9)

Respondents who identified a company or brand were asked:

“What makes you say that?” followed by the clarification question, *“What do you mean by that?”* and *“Anything else?”* followed by the clarification question, *“What do you mean by that?”* (Questions 10a-10b)

Respondents were asked:

“Do you think that this phone is or is not made with the approval or authorization of any other company or brand, other than a provider of wireless communication services, or don’t you know?” (Question 11 asked of respondents shown a phone.)

“Do you think that this tablet computer is or is not made with the approval or authorization of any other company or brand, other than a provider of

wireless communication services, or don't you know?" (Question 11 asked of respondents shown a tablet computer)

Respondents who said the product is made with approval or authorization in response to Question 11 were asked:

"With which other company or brand?" (Question 12)

Respondents who identified a company or brand were asked:

"What makes you say that?" followed by the clarification question, *"What do you mean by that?"* and *"Anything else?"* followed by the clarification question, *"What do you mean by that?"* (Questions 13a-13b)

E. Development of the Survey Instruments and Coding of Data

I developed both the Screener and the Questionnaire described above. I also prepared the Interviewer Instructions, and also conducted a telephone briefing session with an interviewing specialist. This individual, independent of The Mantis Group, briefed supervisors at each interviewing agency. Once the interviewing agency provided The Mantis Group with the data, I coded and tabulated the responses.

F. Double-Blind Interviewing

The survey was administered under double-blind conditions: neither the interviewers nor the respondents were informed of the purpose or sponsor of the study. Further, the independent interviewing specialist was not aware of the sponsor or purpose of the study.

G. Interview Validation

Survey protocols require that a portion of all interviews be validated. Respondent names and phone numbers were provided to an independent telephone interviewing agency. After up to three attempts were made to contact each of the fourteen hundred thirty-eight (1,438) respondents interviewed, 875 or 60.8% were reached. Four (4) respondents did not recall being interviewed. Following customary practice, these respondents were not included in the analysis.

H. Appendix A

Appendix A contains the study screener, questionnaire, interviewer instructions, validation questionnaire and report, respondent demographics, interviewing locations, qualifications, cases in which I have testified in the past four years, and compensation.

III. FINDINGS REGARDING PHONES

A. Respondents Shown A Samsung Phone Were Not Likely To Mistakenly Identify The Phones As Made By Apple.

Respondents shown a Samsung phone were not likely to mistakenly identify the phone as made by Apple. Of the 611 respondents shown Samsung phones, only two (2) – 0.33% – identified them as made by Apple. By contrast, of the 214 respondents shown control phones, two (2) – 0.93% – identified them as made by Apple. See Table 1 below.

Table 1
Brand Name Of The
Company That Makes The Phone

| | <u>TEST PHONES</u> | | | | <u>CONTROLS</u> | |
|---------------------------------|--------------------|---------------|----------------------|-------------------|---------------------|-------------------|
| | GALAXY S 4G | INFUSE 4G | GALAXY S SHOWCASE | GALAXY PREVAIL | LG OPTIMUS 2X | MOTOROLA ATRIX |
| ALL APPLE MENTIONS ² | 0 | 2 | 0 | 0 | 2 | 0 |
| | | 1.3% | | | 1.9% | |
| ALL OTHER MENTIONS | 146 | 144 | 138 | 146 | 91 | 100 |
| | 95.4% | 94.7% | 90.2% | 95.4% | 85.0% | 93.5% |
| Samsung | 128 | 120 | 131 | 124 | 5 | 0 |
| Samsung and Other ³ | 1 | 1 | 6 | 0 | 0 | 2 |
| Other Brands and/or Carriers | 17 | 23 | 1 | 22 | 86 | 98 |
| DON'T KNOW | 7 | 6 | 15 | 7 | 14 | 7 |
| | 4.5% | 3.9% | 9.8% | 4.5% | 13.1% | 6.5% |
| RESPONDENTS | 153 | 152 | 153 | 153 | 107 | 107 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

TABLE 1 shows the coded verbatim responses to Question 1 grouped, in the categories labeled “All Apple Mentions,” “All Other Mentions ,” and “Don’t Know Responses.” No respondent who was shown the GALAXY S 4G, the GALAXY S SHOWCASE, or the GALAXY PREVAIL phone mentioned Apple in response to Question 1. Only two (2) respondents (1.3%) shown the INFUSE 4G phone mentioned Apple, and two (2)

² Apple Mentions include Apple, iPhone, iPad, or Mac mentioned alone or in combination with another brand and/or carrier.

³ Samsung and Other includes mentions of Samsung and another brand and/or carrier.

respondents (1.9%) shown one of the control phones, the LG OPTIMUS 2X, mentioned Apple in response to Question 1.

B. Respondents Were Not Likely To Believe Samsung Was An Apple Brand

To test whether consumers perceive a connection between Samsung and Apple based on the appearance of the phones, respondents were asked whether the company that makes the phone also makes any other brands. Those who responded “Yes” were asked to identify which other brand. TABLE 2 presents the coded verbatim responses, with brand mentions grouped into three categories: (1) All Apple mentions by a respondent who had not mentioned Apple in response to a previous question; (2) all mentions of other brands or companies; and (3) don’t know responses. By organizing this table and those that follow in this manner, any additional Apple mentions can be identified. Respondents' answers to these two questions reveal that only six (6) additional respondents shown a Samsung phone – 0.98% – thought Samsung was an Apple brand. In the control condition, four (4) additional respondents – 1.9% – perceived such a connection. See Table 2 below. (TABLE 2A, found in Appendix B, contains the tabulated responses to Question 3.)

**Table 2
Other Brands Made By The
Company That Makes The Phones**

| | <u>TEST PHONES</u> | | | | <u>CONTROLS</u> | |
|----------------------------------|--------------------|---------------|----------------------|-------------------|---------------------|-------------------|
| | GALAXY S 4G | INFUSE 4G | GALAXY S SHOWCASE | GALAXY PREVAIL | LG OPTIMUX 2X | MOTOROLA ATRIX |
| ALL ADDITIONAL APPLE MENTIONS | 0 | 2 | 2 | 2 | 3 | 1 |
| | | 1.3% | 1.3% | 1.3% | 2.8% | 1.0% |
| ALL OTHER MENTIONS | 32 | 21 | 37 | 22 | 16 | 18 |
| | | 20.9% | 13.8% | 24.2% | 14.4% | 15.0% |
| Samsung | 10 | 3 | 3 | 1 | 2 | 3 |
| Samsung and Other | 1 | 0 | 1 | 0 | 1 | 2 |
| Other Brands and/or Carriers | 9 | 10 | 15 | 15 | 8 | 8 |
| Product Mentions ⁴ | 12 | 8 | 18 | 6 | 5 | 5 |
| DON'T KNOW | 24 | 19 | 15 | 17 | 13 | 11 |
| | | 15.7% | 12.5% | 9.8% | 11.1% | 10.3% |
| QUESTION NOT ASKED | 97 | 110 | 99 | 112 | 75 | 77 |
| | | 63.3% | 72.4% | 64.7% | 73.2% | 72.0% |
| RESPONDENTS | 153 | 152 | 153 | 153 | 107 | 107 |
| | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

As seen in TABLE 2, two (2) additional respondents (1.3%) shown the INFUSE 4G phone, two (2) respondents (1.3%) shown the GALAXY S SHOWCASE phone, and two (2) respondents (1.3%) shown the GALAXY PREVAIL phone made any kind of Apple mention in response to this question. With regard to the control phones, Apple was mentioned by three (3) respondents (2.8%) shown the LG OPTIMUX 2X phone, and one (1) respondent (1.0%) shown the MOTOROLA ATRIX phone.

C. Respondents Were Not Likely To Perceive The Maker Of The Samsung Phones As Affiliated With Apple

To preliminarily test whether consumers perceive a connection between Samsung and Apple as a result of the appearance of the phones, respondents were asked whether the company that makes the phone they were shown is connected to or affiliated with any other company or brand. Those who responded “Yes” were asked to identify which

⁴ Product Mentions include references to such things as other electronic devices and appliances.

other company or brand. The answers to these two questions reveal that only five (5) additional respondents shown a Samsung phone – 0.82% – thought there was any connection or affiliation between the maker of those phones and Apple for any reason. No control respondent perceived such a connection or affiliation. See Table 3 below. (TABLE 3A contains the tabulated responses to Question 8. See Appendix B.)

Table 3
Other Company Or Brand Connected
To The Company That Makes The Phones

| | <u>TEST PHONES</u> | | | | <u>CONTROLS</u> | |
|--|--------------------|---------------|----------------------|-------------------|---------------------|-------------------|
| | GALAXY S 4G | INFUSE 4G | GALAXY S SHOWCASE | GALAXY PREVAIL | LG OPTIMUS 2X | MOTOROLA ATRIX |
| ALL ADDITIONAL APPLE MENTIONS | 3 | 1 | 1 | 0 | 0 | 0 |
| | 1.9% | 0.7% | 0.7% | | | |
| ALL APPLE MENTIONS GIVEN IN A PREVIOUS QUESTION ⁵ | 0 | 0 | 0 | 0 | 1 | 0 |
| | | | | | 1.0% | |
| ALL OTHER MENTIONS | 20 | 20 | 12 | 20 | 20 | 14 |
| | 13.0% | 13.2% | 7.8% | 13.1% | 18.7% | 13.1% |
| Samsung | 0 | 1 | 0 | 0 | 0 | 0 |
| Other Brands and/or Carriers | 18 | 17 | 10 | 17 | 18 | 14 |
| Product Mentions | 2 | 2 | 2 | 3 | 2 | 0 |
| DON'T KNOW | 17 | 15 | 17 | 13 | 8 | 8 |
| | 11.1% | 9.9% | 11.1% | 8.4% | 7.5% | 7.5% |
| QUESTION NOT ASKED | 113 | 116 | 123 | 120 | 78 | 85 |
| | 73.9% | 76.3% | 80.3% | 78.4% | 72.9% | 79.4% |
| RESPONDENTS | 153 | 152 | 153 | 153 | 107 | 107 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

As seen in TABLE 3, three (3) respondents (1.9%) shown the GALAXY S 4G and one (1) each (0.7%) shown the INFUSE 4G and GALAXY S SHOWCASE phones, who had not been counted as mentioning Apple in a previous question, perceived Apple as connected to or affiliated with the maker of these phones. One respondent shown the

⁵ This row reflects Apple mentions given by respondents who had mentioned Apple in response to a previous question.

LG OPTIMUS 2X also mentioned Apple in response to Question 4. No control respondents mentioned Apple in response to Question 9.

D. Respondents Were Not Likely To Think That Apple Approved or Authorized The Samsung Phones

To test whether consumers perceive that Samsung obtained approval or authorization from Apple to make the phones shown, respondents were asked whether the phone shown is made with the approval or authorization of any other company or brand. Those who responded “Yes” were asked which other company or brand. The answers to these two questions reveal that only three (3) additional respondents shown a Samsung phone – 0.49% – thought Apple authorized or approved the manufacture of the Samsung phones. No control respondent thought Apple authorized or approved the manufacture of those phones. See Table 4 below. (TABLE 4A contains the tabulated responses to Question 11. See Appendix B.)

**Table 4
Other Company Or Brand That
Approved Or Authorized Making The Phones**

| | <u>TEST PHONES</u> | | | | <u>CONTROLS</u> | |
|---|--------------------|---------------|----------------------|-------------------|---------------------|-------------------|
| | GALAXY S 4G | INFUSE 4G | GALAXY S SHOWCASE | GALAXY PREVAIL | LG OPTIMUS 2X | MOTOROLA ATRIX |
| ALL ADDITIONAL APPLE MENTIONS | 2 1.3% | 0 | 0 | 1 0.7% | 0 | 0 |
| ALL APPLE MENTIONS GIVEN IN A PREVIOUS QUESTION | 0 | 0 | 0 | 0 | 0 | 0 |
| ALL OTHER RESPONSES | 9 5.9% | 11 7.2% | 6 3.9% | 22 14.3% | 13 12.0% | 7 6.5% |
| Samsung | 0 | 0 | 0 | 1 | 0 | 0 |
| Samsung and Other | 0 | 0 | 1 | 1 | 0 | 0 |
| Other Brands and/or Carriers | 9 | 11 | 5 | 20 | 13 | 7 |
| DON'T KNOW | 8 5.2% | 6 3.9% | 16 10.4% | 4 2.6% | 7 6.5% | 6 5.6% |
| QUESTION NOT ASKED | 134 87.6% | 135 88.8% | 131 85.6% | 126 82.4% | 87 81.3% | 94 87.8% |
| RESPONDENTS | 153 100.0% | 152 100.0% | 153 100.0% | 153 100.0% | 107 100.0% | 107 100.0% |

As seen in TABLE 4, two (2) additional Apple mentions (1.3%) were made by respondents shown the GALAXY S 4G phone and only one (1) (0.7%) by a respondent shown the GALAXY PREVAIL phone. No control group respondents mentioned Apple in response to Question 12.

Examining all the above data, without double counting, reveals the following:

- a total of five (5) respondents or **3.3%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the GALAXY S 4G phone;
- a total of five (5) respondents or **3.3%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the INFUSE 4G phone;
- a total of three (3) respondents or **2%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the GALAXY S SHOWCASE phone;
- a total of three (3) respondents or **2%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the GALAXY PREVAIL phone.

By contrast:

- a total of five (5) respondents or **4.7%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the LG OPTIMUS 2X control phone;
- a total of one (1) respondent or **.9%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of,

and/or approved or authorized the manufacture of the MOTOROLA ATRIX control phone.

E. Few Respondents Identified Apple In Response To Any Questions Because Of The Appearance Of The Phones

To determine whether respondents' "Apple" answers were a result of the overall appearance of the product shown, individuals were asked to explain their answers. The verbatim responses for those few respondents who mentioned Apple for any of the test or control phones are summarized in TABLE 5 below, and the responses themselves are gathered in TABLE 5A found within Appendix B.⁶

**Table 5
Summary Of Verbatim Explanations
For Identifying Apple**

| | <u>TEST PHONES</u> | | | | <u>CONTROLS</u> | |
|--------------------------------------|--------------------|---------------|----------------------|-------------------|---------------------|-------------------|
| | GALAXY S 4G | INFUSE 4G | GALAXY S SHOWCASE | GALAXY PREVAIL | LG OPTIMUS 2X | MOTOROLA ATRIX |
| ALL APPLE MENTIONS CLASSIFICATION | | | | | | |
| Appearance-Related Reasons | 2 | 0 | 0 | 0 | 2 | 0 |
| Maybe Appearance-Related Reasons | 0 | 2 | 1 | 0 | 0 | 0 |
| Total | 2 | 2 | 1 | 0 | 2 | 0 |
| | 1.3% | 1.3% | 0.6% | | 1.9% | |
| Other Reasons for Apple Mentions | 3 | 3 | 2 | 3 | 3 | 1 |
| | 2.0% | 2.0% | 1.3% | 2.0% | 2.8% | 0.9% |
| ALL OTHER RESPONSES | 148 | 147 | 150 | 150 | 102 | 106 |
| | 96.7% | 96.7% | 98.0% | 98.0% | 95.3% | 99.1% |
| RESPONDENTS | 153 | 152 | 153 | 153 | 107 | 107 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

The verbatim responses shown on TABLE 5 are grouped into three categories: (1) "appearance-related reasons," defined as responses relating to overall appearance or a product design element, (2) "maybe appearance-related reasons," defined as ambiguous responses that may or may not relate to overall appearance or a product

⁶ The verbatim responses for all respondents who did not mention Apple are attached as Appendix C.

design element, and (3) “other reasons,” responses such as “Apple is the most popular brand.”

Five (5) respondents or 0.82%, a *de minimis* amount of the respondents, gave appearance-related reasons for identifying Apple in response to any questions concerning the Samsung phones. As previously discussed the level of survey “noise” is estimated from the proportion of control group respondents who gave an appearance-related reason for identifying Apple. Two (2) respondents or 0.93% (also a *de minimis* amount) gave appearance-related reasons for identifying Apple in response to any questions concerning the control phones.

To adjust for survey noise, the control-group results are then subtracted from the test-group results. Based on the *de minimis* amount of respondents who gave appearance-related reasons for identifying Apple in connection with any of the questions regarding the Samsung phones studied, an adjustment for survey noise does not have to be considered. If this adjustment is made, however, it would show that two (2) respondents, or 1.9%, who were shown the LG OPTIMUS 2X phone gave appearance-related reasons for identifying Apple in connection with that control phone, and no respondents shown the MOTOROLA ATRIX phone did so.

IV. FINDINGS REGARDING TABLET COMPUTERS

F. Respondents Shown A Samsung Tablet Computer Were Not Likely To Mistakenly Identify The Tablet Computer As Made By Apple.

Fewer respondents think that Apple manufactured a Samsung tablet computer than think Apple manufactured a control tablet computer. Of the 306 respondents shown a Samsung tablet, five (5) respondents – 1.6% – identified it as being made by Apple. More than twice as many of the respondents shown a control tablet computer identified it as being made by Apple: eleven (11) out of 303 respondents – or 3.6%. See Table 6 below.

Table 6
Brand Name Of The Company
That Makes The Tablet Computer

| | Test GALAXY TAB 10.1 | Control MOTOROLA XOOM | Test GALAXY TAB 7.0 Plus | Control LG SLATE 8.9 |
|---------------------------------|----------------------------|-----------------------------|--------------------------------|----------------------------|
| ALL APPLE MENTIONS | 2 | 2 | 3 | 9 |
| | 1.3% | 1.3% | 2.0% | 5.9% |
| ALL OTHER MENTIONS | 145 | 141 | 143 | 94 |
| | 94.2% | 93.4% | 94.1% | 61.8% |
| Samsung | 142 | 136 | 140 | 5 |
| Other Brands and/or Carriers | 3 | 5 | 3 | 89 |
| DON'T KNOW | 7 | 8 | 6 | 49 |
| | 4.5% | 5.3% | 3.9% | 32.2% |
| RESPONDENTS | 154 | 151 | 152 | 152 |
| | 100.0% | 100.0% | 100.0% | 100.0% |

Two (2) respondents (1.3%) who were shown the GALAXY TAB 10.1 tablet mentioned Apple, and two (2) respondents (1.3%) who were shown the MOTOROLA XOOM control tablet also mentioned Apple. Three (3) respondents (2.0%) shown the GALAXY TAB 7.0 Plus tablet mentioned Apple. More, nine (9) respondents (5.9%) shown the LG SLATE 8.9 control tablet mentioned Apple.

G. Respondents Were Not Likely To Believe Samsung Was An Apple Brand

As a preliminary step to testing whether consumers perceive a connection between Samsung and Apple based on the appearance of the tablet computers, respondents were asked whether the company that makes the tablet computer also makes any other brands. Those who responded “Yes” were asked to identify which other company or brand, and TABLE 7 presents the coded verbatim responses, with brand mentions grouped into three categories: (1) All Apple mentions not given in response to a previous question; (2) all mentions of other brands or companies; and (3) don’t know responses. By organizing this table and those that follow in this manner, any additional Apple mentions can be identified. The answers to these two questions show that four (4) additional respondents shown a Samsung tablet – 1.3% – perceived Samsung to be an Apple brand, and four (4) additional control respondents – 1.3% – thought the control

was an Apple brand. See Table 7 below. (TABLE 7A contains the tabulated responses to this question. See Appendix D.)

**Table 7
Other Brands Made By The
Company That Makes The Tablet Computer**

| | Test GALAXY TAB 10.1 | Control MOTOROLA XOOM | Test GALAXY TAB 7.0 Plus | Control LG SLATE 8.9 |
|----------------------------------|----------------------------|-----------------------------|--------------------------------|----------------------------|
| ALL ADDITIONAL APPLE MENTIONS | 2 1.3% | 2 1.3% | 2 1.3% | 2 1.3% |
| ALL OTHER MENTIONS | 24 15.6% | 29 19.2% | 26 17.0% | 35 23.0% |
| Samsung | 0 | 0 | 3 | 0 |
| Samsung and Other | 0 | 1 | 0 | 4 |
| Other Brands and/or Carriers | 5 | 11 | 5 | 11 |
| Product Mentions | 19 | 17 | 18 | 20 |
| DON'T KNOW | 26 16.9% | 17 11.3% | 13 8.6% | 19 12.4% |
| QUESTION NOT ASKED | 102 66.2% | 103 68.2% | 111 73.0% | 96 63.3% |
| RESPONDENTS | 154 100.0% | 151 100.0% | 152 100.0% | 152 100.0% |

TABLE 7 shows that only two (2) additional respondents (1.3%) for each of the two Samsung and two control tablet computers made mention of Apple as another brand.

H. Respondents Were Not Likely To Perceive The Maker Of Samsung Tablet Computers As Affiliated With Apple

To preliminarily test whether consumers perceive a connection between Samsung and Apple as a result of the appearance of the tablet computers, respondents were asked whether the company that makes the tablet they were shown is connected to or affiliated with any other brand. Those who responded “Yes” were asked to identify which other company or brand. The answers to these two questions reveal that only two (2) additional respondents shown a Samsung tablet computer – 0.65% – thought there was any connection or affiliation between the maker of those tablet computers and Apple. Seven (7) additional control respondents – 2.3% – perceived such a connection

or affiliation. See Table 8 below. (TABLE 8A contains the tabulated responses to this question. See Appendix D.)

**Table 8
Other Company Or Brand Connected To
The Company That Makes The Tablet Computers**

| | Test GALAXY TAB 10.1 | Control MOTOROLA XOOM | Test GALAXY TAB 7.0 Plus | Control LG SLATE 8.9 |
|---|----------------------------|-----------------------------|--------------------------------|----------------------------|
| ALL ADDITIONAL APPLE MENTIONS PREVIOUS | 1 0.6% | 2 1.3% | 1 0.7% | 5 3.3% |
| ALL APPLE MENTIONS GIVEN IN A PREVIOUS QUESTION | 0 | 0 | 1 0.7% | 0 |
| ALL OTHER MENTIONS | 13 8.4% | 17 11.3% | 29 19.1% | 30 19.7% |
| Samsung | 0 | 1 | 0 | 2 |
| Other Brands and/or Carriers | 12 | 16 | 28 | 28 |
| Product Mentions | 1 | 0 | 1 | 0 |
| DON'T KNOW | 11 7.1% | 6 4.0% | 10 6.6% | 6 3.9% |
| QUESTION NOT ASKED | 129 83.8% | 126 83.4% | 111 73.0% | 111 73.0% |
| RESPONDENTS | 154 100.0% | 151 100.0% | 152 100.0% | 152 100.0% |

As shown on TABLE 8, one (1) respondent (0.6%) shown the GALAXY TAB 10.1 tablet and two (2) respondents (1.3%) shown the MOTOROLA XOOM control tablet, who were not counted as mentioning Apple in a previous question, perceived Apple as connected to or affiliated with the maker of the tablet shown. One (1) additional respondent (.7%) shown the GALAXY TAB 7.0 Plus tablet and five (5) additional respondents (3.3%) shown the LG SLATE 8.9 control tablet, who were not counted as mentioning Apple in a previous question, perceived such a connection or affiliation. One respondent shown the GALAXY TAB 7.0 PLUS also mentioned Apple in response to Question 4.

I. Respondents Were Not Likely To Think That Apple Approved or Authorized The Samsung Tablet Computers

To test whether consumers perceive that Samsung obtained approval or authorization from Apple to make the tablet computers shown, respondents were asked whether the tablet shown is made with the approval or authorization of any other company or brand. Those who responded “Yes” were asked which other company or brand. The answers to these two questions reveal that only five (5) additional respondents shown a Samsung tablet computer – 1.6% – thought Apple gave its authorization or approval to make the Samsung tablets. Four (4) additional control respondents – 1.3% – thought Apple gave its authorization or approval to make the control tablets. See Table 9 below. (TABLE 9A contains the tabulated responses to this question. See Appendix D.)

**Table 9
Other Company Or Brand That Approved
Or Authorized Making The Tablet Computers**

| | Test GALAXY TAB 10.1 | Control MOTOROLA XOOM | Test GALAXY TAB 7.0 Plus | Control LG SLATE 8.9 |
|---|----------------------------|-----------------------------|--------------------------------|----------------------------|
| ALL ADDITIONAL APPLE MENTIONS | 3 1.9% | 1 0.7% | 2 1.3% | 3 2.0% |
| ALL APPLE MENTIONS GIVEN IN A PREVIOUS QUESTION | 0 | 1 0.7% | 0 | 0 |
| ALL OTHER MENTIONS | 12 7.8% | 7 4.6% | 18 11.8% | 24 15.8% |
| Samsung | 0 | 0 | 1 | 1 |
| Other Brands and/or Carriers | 12 | 7 | 17 | 23 |
| DON'T KNOW | 8 5.2% | 7 4.6% | 10 6.5% | 8 5.2% |
| QUESTION NOT ASKED | 131 85.1% | 135 89.4% | 122 80.2% | 117 77.0% |
| RESPONDENTS | 154 100.0% | 151 100.0% | 152 100.0% | 152 100.0% |

As seen in TABLE 9, three (3) respondents (1.9%) who were shown the GALAXY TAB 10.1 tablet and one (1) respondent (0.7%) shown the MOTOROLA XOOM control tablet, who had not previously been counted as mentioning Apple, mentioned Apple.

Two (2) additional respondents (1.3%) who were shown the GALAXY TAB 7.0 Plus tablet and three (3) additional respondents (2.0%) shown the LG SLATE 8.9 control tablet, who had not previously been counted as mentioning Apple, mentioned Apple. One respondent shown the MOTOROLA XOOM also mentioned Apple in response to Question 9.

Examining all the above data, without double counting, reveals the following:

- a total of eight (8) respondents or **5.2%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the GALAXY TAB 10.1 tablet computer.

By contrast:

- a total of seven (7) respondents or **4.6%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the MOTOROLA XOOM control tablet computer.

- Adjusting for noise results in a net figure of only **.6%**.

Furthermore:

- A total of eight (8) respondents or **5.3%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer of, and/or approved or authorized the manufacture of the GALAXY TAB 7.0 PLUS tablet computer.

By contrast:

- a total of nineteen (19) respondents or **13%** mistakenly believed that Apple made or was related to the manufacturer of, was connected to or affiliated with the manufacturer

of, and/or approved or authorized the manufacture of the LG SLATE 8.9 tablet computer.

- Adjusting for survey noise results in a negative figure of 7.7%, which is evidence that there was no confusion.

J. Few Respondents Identified Apple In Response To Any Questions Because Of The Appearance Of The Tablet Computers

TABLE 10 summarizes the verbatim responses for those few respondents who mentioned Apple for any of the test tablets or control tablets. The verbatim responses themselves are gathered in TABLE 10A. (See Appendix D.) The verbatim responses for all other respondents are attached as Appendix E.

**Table 10
Summary Of Verbatim Explanations
For Identifying Apple**

| | Test GALAXY TAB 10.1 | Control MOTOROLA XOOM | Test GALAXY TAB 7.0 Plus | Control LG SLATE 8.9 |
|----------------------------------|----------------------|-----------------------|--------------------------|----------------------|
| APPLE MENTIONS CLASSIFICATION | | | | |
| Appearance-Related Reasons | 5 | 0 | 2 | 6 |
| Maybe Appearance-Related Reasons | 1 | 2 | 2 | 6 |
| Total | 6 | 2 | 4 | 12 |
| | 3.9% | 1.3% | 2.6% | 7.9% |
| Other Reasons for APPLE Mentions | 2 | 5 | 4 | 7 |
| | 1.3% | 3.3% | 2.6% | 4.6% |
| ALL OTHER RESPONSES | 146 | 144 | 144 | 133 |
| | 94.8% | 95.4% | 94.7% | 87.5% |
| RESPONDENTS | 154 | 151 | 152 | 152 |
| | 100.0% | 100.0% | 100.0% | 100.0% |

Respondents were not likely to identify Apple in response to any question concerning the Samsung tablet computers because of their appearance. Including those respondents who gave ambiguous verbatim responses that may or may not reflect that

they identified Apple for appearance-related reasons, no more than six (6) respondents, 3.9%, gave appearance-related reasons for identifying the GALAXY TAB 10.1 tablet computer with Apple. No more than four (4) respondents, 2.6%, identified Apple in connection with the GALAXY TAB 7.0 Plus tablet computer for appearance related reasons. Based on these *de minimis* proportions, an adjustment for survey noise does not have to be considered, but doing so yields a net rate of 2.6% for the GALAXY Tab 10.1 (subtracting out the 1.3% (2 respondents) rate for the MOTOROLA XOOM) and no evidence of confusion for the GALAXY TAB 7.0 Plus because adjusting for noise results in a negative figure of 5.3% (subtracting out the 7.9% (12 respondents) rate for the LG SLATE 8.9).

V. CONCLUSION

Based on my education, experience and the result of this rigorous test-control, double-blind study, it is my opinion that the Samsung's GALAXY S 4G, INFUSE 4G, GALAXY S SHOWCASE, and GALAXY PREVAIL phones and Samsung's GALAXY TAB 10.1 and GALAXY TAB 7.0 Plus tablet computers are not likely to cause confusion with Apple.

Relevant consumers are not likely to mistakenly believe that these products are made by Apple, or put out by or with the approval or authorization of Apple or that the maker of these products is connected to or affiliated with Apple.

The *de minimis* levels of confusion shown by this rigorous survey are abridged even further upon examination of respondents' reasons for any stated confusion. Even before the requisite adjustment for "noise," less than four percent (4%) of respondents experienced confusion due to the appearance or trade dress of any of the Samsung phones or tablets tested. When the control data is considered, the resulting appearance-related confusion ranges from 0% to 1.3%, demonstrating that trade-dress confusion among relevant purchasers is exceedingly unlikely.

I reserve the right to supplement or amend this Report based on any facts, documents, or information that may come to my attention after the date of this Report. Specifically, I am informed that Apple has accused additional Samsung phones, and I reserve the right to conduct supplemental surveys and present those results in a supplemental report, if necessary. As part of my trial testimony, I may prepare and rely on demonstrative aids—such as charts, tables, and graphs—as I deem necessary and advisable to assist the trier of fact.


George Mantis

APPENDIX A
STUDY INSTRUMENTS

THE MANTIS GROUP

Study No 492

QU NO _____

CONSUMER STUDY SCREENER

INTERVIEWER'S SIGNATURE: _____ DATE: _____

Print Name: _____

TIME BEGAN: _____ AM/PM

TIME ENDED: _____ AM/PM

RECORD MALL NAME: _____

(RECORD GENDER) Male..... 1 Female..... 2

Hello, my name is ___ from ___, an independent marketing research firm. We are not a sales organization. We are conducting a very brief study and would like to include your opinions.

NOTE: RECORD ALL TERMINATIONS WHICH OCCUR IN THE APPROPRIATE BOX. RECORD ONLY ONE TERMINATION PER CONTACT. RE-USE SCREENER UNTIL YOU REACH A QUALIFIED RESPONDENT.

| | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Know Respondent/Language-Hearing Problem | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |

S1. (HAND RESPONDENT AGE CARD.) Into which of the groups shown on this card does your age fall? (TAKE BACK AGE CARD)

A. Under 18 years.... **(TERMINATE)**

B. 18 to 29 years 1

C. 30 to 44 years 2

D. 45 or older..... 3

Refused..... **(TERMINATE)**

| | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| S1 TERMINATE: Under 18/Refused Age/Age Quota Filled | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |

S2. In the past six months, have you purchased or shopped for a SMART PHONE, that is, a cell phone that has computer features such as email capability and access to the Internet.

Yes..... 1 No..... 2 Don't know.. 3

S3. In the next six months, are you likely to purchase or shop for a SMART PHONE?

Yes..... 1 No..... 2 Don't know.. 3

**(IF "YES" TO S2 and/or S3, RESPONDENT QUALIFIES FOR QUESTIONNAIRE
VERSIONS 1, 2, 3, 4, 5 or 6)**

S4. In the past six months, have you purchased or shopped for a TABLET COMPUTER, that is, a portable computer with a touch screen panel whose size usually falls between a smart phone and a laptop computer.

Yes..... 1 No..... 2 Don't know.. 3

S5. In the next six months, are you likely to purchase or shop for a TABLET COMPUTER?

Yes..... 1 No..... 2 Don't know.. 3

**(IF "YES" TO S4 and/or S5, RESPONDENT QUALIFIES FOR QUESTIONNAIRE
VERSIONS 7, 8, 9 or 10)**

S6. Do you or does any member of your household work for any of the following types of companies? (READ)

No Yes

An advertising agency, sales promotion firm, public relations firm or marketing research organization? 1 2 **(TERMINATE)**

A manufacturer or distributor of cell phones or computers? 1 2 **(TERMINATE)**

A retail store or any other establishment that sells cell phones or computers? 1 2 **(TERMINATE)**

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|---------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| S6. TERMINATE | Employment Conflict | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
|---------------|---------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

S7. In the past 90 days, have you participated in a marketing research survey other than a political poll?

Yes..... 1 **(TERMINATE)** No..... 2

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|--------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| S7. TERMINATE | Past Study Participation | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
|---------------|--------------------------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

S8. Do you normally wear eye glasses or contact lenses when you shop?

Yes.....1 (ASK QUESTION 9) No.....2 (SKIP TO INVITATION)

S9. Do you have your eye glasses with you or are you wearing your contact lenses now?

Yes..... 1

No..... 2 **(TERMINATE)**

Refused X **(TERMINATE)**

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|--|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| S9. TERMINATE | No Glasses/Contact Lenses/Refused answer | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
|---------------|--|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

INVITATION -- We would like to ask the remainder of our questions in our offices, right here in the mall. This will take only about five minutes. Would you come with me please

QUESTIONNAIRE

IF RESPONDENT SAID HE/SHE WEARS GLASSES/CONTACT LENSES

Also, if you usually wear glasses or contact lenses, please put them on now.

IF RESPONDENT DOES NOT HAVE HIS/HER GLASSES/CONTACT LENSES, THANK AND TERMINATE

INTRODUCTION: In a moment I'm going to ask you some questions about a smart phone. There are two types of companies involved with smart phones. The first is the company that makes the phone itself. The second is the company that provides wireless communications services for the phone. When answering my questions, I would like you to focus only on the company that makes the phone itself and not the provider of wireless communication services.

And, for each of my questions, if you don't know or don't have an answer, please don't guess. Just tell me you don't know or don't have an answer and we'll go on to the next question.

(PLACE PRODUCT 1 ON A TABLE IN FRONT OF THE RESPONDENT)

(READ VERBATIM) I have placed before you a smart phone which I have turned on. Please look at this phone as you would if you were purchasing it. You may pick it up and examine it if you wish. Take as long as you like and let me know when you are done.

(LEAVE PHONE TURNED ON IN FRONT OF RESPONDENT)

- 1. What is the brand name of this phone or the name of the company you think makes this phone, or don't you know? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

(IF RESPONDENT SAYS "DON'T KNOW" OR "NONE", RECORD IN FIRST LINE ABOVE AND SKIP TO QUESTION 3)

- 2a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

2b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

3. Do you think that the company that makes this phone makes any other brands, or don't you know?

- Yes..... 1 (CONTINUE)
- No..... 2 (SKIP TO QUESTION 8)
- Don't know..... 3 (SKIP TO QUESTION 8)

4. What other brands do you think are made by that company? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

- a. First Response: _____
- b. Second Response: _____
- c. Third Response: _____

(IF RESPONDENT SAYS "DON'T KNOW" OR "NONE", RECORD IN FIRST LINE ABOVE AND SKIP TO QUESTION 8)

5a. What makes you say that the company that makes this phone also makes (READ AND RECORD FIRST Response _____)? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

5b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

6a. What makes you say that the company that makes this phone also makes (READ AND RECORD SECOND Response _____)? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

6b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

7a. What makes you say that the company that makes this phone also makes (READ AND RECORD THIRD Response _____)? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

7b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

8. Do you think that the company that makes this phone is or is not connected to or affiliated with any other company or brand, other than a provider of wireless communication services, or don't you know?

- Yes/Is..... 1 (CONTINUE)
- No/Is Not..... 2 (SKIP TO QUESTION 11)
- Don't Know..... 3 (SKIP TO QUESTION 11)

9. With which other company or brand? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

(IF DON'T KNOW, SKIP TO QUESTION 11)

10a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

10b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

11. Do you think that this phone is or is not made with the approval or authorization of any other company or brand, other than a provider of wireless communication services, or don't you know?

- | | | |
|-----------------|---|---------------|
| Yes/Is..... | 1 | (CONTINUE) |
| No/Is Not..... | 2 | (SKIP TO END) |
| Don't Know..... | 3 | (SKIP TO END) |

12. With which other company or brand? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY.)

(IF DON'T KNOW, SKIP TO END)

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the phone depicted below was shown to the respondent.



INTERVIEWER'S SIGNATURE _____

Print Name _____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE _____

Print Name _____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the phone depicted below was shown to the respondent.



INTERVIEWER'S SIGNATURE _____

Print Name _____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE _____

Print Name _____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the phone depicted below was shown to the respondent.



INTERVIEWER'S SIGNATURE _____

Print Name _____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE _____

Print Name _____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the phone depicted below was shown to the respondent.



INTERVIEWER'S SIGNATURE _____

Print Name _____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE _____

Print Name _____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the phone depicted below was shown to the respondent.



INTERVIEWER'S SIGNATURE_____

Print Name_____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE_____

Print Name_____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the phone depicted below was shown to the respondent.



INTERVIEWER'S SIGNATURE_____

Print Name_____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE_____

Print Name_____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the tablet computer depicted below, was shown to the respondent.



INTERVIEWER'S SIGNATURE _____

Print Name _____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE _____

Print Name _____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the tablet computer depicted below, was shown to the respondent.



INTERVIEWER'S SIGNATURE _____

Print Name _____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE _____

Print Name _____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the tablet computer depicted below, was shown to the respondent.



INTERVIEWER'S SIGNATURE _____

Print Name _____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE _____

Print Name _____

13a. What makes you say that? (RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

13b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. CLARIFY BY ASKING: "What do you mean by that?" ASK ONLY ONCE. RECORD VERBATIM)

I hereby state that the information contained on the screener and questionnaire is an accurate record of this respondent's comments as they were given to me. Further I confirm that the tablet computer depicted below, was shown to the respondent.



INTERVIEWER'S SIGNATURE_____

Print Name_____

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE_____

Print Name_____

Thank you very much. Now, I need to record your complete name and telephone number to verify my interview. We must prove that our research is valid.

NAME OF RESPONDENT _____

TELEPHONE NUMBER(____)_____.

And may I ask you to sign this sheet to indicate that you participated in the interview?

RESPONDENT'S SIGNATURE _____

INTERVIEWER INSTRUCTIONS

OVERVIEW

The purpose of this study is to learn about individuals' reactions to a product.

It is imperative that you closely follow these instructions as well as those on the Screener/Questionnaire. Each question must be asked verbatim without any variation whatsoever. Additionally, each answer to all open-ended questions must be recorded verbatim in a Respondent's own words. Should you deviate from these instructions, your work will be unacceptable and invalid.

RESPONDENT QUALIFICATIONS

Individuals 18 years of age or older who within the past 6 months have purchased or within the next 6 months are likely to purchase a SMART PHONE (Questionnaire Versions 1, 2, 3, 4, 5, and 6) a TABLET COMPUTER (Questionnaire Versions 7 ,8 ,9 and 10). Other criteria are shown at Screener Questions S6-S9.

QUOTAS

Your quota will be assigned to you by your supervisor.

MATERIALS

- | | |
|-----------------------------|--------------|
| 1. Interviewer Instructions | 4. Products |
| 2. Screener | 5. Age Card. |
| 3. Questionnaires | |

INTERVIEWING GUIDELINES

1. Read all questions verbatim and record answers verbatim to open-ended questions. No paraphrasing is allowed. Be sure you record every word to a response exactly as it is spoken.
2. On any question a Respondent seems unsure of, simply repeat the question exactly as written, without helping or prompting in any way. Repeat a question no more than two (2) times after you initially asked the question. Use (RQ) in the response space to show us that you repeated the question.
3. Your manner must be entirely neutral. Most people will let you know when they are through answering a question and when you can move on to the next question. Do not rush Respondents.
4. Please ask Respondents to spell any names or words given which are not exactly clear to you. Do not guess or assume the correct spelling of any word.
5. Do not talk to or distract a Respondent in any way while he/she is thinking about or considering a response to a question.
6. Never go back and repeat or re-ask a previous question once you have asked a later question. This holds true even if a respondent requests that you do so.

You may use pencil when completing the screener.

If the respondent has a language/hearing problem, terminate.

QUESTIONNAIRE

Read the INTRODUCTION verbatim.

(PLACE DESIGNATED PRODUCT ON A TABLE IN FRONT OF THE RESPONDENT)

Read verbatim instruction PRECEDING Question 1.

(Allow Respondent to Handle Product if He/She Wishes)

(THE PHONE/TABLET COMPUTER MUST BE TURNED ON AS PER THE ADDITIONAL ATTACHED INSTRUCTIONS)

1. Ask Question 1 verbatim and record Respondent's answer verbatim. If Respondent says "don't know" or "none," skip to Question 3.
2. Questions 2a and 2b and the clarification question for each, are asked of Respondents who give a response other than "don't know" or "none" to Question 1. Ask these questions verbatim and record responses verbatim. Write in parentheses (W/M) before recording the response to "What do you mean by that?" to indicate that you asked this clarification question.
3. Question 3 is asked of **all** Respondents. Ask Question 3 verbatim and circle response given.
4. Question 4 is asked of only those respondents that said "Yes" to Question 3. Record on the separate lines provided the name of each response given. If Respondent says "don't know" or "none," record this response on the line for first response and skip to Question 8.
5. Question 5a is asked of Respondents that give a response other than "don't know" or "none" to Question 4. Question 5a is asked of the first response you have recorded in Question 4. When asking Question 5a, you must read and record the first response given in Question 4. After asking Question 5a, and the clarification question verbatim, you must record a Respondent's answer verbatim as instructed. After the Respondent has given his/her response ask Question 5b, and the clarification question, and record Respondent's answer verbatim as instructed. Write in parentheses (W/M) before recording the response to "What do you mean by that?" to indicate that you asked this clarification question.

If a second or third response is given in Question 4, continue the above procedure with Question 6a-7b
6. Question 8 is asked of **all** respondents. Ask Question 8 verbatim and circle answer given.
7. Question 9 is asked of Respondents who said "Yes" to Question 8. Ask Question 9 verbatim and record answer verbatim. If Respondent says "don't know/none," record this response and skip to Question 11.

- 8. Questions 10a and 10b, and the clarification question for each, are asked of Respondents who gave a company or brand response to Question 9. Ask these questions verbatim and record responses verbatim. Write in parentheses (W/M) before recording the response to "What do you mean by that?" to indicate that you asked this clarification question.
- 9. Question 11 is asked of **all** respondents. Ask Question 11 verbatim and circle answer given.
- 10. Question 12 is asked of Respondents who said "Yes" to Question 11. Ask Question 12 verbatim and record answer verbatim. If Respondent says "don't know/none", record this response and skip to END.
- 11. Questions 13a and 13b, and the clarification question for each, are asked of Respondents who gave a company or brand response to Question 12. Ask these questions verbatim and record responses verbatim. Write in parentheses (W/M) before recording the response to "What do you mean by that?" to indicate that you asked this clarification question.
- 12. Sign and print your name below the photo attesting, as a fact, that the information contained on the screener and questionnaire is accurate and the product shown to the respondent was the one shown in the photograph.

13. **RESPONDENT INFORMATION**

Even though the interview will count toward quota if the respondent refused to provide identifying information and/or to sign the interview, EVERY EFFORT must be made to have the respondent provide this information and sign the questionnaire.

After completing the interview, you MUST sign the Screener and the Questionnaire.

OTHER REQUIREMENTS

No erasures are permitted on the Questionnaire. If you must make a correction, line out the incorrect information and initial it.

You will not be permitted to use the traditional #2 black lead pencil in recording responses to the Questionnaire questions. Instead, we require that you use black ink medium point pens.

Thank you in advance for your attention to detail and quality on this study.

I hereby state that I have read these instructions and those contained on the Questionnaire and the Screener.

NAME _____
(Please Print)

SIGNATURE _____

DATE _____

PRODUCT 1
GALAXY S 4G



TURN PHONE ON--Right side button.
Swipe Glass to Right to Unlock Phone
Hit Home icon (arrow on bottom) then Hit APPLICATIONS icon
Scroll right or left until you see this image.
(The number 2 should be shown in the circle above)

PRODUCT 2
INFUSE 4G



TURN PHONE ON--Right side button.
Swipe Glass to Right to Unlock Phone
Hit Home icon then Hit APPLICATIONS icon
Scroll right or left until you see this image.

PRODUCT 3
GALAXY S SHOWCASE



TURN PHONE ON--Right side button.
Swipe Glass to Right to Unlock Phone
Hit APPLICATIONS icon
Scroll right or left until you see this image.
(The number 1 should be shown in the circle above)

PRODUCT 4
GALAXY PREVAIL



TURN PHONE ON—Button on top.
Swipe Glass to Right to Unlock Phone
Hit Home icon —(arrow pointing up on bottom) if needed
Hit center icon on bottom shown as dots.

PRODUCT 5
LG OPTIMUS 2X



TURN PHONE ON—Button on top.
Swipe Glass to Right to Unlock Phone
Hit Home icon —(arrow pointing up on bottom) if needed
Hit center icon on bottom shown as dots.

PRODUCT 6
MOTOROLA ATRIX



TURN PHONE ON—Button on top.
Swipe Glass to Right to Unlock Phone
Hit Home icon —(arrow pointing up on bottom) if needed
Hit circle on bottom.

PRODUCT 7
GALAXY TAB 10.1



TURN TABLET ON—First button on top
Swipe Glass to Right to Unlock Phone
Hit Apps icon on top right.

PRODUCT 8
MOTOROLA XOOM



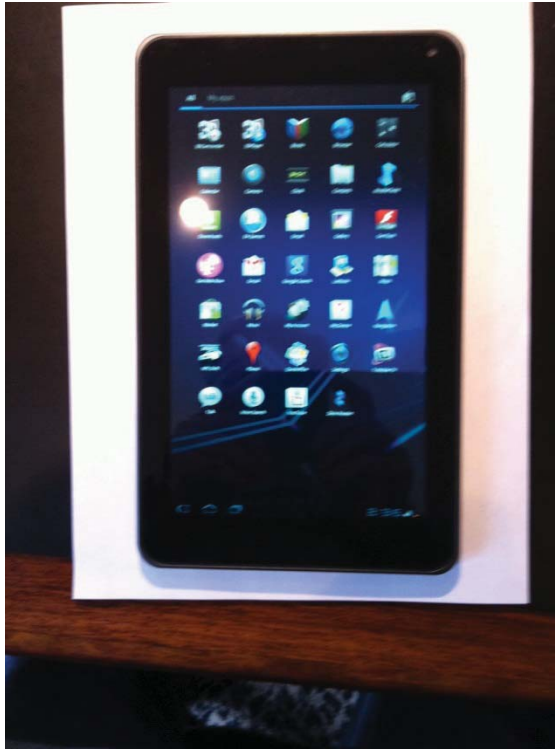
TURN TABLET ON—Button on left side of back.
Swipe Glass to Right or Left to Unlock Phone
Hit Apps icon on top right.

PRODUCT 9
GALAXY TAB 7.0 Plus



TURN TABLET ON—First button on right
Swipe Glass to Right to Unlock Phone
Hit Apps icon on top right.
(The number 1 should appear in the circle)

PRODUCT 10
LG SLATE 8.9



TURN TABLET ON—Button right side top
Swipe Glass to Right or Left to Unlock Phone
Hit Apps icon on top right.

RESPONDENT DEMOGRAPHICS

| | <u>TEST PHONES</u> | | | | <u>CONTROLS</u> | |
|---|--------------------|---------------|----------------------|-------------------|---------------------|-------------------|
| | GALAXY S 4G | INFUSE 4G | GALAXY S SHOWCASE | GALAXY PREVAIL | LG OPTIMUS 2X | MOTOROLA ATRIX |
| GENDER | | | | | | |
| Male | 79 51.6 | 81 53.3 | 81 52.9 | 81 52.9 | 55 51.4 | 54 50.5 |
| Female | 74 48.4 | 72 46.7 | 72 47.1 | 72 47.1 | 52 48.6 | 53 49.5 |
| AGE | | | | | | |
| 18 to 29 years | 55 35.9 | 54 35.5 | 54 35.3 | 54 35.3 | 37 34.6 | 38 35.5 |
| 30 to 44 years | 53 34.6 | 53 34.9 | 54 35.3 | 53 34.6 | 35 32.7 | 33 30.8 |
| 45 or older | 45 29.4 | 46 29.6 | 45 29.4 | 46 30.1 | 35 32.7 | 36 33.6 |
| Have Purchased or Shopped for a Smart Phone in Past Six Months | 102 66.7 | 117 76.3 | 115 75.2 | 111 72.5 | 74 69.2 | 77 72.0 |
| Likely to Purchase or Shop For a Smart Phone in the Next Six Months | 103 67.3 | 103 67.8 | 108 79.6 | 102 66.7 | 71 66.4 | 75 70.1 |
| RESPONDENTS | 153 100.0% | 152 100.0% | 153 100.0% | 153 100.0% | 107 100.0% | 107 100.0% |

RESPONDENT DEMOGRAPHICS

| | Test GALLAXY TAB 10.1 | Control MOTOROLA XOOM | Test GALLAXY TAB 7.0 Plus | Control LG SLATE 8.9 |
|---|-----------------------------|-----------------------------|---------------------------------|----------------------------|
| GENDER | | | | |
| Male | 80 51.9 | 79 52.3 | 80 52.6 | 81 53.4 |
| Female | 74 48.1 | 72 47.7 | 72 47.3 | 71 46.7 |
| AGE | | | | |
| 18 to 29 years | 55 35.7 | 55 36.4 | 54 35.5 | 54 35.5 |
| 30 to 44 years | 56 36.4 | 53 35.1 | 54 35.5 | 54 35.5 |
| 45 or older | 43 29.7 | 43 28.5 | 44 28.9 | 44 28.9 |
| Have Purchased or Shopped for a Computer Tablet in Past Six Months | 89 57.8 | 89 58.9 | 97 63.8 | 92 60.5 |
| Likely to Purchase or Shop for a Computer Tablet in the Next Six Months | 122 79.2 | 125 82.8 | 111 73.0 | 110 72.4 |
| RESPONDENTS | 154 100.0% | 151 100.0% | 152 100.0% | 152 100.0% |

INTERVIEWING LOCATIONS

| | <u>TEST PHONES</u> | | | | <u>CONTROLS</u> | |
|-------------------|--------------------|---------------|----------------------|-------------------|-----------------|-------------------|
| | GALAXY S 4G | INFUSE 4G | GALAXY S SHOWCASE | GALAXY PREVAIL | LG OPTIMUS | MOTOROLA ATRIX |
| EAST | 34 22.2 | 33 21.7 | 34 22.2 | 34 22.2 | 23 21.5 | 18 16.8 |
| West Nyack, NY | 17 | 17 | -- | -- | 5 | 6 |
| Milford, CT | -- | -- | 22 | 17 | 6 | 6 |
| Cheektowaga, NY | -- | -- | 12 | 17 | 6 | 6 |
| Bensalem, PA | 17 | 16 | -- | -- | 6 | -- |
| MIDWEST | 34 22.2 | 34 22.2 | 33 21.6 | 34 22.2 | 25 23.4 | 30 28.0 |
| Akron, OH | 17 | 17 | -- | -- | 7 | 12 |
| Chicago Ridge, IL | -- | -- | 17 | 17 | 6 | 6 |
| Chanhassen, MN | 17 | 17 | -- | -- | 6 | 6 |
| Indianapolis, IN | -- | -- | 16 | 17 | 6 | 6 |
| SOUTH | 51 33.3 | 51 33.6 | 52 34.0 | 51 33.3 | 35 32.7 | 36 33.6 |
| Sebring, FL | 17 | 17 | -- | -- | 6 | 12 |
| Dallas, TX | 17 | 17 | -- | -- | 6 | -- |
| Atlanta, GA | -- | -- | 17 | 17 | 6 | 6 |
| Baltimore, MD | 17 | 17 | -- | -- | 6 | 6 |
| Knoxville, TN | -- | -- | 17 | 18 | 6 | 12 |
| Asheville, NC | -- | -- | 18 | 16 | 6 | -- |
| WEST | 34 20.3 | 34 22.4 | 34 22.2 | 34 22.2 | 24 22.4 | 23 21.5 |
| Lakewood, CO | 17 | 17 | -- | -- | 6 | 6 |
| San Francisco, CA | 17 | 17 | -- | -- | 6 | 6 |
| Springfield, OR | -- | -- | 17 | 17 | 6 | 6 |
| Silverdale, WA | -- | -- | 17 | 17 | 6 | 5 |
| RESPONDENTS | 153 100.0% | 152 100.0% | 153 100.0% | 153 100.0% | 107 100.0% | 107 100.0% |

INTERVIEWING LOCATIONS

| | Test GALLAXY TAB 10.1 | Control MOTOROLA XOOM | Test GALAXY TAB 7.o Plus | Control LG SLATE 8.9 |
|-------------------|-----------------------------|-----------------------------|--------------------------------|----------------------------|
| EAST | 35 22.7 | 34 22.5 | 33 21.7 | 34 22.4 |
| West Nyack, NY | 18 | 17 | -- | -- |
| Milford, CT | -- | -- | 17 | 17 |
| Cheektowaga, NY | -- | -- | 16 | 17 |
| Bensalem, PA | 17 | 17 | -- | -- |
| MIDWEST | 34 22.1 | 30 19.9 | 34 22.4 | 34 22.4 |
| Akron, OH | 17 | 13 | -- | -- |
| Chicago Ridge, IL | -- | -- | 17 | 17 |
| Chanhassen, MN | 17 | 17 | -- | -- |
| Indianapolis, IN | -- | -- | 17 | 17 |
| SOUTH | 51 33.1 | 53 35.1 | 51 33.6 | 51 33.6 |
| Sebring, FL | 17 | 17 | -- | -- |
| Dallas, TX | 17 | 19 | -- | -- |
| Atlanta, GA | -- | -- | 17 | 17 |
| Baltimore, MD | 17 | 17 | -- | -- |
| Knoxville, TN | -- | -- | 17 | 16 |
| Ashville, NC | -- | -- | 17 | 18 |
| WEST | 34 22.1 | 34 22.5 | 34 22.4 | 33 21.7 |
| Lakewood, CO | 17 | 17 | -- | -- |
| San Francisco, CA | 17 | 17 | -- | -- |
| Springfield, OR | -- | -- | 17 | 17 |
| Silverdale, WA | -- | -- | 17 | 16 |
| RESPONDENTS | 154 100.0% | 151 100.0% | 152 100.0% | 152 100.0% |

VALIDATION QUESTIONNAIRE

Good morning (afternoon, evening). I'm (INTERVIEWER) from (COMPANY). We have been asked to verify that you recently participated in a marketing research study.

1. Did you recently participate in a survey at a shopping mall about a smart phone or a tablet computer?

Yes..... (RECORD VALIDATED).
(Thank Respondent)

No..... (ASK QUESTION 2)

Don't recall..... (ASK QUESTION 2)

2. The people who participated in the study were shown either a smart phone or a tablet computer and asked what company makes or puts out that product. Do you recall that interview?

Yes..... (RECORD VALIDATED).
(Thank Respondent)

No..... (RECORD "No")
(Thank Respondent)

Don't know..... (RECORD "Don't Know")
(Thank Respondent)

THANK YOU VERY MUCH FOR YOUR ASSISTANCE.

Error! Objects cannot be created from editing field codes.

THE MANTIS GROUP, INC.

Formed in 1985, The Mantis Group, Inc., is a marketing research and consulting firm. The Mantis Group designs, executes and reports on surveys conducted for a wide variety of consumer and industrial product and service firms.

Mr. Mantis has over forty years of experience in marketing research design, execution and interpretation. Mr. Mantis began his career at Continental Illinois National Bank as a Marketing Officer responsible for meeting the Bank's corporate and fiduciary marketing information needs. Mr. Mantis also served as a Vice President of Market Facts, Inc. as the Manager of the firm's Financial and Legal Services Group.

Mr. Mantis received a Bachelor of Science in Economics from Carroll College, a Master of Business Administration from Indiana University, and a Juris Doctor from Illinois Institute of Technology – Chicago-Kent College of Law, and is a member of the Illinois Bar.

The Mantis Group, Inc. has conducted surveys designed to address a variety of business issues and has provided survey research for judicial and regulatory proceedings.

CASES IN WHICH MR. MANTIS HAS TESTIFIED AS AN
EXPERT WITNESS IN THE PAST FOUR YEARS

- 2008 ANHEUSER-BUSCH, INCORPORATED v. VIP PRODUCTS, LLC, Case 4:08-cv-00358 (United States District Court, Eastern District of Missouri, Eastern Division)
- 2009 ROBERT L. GOLDMAN and CELS ENTERPRISES, INC. vs. L.C. LICENSING and LIZ CLAIBORNE, INC., Case No. CV-7-07619 (DSF) (United States District Court, Central District of California, Western Division)
- 2009 WALGREEN CO., vs. WYETH, No. 08-CV-5694 (United States District Court, Northern District of Illinois, Eastern Division)
- 2009 THE HERSHEY COMPANY and HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION v. PROMOTION IN MOTION, INC., 07-CV-1601 (SDW) (MCA) (United States District Court for the District of New Jersey)
- 2010 NUTRO PRODUCTS, INC. v. SERGEANT'S PET CARE PRODUCTS, INC., Civil Action No. 3:09-cv-719 (United States District Court, Middle District of Tennessee, Nashville Division)
- 2010 UNITED STATES POLO ASSOCIATION, INC. and USPA PROPERTIES, INC. against PRL USA HOLDINGS, INC. and L'OREAL USA, INC., Civil Action No. 09-9476 (RWS) (United States District Court, Southern District of New York)
- 2011 AMERICAN EXPRESS MARKETING AND DEVELOPMENT CORP. and AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC. v. BLACK CARD LLC, 10 Civ. 1605 (DLC) (United States District Court, Southern District of New York)
- 2012 Frito-Lay North America, Inc., Opposer v. Princeton Vanguard, L.L.C., Opposition No 91195552, Cancellation No.92053001 (United States Patent and Trademark Office Before The Trademark Trial and Appeal Board)

COMPENSATION

Total billing for questionnaire design, data collection by the interviewing agency, analysis, and reporting of results will be \$132,000. An additional rate of \$650 hour, plus expenses, will be billed for deposition and trial testimony.

APPENDIX E

VERBATIM RESPONSES TO TABLET COMPUTER QUESTIONNAIRES

PRODUCT 7 GALAXY TAB 10.1

1201

- 1 Samsung.
- 2a Because it's on the bottom. (w/m) Well it's like a TV screen, it's got the brand name in full caps.
- 2b It's a familiar brand. (w/m) I think it's a common brand.
- 3 Yes.
- 4a TVs.
- 4b Video cameras.
- 5a (TVs) Because I have seen them in the stores in the past. (w/m) I've seen them I Target and Wal-Mart.
- 5b No.
- 6a (Video cameras) It seems like a brand that has been around for a long time and they make electronics. (w/m) I have a TV with the name brand.
- 6b No.
- 8 Don't know.
- 11 Don't know.

1202

- 1 Samsung.
- 2a It's on the tablet. (w/m) I see it.
- 2b No.
- 3 Yes.
- 4 I don't know.
- 8 Yes.
- 9 Google and Android.
- 10a They are the operating system of the brand. (w/m) It is an Android Google system.
- 10b No.
- 11 Don't know.

1203

- 1 Samsung.
- 2a It says Samsung. (w/m) It says Samsung on the front.
- 2b No.
- 3 Yes.
- 4 Not exactly sure.
- 8 Yes.
- 9 Not exactly sure.
- 11 No.

- 1204
- 1 Samsung.
 - 2a It says Samsung on it. (w/m) It's got a Samsung logo on it.
 - 2b Nope. I don't think so.
 - 3 Yes.
 - 4 I'm not sure.
 - 8 No.
 - 11 Yes.
 - 12 Google, You Tube, other companies seem to be synced with it.
 - 13a They all have apps on it. (w/m) They all have different apps.
 - 13b no.
- 1205
- 1 Samsung.
 - 2a It's on the tablet. (w/m) It's on the tablet.
 - 2b No.
 - 3 No.
 - 8 Don't know.
 - 11 Yes.
 - 12 I don't know. Probably its parent company. I have no idea.
 - 13a If they have a parent company they probably need authorization. (w/m) the parent company controls their company so they need their approval.
 - 13b No.
- 1206
- 1 Samsung.
 - 2a It says it on the table. (w/m) It says it on the front and on the back.
 - 2b No.
 - 3 No.
 - 8 No.
 - 11 No.
- 1207
- 1 Samsung, right?
 - 2a The writing were underneath the display. (w/m) It says Samsung.
 - 2b Samsung usually make nice products and this looks pretty nice. (w/m) Seems like a good tablet.
 - 3 Don't know.
 - 8 No.
 - 11 No.
- 1208
- 1 Samsung.
 - 2a It says Samsung on the tablet. (w/m) It says Samsung on it.
 - 2b No.
 - 3 Yes.
 - 4 Phones.
 - 5a When I was shopping for phones, I saw a Samsung phone. (w/m) I just saw it.
 - 5b No.
 - 8 No.
 - 11 Don't know.

- 1210
- 1 Samsung.
 - 2a I see it right here. (w/m) It's on the tablet.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1211
- 1 It looks like T-Mobile.
 - 2a The apps look like the type I have on my phone. (w/m) Just the way the layout is and the pictures.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1212
- 1 I have no idea.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1213
- 1 Samsung.
 - 2a Because it's right there. (w/m) It's posted on the front.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1214
- 1 Samsung.
 - 2a Because it says Samsung on the bottom. (w/m) It is written on the bottom of the computer.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 I don't know.
 - 11 Don't know.
- 1215
- 1 I don't know, Samsung?
 - 2a Because it says Samsung. (w/m) Just that it says Samsung.
 - 2b No.
 - 3 Yes.
 - 4a TVs.
 - 4b Radio.
 - 5a (TVs) I've seen them. (w/m) I have one in my house.
 - 5b No.
 - 6a (Radio) I own a Samsung radio. (w/m) I bought one.
 - 6b That's it.
 - 8 Don't know.
 - 11 Don't know.

- 1216
- 1 Samsung.
 - 2a It's on the table itself. (w/m) the name is printed on the bottom of the tablet.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1217
- 1 Samsung.
 - 2a The name is on it. (w/m) It's on the front of it.
 - 2b No.
 - 3 Yes.
 - 4 I don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1218
- 1 Samsung.
 - 2a Because I can see it clearly market on the front and the back. (w/m) the name brand is clearly represented on the product.
 - 2b It looks like it has Google on the home screen. (w/m) I can click on Google and go right on the web.
 - 3 Don't know.
 - 8 Yes.
 - 9 I think they are in conjunction with Google.
 - 10a Because it says Google on the top left corner. (w/m) Google is clearly places where it can be seen easily to search.
 - 10b Nope.
 - 11 Don't know.
- 1219
- 1 Samsung.
 - 2a It's written on it. (w/m) The brand name is always on a product and this one says Samsung so that is the name of the brand.
 - 2b Nothing else.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1220
- 1 Samsung.
 - 2a It says it on the bottom of the screen. (w/m) It has the logo on eh actual table.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.

- 1221
- 1 Samsung.
 - 2a The name on it. (w/m) It says right there.
 - 2b It looks good quality. (w/m) They make good quality items.
 - 3 Yes.
 - 4 Not sure.
 - 8 Don't know.
 - 11 Don't know.
- 1222
- 1 Samsung something.
 - 2a It says it on the bottom. (w/m) It shows it.
 - 2b the way it's set up. (w/m) the format.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Yes.
 - 12 Don't know.
- 1223
- 1 Samsung.
 - 2a It says Samsung. (w/m) Don't know.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 Don't know.
 - 11 Yes.
 - 12 Don't know.
- 1224
- 1 Samsung.
 - 2a It's on here. (w/m) It's written on the table,
 - 2b That's it.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1225
- 1 Samsung.
 - 2a Because it says it. (w/m) The words are right on the bottom and it's on one of the apps.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Yes.
 - 12 Don't know.
- 1226
- 1 Samsung.
 - 2a Because the name is on the bottom of it. (w/m) The brand name on the tablet is Samsung.
 - 2b No.
 - 3 Yes.
 - 4 Don't know.
 - 8 Don't know.
 - 11 Don't know.

- 1227
- 1 Samsung.
 - 2a It says Samsung on the bottom and the back. (w/m) It is clearly there.
 - 2b Nothing.
 - 3 No.
 - 8 Don't know.
 - 11 Don't know.
- 1228
- 1 Samsung.
 - 2a Because it says it on the table. (w/m) It's right on the tablet.
 - 2b No, nothing else.
 - 3 Don't know.
 - 8 Don't know.
 - 11 No.
- 1229
- 1 Samsung.
 - 2a Because it says Samsung right there. (w/m) It is labeled on the tablet and on the back.
 - 2b No.
 - 3 No.
 - 8 No.
 - 11 No.
- 1230
- 1 Samsung.
 - 2a Because it has it written on the bottom of it. (w/m) It's like stamped into the screen.
 - 2b No.
 - 3 No.
 - 8 No.
 - 11 No.
- 1231
- 1 Samsung.
 - 2a It has the name right there. (w/m) It's on the computer.
 - 2b Nothing.
 - 3 Don't know.
 - 8 No.
 - 11 Yes.
 - 12 Viacom
 - 13a Viacom is a big company that deals with making and distribution electronic products. (w/m) They make electronic parts.
 - 13b That's it.
- 1232
- 1 Samsung.
 - 2a The name is right there on it. (w/m) the name is on the front and back.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.

- 1233
- 1 Samsung.
 - 2a Because it says it on there. (w/m) The brand is on the actual front and back.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 I don't know.
 - 11 Yes.
 - 12 Microsoft.
 - 13a Because they would be the ones that make the applications for this product. (w/m) Just the technology of it would be made by Microsoft.
 - 13b No.
- 1234
- 1 Samsung.
 - 2a It's on the computer. (w/m) It's written on the bottom of the tablet.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 I read about it. I don't remember.
 - 11 Don't know.
- 1235
- 1 I do know Samsung.
 - 2a I can see it. (w/m) It's right there.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1236
- 1 Samsung.
 - 2a Because the name is right there. (w/m) The brand name of the computer is on front.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1237
- 1 Samsung.
 - 2a It says it. (w/m) It's right there on the computer.
 - 2b No.
 - 3 Yes.
 - 4 I don't know.
 - 8 Yes.
 - 9 T-Mobile.
 - 10a I've owned Samsung T-Mobile phones. (w/m) I've known people with them.
 - 10b Maybe something with Windows. (w/m) I've had a media player connected to Samsung.
 - 11 Yes.
 - 12 T-Mobile.
 - 13a Because there would be other issues. (w/m) Legal issues.
 - 13b No.

- 1238
- 1 Samsung.
 - 2a It's written here. (w/m) It's printed on it.
 - 2b No.
 - 3 Don't know.
 - 8 No.
 - 11 No.
- 1239
- 1 Samsung.
 - 2a It is written right on front. (w/m) that's the company that makes phones and computers.
 - 2b No.
 - 3 No.
 - 8 Don't know.
 - 11 Don't know.
- 1240
- 1 Samsung.
 - 2a The brand name is printed at the bottom of the tablet. (w/m) The graphic on the bottom of the screen makes me believe it's made by Samsung.
 - 2b No.
 - 3 Don't know.
 - 8 No.
 - 11 Don't know.
- 1241
- 1 Samsung.
 - 2a It's written on it. (w/m) It's the brand name on it.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1242
- 1 I don't know.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1243
- 1 Samsung.
 - 2a The name on the tablet. (w/m) At the bottom.
 - 2b That's pretty much it.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1244
- 1 Samsung.
 - 2a It's on the top of the table. (w/m) It's a Samsung product.
 - 2b That's why they label it. (w/m) To let people know who the manufacturer is.
 - 3 No.
 - 8 No.
 - 11 No.

- 1245
- 1 Samsung.
 - 2a I can see it right there. (w/m) It's right on the top.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1246
- 1 Samsung.
 - 2a Cause it says it on there. (w/m) It's pretty obvious. Big letters.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1247
- 1 Samsung.
 - 2a Cause it says Samsung. (w/m) I can read for that last century at least. It says Samsung.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1248
- 1 Samsung.
 - 2a Got the name on the bottom. (w/m) Samsung letters on the bottom.
 - 2b No.
 - 3 No.
 - 8 Yes.
 - 9 Not sure.
 - 11 No.
- 1249
- 1 It says Samsung.
 - 2a Well that's the name on the front and the back. (w/m) That gives me an idea about the company that is manufacturing it.
 - 2b No.
 - 3 No.
 - 8 Don't know.
 - 11 Yes.
 - 12 Sony.
 - 13a Most of these companies make other products and Sony is made in Korea just like it says on the back of this table. (w/m) Sony probably makes something like it.
 - 13b No.
- 1250
- 1 Samsung is the company that makes this.
 - 2a Because it says it on the front screen. (w/m) I see it at the bottom.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.

- 1251
- 1 It is Samsung.
 - 2a Because it says it on the bottom m. (w/m) It's the only label on the tablet.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1252
- 1 I don't even know. I think Samsung.
 - 2a It says Samsung so I'm guessing Samsung makes it. (w/m) Being that Samsung is the name on the tablet, that's what anyone would say.
 - 2b No, that's it.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1253
- 1 Samsung.
 - 2a The name is on it. (w/m) It is imprinted with the name.
 - 2b No.
 - 3 Yes.
 - 4 Motorola brand.
 - 5a It looks kind of like the Motorola tablet that I have seen before. (w/m) I find it very similar to the Motorola tablet.
 - 5b No.
 - 8 No.
 - 11 No.
- 1254
- 1 Samsung.
 - 2a It's right here on the side. (w/m) It's printed on the side right here.
 - 2b No, that's it.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1255
- 1 Samsung.
 - 2a Because it's the brand. (w/m) the brand name on the bottom of the computer tablet.
 - 2b Nothing else.
 - 3 Yes.
 - 4 Verizon.
 - 5a Because it's always a Samsung something. (w/m) It's on every model.
 - 5b No.
 - 8 Yes.
 - 9 Best Buy.
 - 10a Because they have all types of technology brands. (w/m) Because I've been in the store before.
 - 10b Nothing else.
 - 11 Don't know.

- 1256
- 1 Samsung.
 - 2a Because there is a logo on the bottom. (w/m) It says Samsung on the bottom middle of the tablet.
 - 2b There is also a Samsung app. (w/m) I see an app for Samsung right on the screen.
 - 3 Don't know.
 - 8 Don't know.
 - 11 No.
- 1258
- 1 I think Samsung.
 - 2a Because I see it written on the front of the tablet. (w/m) Meaning on the bottom center it says Samsung in bold white.
 - 2b Nope, that's it.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1259
- 1 Samsung.
 - 2a I know Samsung is the maker of electronic devices. (w/m) Well I know pretty much all of the providers and Samsung is not one of them.
 - 2b It says Samsung all over it. (w/m) It has Samsung on the bottom of it and on the back.
 - 3 Yes.
 - 4 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1260
- 1 Samsung
 - 2a It's on the back of the tablet. (w/m) It's in grey letter on the back.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1261
- 1 Samsung
 - 2a I saw the name brand Samsung on the back of the computer tablet. (w/m) I saw the name on the tablet.
 - 2b No
 - 3 No
 - 8 Don't Know
 - 11 Don't Know
- 1262
- 1 I don't know.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know

- 1263
- 1 Samsung
 - 2a I notice it says Samsung apps. (w/m) Because the apps on the tablet are similar to the Samsung apps.
 - 2b No
 - 3 Don't Know
 - 8 No
 - 11 Don't Know
- 1264
- 1 Samsung
 - 2a Because I read the name on the back of the tablet. (w/m) It says Samsung on the back of the tablet.
 - 2b No
 - 3 No
 - 8 No
 - 11 No
- 1265
- 1 Samsung
 - 2a Because it says Samsung on the back. (w/m) It said Samsung on the back.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1266
- 1 Samsung
 - 2a Because it says it on the back. (w/m) The name Samsung is on the back.
 - 2b No
 - 3 No
 - 8 Yes
 - 9 T-Mobile
 - 10a Because it's on the tablet. (w/m) I saw the name T-Mobile on the tablet's screen.
 - 10b No
 - 11 No
- 1267
- 1 Samsung
 - 2a I saw the name on the back. (w/m) I saw the brand name on the back of the tablet.
 - 2b No
 - 3 No
 - 8 Don't Know
 - 11 Don't Know
- 1268
- 1 Samsung
 - 2a Because it's the brand name on the back of it. (w/m) I saw Samsung written on the back of the tablet computer.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know

- 1269
- 1 Samsung
 - 2a It's right here. (w/m) Usually that company makes electronics.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1270
- 1 Samsung
 - 2a It's written on there. (w/m) It is on the tablet it says Samsung.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1271
- 1 Samsung
 - 2a I can see the logo right there. (w/m) It's written on the bottom there.
 - 2b No
 - 3 Yes
 - 4 I don't know.
 - 8 Don't Know
 - 11 Yes
 - 12 Their parent company but I'm not sure of the name of that company.
 - 13a They have a parent company I'm sure they have to get approval from them. (w/m)
I don't know what that company's name is.
 - 13b No
- 1272
- 1 Samsung
 - 2a It says right on it. (w/m) It says Samsung on the tablet.
 - 2b No
 - 3 Yes
 - 4a Cell phones
 - 4b TV's
 - 4c Laptops
 - 5a (Cell phones) I have owned a Samsung cell phone before. (w/m) They make a lot
different styles of phones.
 - 5b No
 - 6a (TV's) My mom has one. (w/m) My mom has a flat screen TV by Samsung.
 - 6b No
 - 7a (laptops) My laptop is made by Samsung. (w/m) That is the brand of laptop I have.
 - 7b No
 - 8 Don't Know
 - 11 Don't Know
- 1273
- 1 Samsung
 - 2a It's there in plain sight. (w/m) The front says it.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know

- 1274
- 1 Samsung
 - 2a Right under the screen the front says Samsung. (w/m) That's the name on it.
 - 2b No
 - 3 Don't Know
 - 8 Yes
 - 9 Android
 - 10a Because that's what it uses. (w/m) It's not Microsoft windows it's Android.
 - 10b No
 - 11 Don't Know
- 1275
- 1 Samsung
 - 2a It says Samsung. (w/m) The tablet reads Samsung.
 - 2b No
 - 3 Don't Know
 - 8 Don't know
 - 11 Don't Know
- 1276
- 1 Samsung
 - 2a The name is on the bottom of the system. (w/m) It's on the bottom clear as a bell.
 - 2b No
 - 3 No
 - 8 No
 - 11 No
- 1277
- 1 Samsung
 - 2a The tablet says Samsung. (w/m) I see Samsung on the tablet.
 - 2b No
 - 3 Yes
 - 4a Cell phones
 - 4b CD players
 - 5a (cell phones) I have seen cell phones that say Samsung. (w/m) My friend have a Samsung cell phone.
 - 5b No
 - 6a (CD players) My car CD player is made by Samsung. (w/m) Samsung is the brand of CD player I have in my car.
 - 6b No
 - 8 Don't Know
 - 11 Don't Know
- 1278
- 1 Don't Know
 - 3 Don't Know
 - 8 Don't know
 - 11 Don't Know
- 1279
- 1 Samsung
 - 2a It says Samsung on the bottom of the tablet. (w/m) I see the name on the tablet.
 - 2b No
 - 3 No
 - 8 No
 - 11 No

- 1280
- 1 Samsung
 - 2a That's what it says on the front. (w/m) It says Samsung on it.
 - 2b No
 - 3 Yes
 - 4 I don't know.
 - 8 Yes
 - 9 I don't know.
 - 11 Don't Know
- 1281
- 1 Samsung
 - 2a Because it's written on the bottom of the tablet. (w/m) It's on the bottom and on the back.
 - 2b No
 - 3 No
 - 8 No
 - 11 No
- 1282
- 1 Samsung
 - 2a The name is on the bottom of the tablet. (w/m) Samsung is clearly printed on the bottom of the tablet.
 - 2b No
 - 3 No
 - 8 No
 - 11 No
- 1283
- 1 Samsung
 - 2a Because I recognize a lot of the icons on it. (w/m) I recognize the market on it.
 - 2b No
 - 3 Yes
 - 4a Phones
 - 4b Computers
 - 5a (phones) Because the same market store is on my phone. (w/m) Because my phone is also HTC.
 - 5b No
 - 6a (computers) It's a tablet computer and they have to branch out from somewhere. (w/m) Everything has a starting point.
 - 6b No
 - 8 Yes
 - 9 I think it's connected to HTC and Android.
 - 10a They have the Android logo which is carried by Verizon and Sprint which carry HTC logo and tablets. (w/m) I have Sprint and that's what it was.
 - 10b No
 - 11 Yes
 - 12 I think its approval is by Android.
 - 13a Because I see the Android icon. (w/m) The Android market is bigger than the tablet market.
 - 13b No

1284

1 Samsung Galaxy tab

2a It says Samsung on the back and I have seen commercials through the internet. (w/m) I seen ads about it a lot, computer and on television.

2b No

3 Yes

4a TV's

4b Cell phones

5a (TV's) Because I have one. (w/m) Their like the best quality TV's out there.

5b No

6a (cell phones) Because I used to have one. They are all over TV and internet ads. (w/m) Because I', always on one internet and interested in technology.

6b No

8 No

11 Don't Know

1285

1 Samsung

2a Cause it says Samsung. (w/m) It's written on the back.

2b No

3 Don't Know

8 Don't Know

11 Don't Know

1286

1 Samsung

2a The name of it. (w/m) The brand name is written on the back.

2b No

3 Don't Know

8 Don't Know

11 Yes

12 As far as I know, Samsung works with a lot of wireless companies.

13a Well because every time I shop, Samsung is common among all of the companies. (w/m) It's very popular and known names.

13b No

1287

1 Samsung

2a There was a Samsung application on it. (w/m) Well, I've heard of Samsung and on the home screen there was an application saying Samsung.

2b It reminds me of my smart phone. (w/m) It looks like my phone.

3 Yes

4a Televisions

4b Music players

5a (Televisions) Because I own a TV from Samsung. (w/m) I have a TV that has the same logo on it as the tablet.

5b No

6a (music player) I remember going to Best Buy and them having it. (w/m) They had the Samsung logo.

6b No

8 Don't Know

11 Don't Know

- 1288
- 1 Samsung
 - 2a It's on the tablet. (w/m) It's written on the back of the tablet.
 - 2b No
 - 3 Don't Know
 - 8 Yes
 - 9 I'm not sure.
 - 11 Don't Know
- 1289
- 1 Samsung
 - 2a It says Samsung on the back of the tablet. (w/m) The brand name Samsung is written on the tablet.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1290
- 1 Samsung
 - 2a Cuz it says it in the back. (w/m) The logo is placed on the back of the tablet.
 - 2b No
 - 3 Yes
 - 4 I don't know.
 - 8 Don't Know
 - 11 Don't Know
- 1291
- 1 Samsung
 - 2a It says it on the back. (w/m) It's written on the back of the tablet.
 - 2b No
 - 3 Yes
 - 4 I don't know.
 - 8 Don't Know
 - 11 Don't Know
- 1292
- 1 Samsung
 - 2a The name is on there. (w/m) The name is written on the computer.
 - 2b No
 - 3 Yes
 - 4 Don't know, Sony
 - 5a I think I read it somewhere. (w/m) I don't know how to explain it other than I read it somewhere.
 - 5b No
 - 8 Yes
 - 9 Sony
 - 10a I read it somewhere. (w/m) I just read it somewhere.
 - 10b No
 - 11 Yes
 - 12 T-Mobile
 - 13a Cause I've seen the 2 companies linked together in some way. (w/m) T-Mobile was giving out a smaller version of Samsung to the customers to try out.
 - 13b No

- 1294
- 1 Samsung
 - 2a It says it on there. (w/m) The brand name is on the object.
 - 2b Nothing else.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1295
- 1 Samsung
 - 2a Because it said it right there on tablet. (w/m) It said or had the name in silver letters at the bottom of the tablet.
 - 2b No
 - 3 Yes
 - 4 Don't know.
 - 8 Don't Know
 - 11 Don't Know
- 1296
- 1 Samsung
 - 2a It is written right on the front. (w/m) It is displayed right on the device.
 - 2b No
 - 3 Yes
 - 4 Don't know.
 - 8 Don't Know
 - 11 Yes
 - 12 Don't know.
- 1297
- 1 Samsung
 - 2a It says Samsung. (w/m) The name is on the front and the back.
 - 2b No
 - 3 No
 - 8 No
 - 11 No
- 1298
- 1 Samsung
 - 2a It is on the screen. (w/m) I see it written on bottom in silver.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1299
- 1 Samsung
 - 2a It's printed on the border. (w/m) It's obvious and clear, it's noticeable.
 - 2b No
 - 3 Don't Know
 - 8 no
 - 11 Yes
 - 12 Microsoft
 - 13a Because they are the pioneers of computer applications. (w/m) They develop the computer software programs.
 - 13b No

- 1300
- 1 Samsung
 - 2a That's what it says. (w/m) That's the name I see on the bottom.
 - 2b No
 - 3 No
 - 8 No
 - 11 Don't Know
- 1301
- 1 Samsung
 - 2a Because I see the name on the side of the machine. (w//m) Well, the name is printed on the side of the device.
 - 2b No, that's all.
 - 3 Yes
 - 4a Televisions
 - 4b Computers
 - 4c Cell phones
 - 5a (Televisions) I've seen televisions and other electronics made by this company. (w/m) When I've been out browsing I've seen the other electronics.
 - 5b No, I don't have anything else to add.
 - 6a (Computers) I have seen different computers and they have the name Samsung on it. (w/m) When I noticed the computers I looked at I saw the name Samsung.
 - 6b No, that's it.
 - 7a (cell phones) I have some friends who have Samsung cell phones. (w/m) A friend of mine let me borrow his phone and I noticed the name Samsung on it.
 - 7b No
 - 8 No
 - 11 No
- 1303
- 1 Samsung
 - 2a The big bold letters at the bottom that says Samsung. (w/m) It says it's Samsung, I can read.
 - 2b No
 - 3 No
 - 8 No
 - 11 Don't Know
- 1304
- 1 Samsung
 - 2a The name at the bottom of the tablet. (w/m) At the bottom of the tablet it says Samsung.
 - 2b No, just that.
 - 3 No
 - 8 Don't Know
 - 11 Don't Know

- 1306
- 1 Samsung
 - 2a There is an android icon on the first screen. (w/m) Androids are made.
 - 2b No
 - 3 Yes
 - 4a Phones
 - 4b Radios
 - 5a (phones) I have a Samsung phone. (w/m) It's a smart phone.
 - 5b Nope
 - 6a (radios) I know Samsung is popular so they make a lot of electronics I would assume radios. (w/m) Radios are electronic.
 - 6b Nope
 - 8 Don't Know
 - 11 Don't Know
- 1307
- 1 Samsung, it has to be.
 - 2a It is written on the bottom. (w/m) The word Samsung is on the bottom which means that's the maker.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1308
- 1 Samsung
 - 2a It is written on the bottom. (w/m) It's printed on the bottom of the screen.
 - 2b No
 - 3 Don't Know
 - 8 Yes
 - 9 I think they make TV's and also phones.
 - 10a I believe I own a Samsung TV. (w/m) I believe it says Samsung on my TV.
 - 10b No
 - 11 Don't Know
- 1309
- 1 It says Samsung
 - 2a I am pretty sure the brand name would be on the bottom so it is Samsung. (w/m) Well, it's on the tablet.
 - 2b No
 - 3 Don't Know
 - 8 Yes
 - 9 I don't know who sells Samsung tablets.
 - 11 Don't Know
- 1310
- 1 Samsung
 - 2a Because it's written right there.(w/m) That I just assumed they would make it because it's on the front.
 - 2b No
 - 3 No
 - 8 No
 - 11 No

1311

- 1 Samsung
- 2a Because they got their name on it. (w/m) Their name is there.
- 2b Nope
- 3 Yes
- 4a Cell phones
- 4b Laptops
- 5a (Cell phones) Because I have one. (w/m) I have a cell phone made by Samsung.
- 5b Nope
- 6a (laptops) Because I see them in stores. (w/m) I see them in Wal-Mart and Best Buy.
- 6b No
- 8 Yes
- 9 T-Mobile
- 10a Because I have a T-Mobile Samsung phone. (w/m) That's it.
- 10b No
- 11 Don't Know

1312

- 1 Samsung
- 2a Because it's on the device. (w/m) It's displayed at the bottom.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know

1313

- 1 Samsung
- 2a Because the name is on it. (w/m) It's clear Samsung makes it, it's printed at the bottom of the tablet.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know

1314

- 1 Samsung
- 2a My sister has one. (w/m) The same Samsung phone.
- 2b No
- 3 No
- 8 No
- 11 Don't Know

1315

- 1 Samsung
- 2a Because it's written on the bottom. (w/m) It says it right on it.
- 2b It looks like a Samsung. (w/m) Like I said, it's written on the bottom of the computer.
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know

- 1316
- 1 Samsung
 - 2a It says it on the bottom. The unit had the name on it. (w/m) It says Samsung on it.
 - 2b The computer is made by Samsung because it says it. (w/m) Samsung is printed on the computer.
 - 3 Yes
 - 4 I don't know.
 - 8 Yes
 - 9 I don't know any names off top of my head.
 - 11 Yes
 - 12 I don't know.
- 1317
- 1 Samsung is the company.
 - 2a Because it says Samsung on the bottom of the tablet. (w/m) The name is on the bottom of the screen.
 - 2b No, that's all.
 - 3 No
 - 8 No
 - 11 Yes
 - 12 Fox con is possibly connected with making the Samsung tablet.
 - 13a Because they are known for making things with Samsung products. (w/m) That company is known for making products such as this.
 - 13b No, that is all.
- 1318
- 1 Samsung
 - 2a Because I'm looking right at it, plus I have one. (w/m) It's on the device.
 - 2b Nope
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1319
- 1 Samsung
 - 2a Because it's on the device. (w/m) Because I see it printed on the tablet.
 - 2b Nothing else
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1321
- 1 Samsung
 - 2a Because the name itself is on there at the bottom. (w/m) Meaning I can see it on the bottom of the tablet.
 - 2b No, that's all.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know

- 1322
- 1 Samsung
 - 2a Because it says it on the front of the tablet. (w/m) I can see it on the front of the tablet.
 - 2b No, that's all.
 - 3 Yes
 - 4 I don't know.
 - 8 Don't Know
 - 11 No
- 1324
- 1 Samsung
 - 2a Because it's on the bottom. (w/m) Because I see it right there.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 No
- 1325
- 1 Samsung
 - 2a It says it on it. (w/m) It's written on the tablet.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1326
- 1 I don't know.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1327
- 1 I don't know.
 - 3 Yes
 - 4 I don't know.
 - 8 Yes
 - 9 Google
 - 10a Because of the way you play with it. (w/m) It seems to be a larger version of Google.
 - 10b No
 - 11 Yes
 - 12 HP
 - 13a Because of the touch screen. (w/m) HP has a similar version of touch screen tablet.
 - 13b No
- 1328
- 1 I don't know.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know

- 1330
- 1 Samsung
 - 2a Because it looks very similar to a Samsung tablet that I saw at the store. (w/m) They look almost the same.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1331
- 1 Samsung
 - 2a I clearly saw that it had Samsung written on the back of the tablet. (w/m) It said Samsung on the tablet.
 - 2b No
 - 3 Yes
 - 4 LG
 - 5a It sort of looks like an LG tablet that I saw at Best Buy (w/m) I think that it might make LG tablet since they look a lot alike.
 - 5b No
 - 8 Yes
 - 9 I don't know.
 - 11 Don't Know
- 1332
- 1 Samsung
 - 2a I saw the back of it. (w/m) The back of the tablet said Samsung.
 - 2b No
 - 3 Yes
 - 4 I don't know.
 - 8 Don't Know
 - 11 Don't Know
- 1333
- 1 Samsung
 - 2a Because I saw the name on the tablet. (w/m) Samsung it's written on the back.
 - 2b No
 - 3 Yes
 - 4 I don't know
 - 8 Don't Know
 - 11 Don't Know
- 1334
- 1 Samsung
 - 2a That is the name on the top. (w/m) The name is printed on the top of the screen.
 - 2b No
 - 3 Yes
 - 4a Cell phones
 - 4b TV's
 - 5a (Cellphones) I used to own a Samsung phone. (w/m) I had a cell phone from Samsung.
 - 5b No
 - 6a (TV's) I have seen them (w/m) I have seen Samsung TV's.
 - 6b No
 - 8 No
 - 11 No

- 1335
- 1 Samsung
 - 2a I own some Samsung products and they always have their name on their products. (w/m) I just think it's Samsung.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1336
- 1 Samsung
 - 2a Tablet says Samsung (w/m) That's the name on the tablet.
 - 2b No
 - 3 No
 - 8 No
 - 11 No
- 1337
- 1 Samsung
 - 2a It is written there on tablet. (w/m) It's written on bottom of the tablet and name is printed on the tablet.
 - 2b No
 - 3 Yes
 - 4 Don't know.
 - 8 Don't Know
 - 11 Don't Know
- 1338
- 1 Samsung
 - 2a I read it on the frame. (w/m) It is very easy to read on the frame.
 - 2b No
 - 3 Don't Know
 - 8 No
 - 11 Don't Know
- 1339
- 1 Samsung
 - 2a It was well marked on tablet. (w/m) Read the name on bottom of tablet.
 - 2b No
 - 3 Don't Know
 - 8 No
 - 11 Don't Know

1340

- 1 Samsung
- 2a They have it on the front of the screen. (w/m) Any company that makes this type of product endorses its name.
- 2b No
- 3 Yes
- 4 Cell phones
- 5a Because a couple years ago I had a Samsung phone. (w/m) I had a Samsung flip phone from Verizon,
- 5b No
- 8 Don't know
- 11 Yes
- 12 I think they mostly deal with Verizon so I think they need approval with them.
- 13a Because they have a contract with Verizon. (w/m) They signed an agreement.
- 13b No

1341

- 1 Samsung
- 2a It says it on the bottom center. (w/m) I see Samsung on the tablet computer.
- 2b No
- 3 Yes
- 4 Phones
- 5a I used to own a Samsung. (w/m) I used to have a Samsung phone.
- 5b No
- 8 Don't Know
- 11 Don't Know

1342

- 1 Samsung
- 2a Because it's right on top. (w/m) It had the words on the bottom.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know

1343

- 1 Samsung
- 2a It has Samsung on the bottom. (w/m) Samsung is written right here.
- 2b No, not that I notice.
- 3 Yes
- 4a Cell phones
- 4b Computers
- 5a (Cell phones) I have had Samsung cell phones. (w/m) I have bought Samsung phones from Verizon.
- 5b Nothing
- 6a (Computers) I have seen Samsung computers. (w/m) When I went into Wal-Mart or Best Buy I would see them.
- 6b Nothing
- 8 Don't Know
- 11 Don't Know

- 1344
- 1 Samsung
 - 2a The name is on the computer. (w/m) It's written there.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1345
- 1 Samsung
 - 2a I know Samsung goes through Google. (w/m) Google is on the screen and Samsung is written on it.
 - 2b It looks like it's for everyday use. (w/m) It could be good for everyone.
 - 3 Yes
 - 4 Sony
 - 5a The quality of it. (w/m) The format was similar.
 - 5b The imagery and graphics are kind of the same.
 - 8 No
 - 11 No
- 1346
- 1 It looks like an I pad but I know it's not.
 - 2a It's skinny and has the same size. (w/m) It's thin and has a black border just like the I pad.
 - 2b No
 - 3 Yes
 - 4 Phones
 - 5a Because Samsung makes phones. (w/m) Samsung is also a phone company.
 - 5b No
 - 8 Don't Know
 - 11 Don't Know
- 1347
- 1 Samsung
 - 2a Because it said Samsung when it turned on and that is what it said on the back. (w/m) You power on the tablet and it says it and it's on the back.
 - 2b No
 - 3 Yes
 - 4 Not sure.
 - 8 Yes
 - 9 Google
 - 10a Because it is on the home screen. (w/m) on the top left.
 - 10b No
 - 11 Don't Know

- 1348
- 1 Samsung
 - 2a It said it on the back. (w/m) Samsung is printed on the back.
 - 2b It says Samsung apps on it. (w/m) I see Samsung
 - 3 Yes
 - 4a Television
 - 4b Phone
 - 5a (Television) I've seen it in store. (w/m) I've seen their products at electronics stores.
 - 5b No
 - 6a (phone) I own a Samsung phone. (w/m) I own a Samsung Galaxy X2.
 - 6b No
 - 8 Don't Know
 - 11 Yes
 - 12 I don't know.
- 1349
- 1 Google
 - 2a It said Google on it and everything related to it says Google. (w/m) It's all over the tablet.
 - 2b No
 - 3 Yes
 - 4 I don't know.
 - 8 Don't Know
 - 11 Don't Know
- 1350
- 1 Samsung
 - 2a It's written right there on the back. (w/m) It's on the back.
 - 2b No
 - 3 Yes
 - 4 Cell phones
 - 5a I have had a Samsung cell phone before.
 - 5b No
 - 8 No
 - 11 Don't Know
- 1351
- 1 Samsung
 - 2a It is written on it. (w/m) I can see it written on it.
 - 3 Yes
 - 4 Cell phones
 - 5a I have seen cell phones by Samsung before.
 - 5b No
 - 8 No
 - 11 Don't Know
- 1352
- 1 It looks like a Samsung.
 - 2a It has it on the back. (w/m) The logo is on the back.
 - 2b No
 - 3 Yes
 - 4 Don't know.
 - 8 Don't Know
 - 11 No

1353

- 1 It's Samsung
- 2a It says it right on the front. (w/m) It says Samsung right on the frame.
- 2b Nothing
- 3 Don't Know
- 8 Don't Know
- 11 No

1354

- 1 Samsung
- 2a It says so on the front. (w/m) It has the name on it.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know

PRODUCT 8
MOTOROLA XOOM

1401

- 1 Motorola.
- 2a It's written right here. (w/m) It says Motorola in the right hand corner and their logo is on the back.
- 2b No.
- 3 Don't know.
- 8 Don't know.
- 11 Don't know.

1402

- 1 Motorola.
- 2a It says it on it. (w/m) It's right there.
- 2b No.
- 3 Yes.
- 4 Don't know.
- 8 Don't know.
- 11 Don't know.

1403

- 1 Motorola.
- 2a Because it says it on it. (w/m) On the screen it says Motorola on it.
- 2b No, just that.
- 3 Yes.
- 4 Can't think of any.
- 8 Yes.
- 9 T-Mobile, Verizon, Sprint.
- 10a Because I've seen them before in sores. (w/m) I've seen Motorola in the T-Mobile store.
- 10b No.
- 11 Don't know.

1405

- 1 Motorola.
- 2a Because it says it. (w/m) The name is on the tablet.
- 2b No.
- 3 Yes.
- 4 Sony.
- 5a I'm not sure but I think they're all together somehow. (w/m) they all do computer stuff.
- 5b No.
- 8 Yes.
- 9 Sony, Motorola, Sprint, Cricket.
- 10a they're all computers with similar product like laptops. (w/m) I don't know, I don't know computers very well.
- 10b No.
- 11 No.

1406

- 1 Motorola.
- 2a Because it says it in the corner. (w/m) It says it on the tablet.
- 2b No.
- 3 No.
- 8 No.
- 11 Don't know.

- 1407
- 1 Motorola.
 - 2a Just the branding on the tablet. (w/m) It says Motorola on the top left and on the back.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 9 Yes.
 - 12 I don't know.
- 1408
- 1 Motorola.
 - 2a It says Motorola. (w/m) It's on the front.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1409
- 1 Droid.
 - 2a Because I have a Droid phone and it's the same. (w/m) The icons and stuff, the apps look all the same.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1410
- 1 Motorola.
 - 2a It's printed on the machine. (w/m) It says that on the front.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 No.
- 1411
- 1 Motorola.
 - 2a Because I see it on the front. (w/m) It's on the right hand corner of the tablet.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1412
- 1 Motorola.
 - 2a Because the name is right on there. (w/m) It says it on the front.
 - 2b No.
 - 3 Yes.
 - 4 Cell phones.
 - 5a Because I have seen them and I have one. (w/m) I have seen them before.
 - 5b No.
 - 8 Don't know.
 - 11 Don't know.

- 1413
- 1 Motorola.
 - 2a It says Motorola on it. (w/m) the names in the upper left corner.
 - 2b Nope.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1414
- 1 Motorola.
 - 2a It's on the thing. (w/m) It says the name right here.
 - 2b No.
 - 3 Yes.
 - 4a Cell phones.
 - 4b Walkie talkies.
 - 5a (Cell phones) I have bought Motorola cell phones before. (w/m) I had one.
 - 5b No.
 - 6a (Walkie Talkies) My cousin used to have one. (w/m) It was a Motorola Walkie talkie.
 - 6b No.
 - 8 Don't know.
 - 11 Don't know.
- 1415
- 1 Motorola.
 - 2a It's on the upper right hand corner. (w/m) I see Motorola printed in the right hand corner.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 Google.
 - 10a Because Google is in the left hand corner. (w/m) When you're on the home page or apps, it's there.
 - 10b No.
 - 11 Don't know.
- 1416
- 1 Motorola.
 - 2a The Motorola symbol on the back. (w/m) The "M."
 - 2b Nope.
 - 3 Don't know.
 - 8 Yes.
 - 9 Google.
 - 10a It has Android on it. (w/m) It's the operating system.
 - 10b No.
 - 11 Yes.
 - 12 Google.
 - 13a It says Google in the corner. (w/m) It says Google.
 - 13b Nope.

- 1417
- 1 Motorola.
 - 2a It says right here on the left hand side. (w/m) It state the name.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1418
- 1 Motorola.
 - 2a It says it on the tablet. (w/m) It says it on the side of the tablet.
 - 2b No, that's it.
 - 3 Yes.
 - 4 Nokia.
 - 5a Previous experience. (w/m) I heard about it.
 - 5b No.
 - 8 Don't know.
 - 11 No.
- 1419
- 1 Motorola.
 - 2a Because it says it on the tablet. (w/m) It is stated on the tablet.
 - 2b No, that's it.
 - 3 No.
 - 8 Don't know.
 - 11 Don't know.
- 1420
- 1 Motorola.
 - 2a It look like it says it on the tablet. (w/m) It says it right on the tablet.
 - 2b That's it.
 - 3 No.
 - 8 Don't know.
 - 11 No.
- 1421
- 1 Motorola.
 - 2a Because it's on the tablet in the upper left hand corner. (w/m) Because it's printed on the tablet itself.
 - 2b It has their logo on the back. (w/m) I mean because they have it printed on the back.
 - 3 Yes.
 - 4a Cell phones.
 - 4b Walkie talkie radios.
 - 5a (Cell phones) I have seen them in stores for sale and on commercials. (w/m) I've seen their models before.
 - 5b No.
 - 6a (Walkie talkie radios) I have seen them in stores. (w/m) While shopping I've seen them in the electronic section.
 - 6b No.
 - 8 Don't know.
 - 11 Don't know.

1422
1 Motorola.
2a It says so on the top of the screen. (w/m) It has Motorola stamped on the top and has the logo on the back.
2b No.
3 No.
8 Don't know.
11 Don't know.

1423
1 Motorola.
2a The name on it and I've played with it before. (w/m) I've tested it before.
2b Nothing.
3 No.
8 No.
11 Yes.
12 I can't think of the company name.

1424
1 Motorola. It is printed right on there.
2a I can see it right there. (/w) It's right there.
2b No.
3 Don't know.
8 Don't know.
11 Don't know.

1425
1 Motorola.
2a The name on the front. (w/m) It's labeled Motorola right there.
2b No.
3 Don't know.
8 Don't know.
11 Don't know.

1426
1 Android tablet.
2a It looks like one to me. (w/m) Has same features as one.
2b No.
3 Yes.
4 Different companies but I don't know.
8 Yes.
9 HP
10a I've seen it (w/m) Has tablets too.
10b No.
11 Yes.
12 HP
13a Patents need approval probably with a big company like HP. (w/m) HP controls lots of innovative things in the field.
13b No.

- 1427
- 1 Motorola.
 - 2a Says Motorola on the top there. Motorola is spelled out on top. (w/m) It's right there.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1428
- 1 Motorola.
 - 2a The emblem on top left side of screen. (w/m) Branded is Motorola name.
 - 2b No.
 - 3 No.
 - 8 Don't know.
 - 11 Yes.
 - 12 Motorola.
 - 13a In commerce everything is specialized. (w/m) More companies must give approval for all apps and special things.
 - 13b No.
- 1429
- 1 Motorola.
 - 2a Because I see it on it. (w/m) Left hand corner.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1430
- 1 Motorola.
 - 2a I noticed it right on it. (w/m) It's printed on it on top.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Yes.
 - 12 I don't know but I think all companies work with each other on different apps and have to get permission to incorporate them in their product.
 - 13a I think it's just part of doing business. (w/m) They don't all come up with everything new. They share.
 - 13b No.
- 1431
- 1 Motorola.
 - 2a The name is on the tablet. (w/m) The name of the company is on the upper left hand corner of the tablet.
 - 2b No.
 - 3 Yes.
 - 4 I don't know.
 - 8 Yes.
 - 9 I can't say.
 - 11 Yes.
 - 12 I can't say.

- 1432
- 1 Motorola.
 - 2a Cause it says it on the left side. (w/m) Where it displays the name.
 - 2b No.
 - 3 No.
 - 8 Yes.
 - 9 Google.
 - 10a Cause I have a tablet and it's through Google. (w/m) All their software is through Google.
 - 10b No.
 - 11 Yes.
 - 12 Google.
 - 13a Has their software on it. (w/m) They make that software.
 - 13b No.
- 1433
- 1 Motorola.
 - 2a Cause they have the name on top. (w/m) Name brand right there.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1434
- 1 I don't know.
 - 3 Yes.
 - 4 I don't know.
 - 8 Yes.
 - 9 I don't know.
 - 11 No.
- 1435
- 1 Motorola.
 - 2a It's the brand that's on it. (w/m) They have branded it with their name.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1436
- 1 Motorola.
 - 2a The name at the top. (w/m) The logo on the back.
 - 2b No.
 - 3 Yes.
 - 4 Sony.
 - 5a Similar design. PS 3 similar. (w/m) Similar icons to what Sony has.
 - 5b Nothing.
 - 8 Yes.
 - 9 AT&T
 - 10a Because you need to have a supporting system. (w/m) It's wise to connect to one.
 - 10b Access phone lines ability is essential. (w/m) Need another company to be successful.
 - 11 No.

- 1437
- 1 Motorola.
 - 2a Because it's on the tablet itself. (w/m) It's written on the tablet right here.
 - 2b No.
 - 3 Yes.
 - 4 I don't know.
 - 8 Yes.
 - 9 I don't know.
 - 11 Yes.
 - 12 I don't know.
- 1439
- 1 I don't know.
 - 3 Yes.
 - 4 No idea.
 - 8 Don't know.
 - 11 Don't know.
- 1440
- 1 Motorola.
 - 2a It's in the top left corner. (w/m) Motorola is printed there.
 - 2b No.
 - 3 Yes.
 - 4 Could be a third-party vendor.
 - 5a Sometimes other companies take over part or sometimes all of one product and market it under a different brand name. (w/m) Can get a cheaper version of the same product.
 - 5b No.
 - 8 Yes.
 - 9 Google.
 - 10a Because it has G Mail icon and G Mail search. (w/m) A Google mail.
 - 10b No.
 - 11 No.
- 1441
- 1 Motorola.
 - 2a Because it says it on the screen. (w/m) The name advertised on the screen so it indicates that it's made by them.
 - 2b Nope.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1442
- 1 It looks like Motorola.
 - 2a It says it on the tablet. (w/m) The words are on the tablet.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.

1443
1 I don't know
3 Yes
4 Verizon
5a I have seen a Verizon Fire and Ice tablet. (w/m) I went to the Verizon store and checked one out.
5b No
8 Yes
9 Verizon
10a It somewhat looks similar to the Fire and Ice tablet. (w/m) They have similar features.
10b No
11 Don't know

1445
1 Motorola
2a Because I saw the name Motorola on the top left corner of the tablet. (w/m) I read that brand on the tablet.
2b No
3 Yes
4a Samsung
4b LG
5a (Samsung) Because all companies carry other brand in order to sell more. (w/m) They try to obtain more profit.
5b No
6a (LG) LG because LG is very well known brand. (w/m) Very popular brand.
6b No
8 No
11 No

1446
1 Motorola
2a I saw the brand name. (w/m) It has the logo on it.
2b No
3 Don't know
8 Don't know
11 Don't know

1447
1 Motorola
2a That's the name on the tablet.(w/m) It has the name Motorola on the corner of the tablet.
2b No
3 Don't know
8 Don't know
11 Don't know

1447
1 Motorola
2a It had the Motorola symbol on the back of the tablet. (w/m) It said Motorola on the tablet.
2b No
3 Don't know
8 Don't know
11 Don't know

- 1449
- 1 Motorola
 - 2a Because I saw the name brand on the back of the tablet. (w/m) It said Motorola in the back of the tablet.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1451
- 1 Motorola
 - 2a It's on the top. (w/m) It says Motorola.
 - 2b No
 - 3 No
 - 8 Don't know
 - 11 Don't know
- 1452
- 1 Motorola
 - 2a Because it's printed on it. (w/m) The word Motorola is printed on it.
 - 2b No
 - 3 Yes
 - 4 Cell phones
 - 5a I used to own one from them. (w/m) I had a Motorola cell phone.
 - 5b No
 - 8 Don't know
 - 11 No
- 1453
- 1 Motorola
 - 2a That's the only name I see on it anywhere. (w/m) It's printed on it.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1454
- 1 I don't know, Motorola maybe.
 - 2a I saw it in the corner. (w/m) It's the only name on it.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Yes
 - 12 Verizon
 - 13a I've seen that a lot of their phones have Motorola on them. (w/m) They make Motorola phones.
 - 13b No
- 1455
- 1 Motorola
 - 2a That's the only brand name on it that I saw. (w/m) It's the only words on Motorola.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know

- 1456
- 1 Motorola
 - 2a That's what it says in the top left hand corner. (w/m) I see the name brand right on it.
 - 2b No
 - 3 Yes
 - 4 Razor
 - 5a I used to have a Motorola Razor. (w/m) I have owned a Motorola product before.
 - 5b No
 - 8 Don't know
 - 11 Don't know
- 1457
- 1 Motorola
 - 2a It says Motorola right there on the top of the screen. (w/m) It's right there on the thing.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Yes
 - 12 I'm not quite sure.
- 1458
- 1 Motorola
 - 2a I see it in the top right hand corner. (w/m) It says Motorola on the computer.
 - 2b No
 - 3 No
 - 8 Yes
 - 9 Google
 - 10a Google makes the O.S. (w/m) It makes the operating system.
 - 10b No
 - 11 Don't know
- 1459
- 1 Motorola
 - 2a It says it on the front. (w/m) The name of the maker is on the front of the tablet.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1460
- 1 Motorola
 - 2a That is what is on it. (w/m) It says Motorola.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1461
- 1 I don't know
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know

- 1462
- 1 Motorola
 - 2a It says it on top corner. (w/m) That's the name on the tablet.
 - 2b No
 - 3 Yes
 - 4 Cell phones
 - 5a I have a Motorola cell phone. (w/m) That's the brand of my cell phone.
 - 5b No
 - 8 Don't know
 - 11 Don't know
- 1463
- 1 Motorola
 - 2a The logo on the front and back. (w/m) Also the sticker on the back says designed and engineered by Motorola.
 - 2b No
 - 3 No
 - 8 Yes
 - 9 I don't know that
 - 11 Don't know
- 1464
- 1 Motorola
 - 2a The name is right there. (w/m) It's well placed.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1465
- 1 Motorola
 - 2a It is on the tablet. (w/m) Because it is on the top right hand corner.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 No
- 1466
- 1 Motorola
 - 2a It says it on the top of the tablet and has the M in the back. (w/m) It is right there on the top corner.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1467
- 1 Motorola
 - 2a Because it's an Android. (w/m) I saw the Motorola robot icon.
 - 2b No
 - 3 Don't know
 - 8 No
 - 11 Don't know

- 1468
- 1 Motorola
 - 2a Because it says it right there. (w/m) It's on the screen.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1469
- 1 Motorola
 - 2a I see it written on the tablet. (w/m) It is printed on the top right corner.
 - 2b No
 - 3 Don't know
 - 8 No
 - 11 No
- 1470
- 1 The brand is Motorola
 - 2a The name is on the top left hand corner. (w/m) I see it on the top left hand corner.
 - 2b No
 - 3 Yes
 - 4 Nextel
 - 5a I owned a Nextel. (w/m) It reminds me of my Nextel. Certain applications are smaller.
 - 5b No
 - 8 No
 - 11 Don't know
- 1471
- 1 Motorola
 - 2a It is there on tablet. (w/m) I mean I see it on the top left hand corner.
 - 2b No
 - 3 No
 - 8 No
 - 11 No
- 1472
- 1 Motorola
 - 2a The emblem on the back is what I know as to be their emblem. (w/m) And it also says it on front in gray letters.
 - 2b No
 - 3 Don't know
 - 8 No
 - 11 No
- 1473
- 1 Motorola
 - 2a It said so at the top of tablet. (w/m) The product name is up top in left corner.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 No

- 1474
- 1 Motorola
 - 2a Their name is on it. (w/m) It's spelled out at the top.
 - 2b No
 - 3 Yes
 - 4a Don't know
 - 8 Don't know
 - 11 Don't know
- 1475
- 1 Motorola
 - 2a It says Motorola in the corner. (w/m) It already says Motorola in the corner.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1476
- 1 Motorola
 - 2a It is on the screen. (w/m) It is printed right on top of the screen.
 - 2b Nothing else
 - 3 Yes
 - 4 Phones
 - 5a I have had a Motorola phone. (w/m) In the past I have owned a Motorola phone
 - 5b No
 - 8 Don't know
 - 11 Don't know
- 1477
- 1 Motorola
 - 2a I see it on the tablet. (w/m) It's written on the tablet.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1478
- 1 Motorola
 - 2a Because it's on the front. (w/m) It has a manufacturer label on it.
 - 2b That's it
 - 3 Yes
 - 4 Ericcson
 - 5a I think back in the day it was called Ericcson/Motorola. (w/m) The labels were on the old products
 - 5b That's it
 - 8 Yes
 - 9 I don't know
 - 11 Yes
 - 12 Ericcson
 - 13a Because of the history. (w/m) They have been affiliated with each other for years.
 - 13b No, that's it.
- 1479
- 1 I don't know
 - 3 Yes
 - 4 Smart phones

- 5a Because all companies make smart phones. (w/m) They are the biggest demand phone right now.
- 5b No
- 8 Yes
- 9 Sprint
- 10a I have seen these at Best Buy. (w/m) In the Sprint section they have these phones.
- 10b No
- 11 Don't know
- 1481
- 1 I don't know
- 3 Don't know
- 8 Don't know
- 11 Don't know
- 1482
- 1 Android
- 2a Because I have one. (w/m) Without thinking about it I said Android.
- 2b No
- 3 Yes
- 4a Computers
- 4b Cell phones
- 5a (Computers) The name same Motorola. I figured this is a mini computer. They make bigger computers (w/m) Most people who make tablets make computers.
- 5b No
- 6a (Cell phones) I had a cell phone that said Motorola before. (w/m) It said Motorola on it.
- 6b No
- 8 Don't know
- 11 Don't know
- 1483
- 1 Motorola
- 2a Because the name is on the tablet. (w/m) Just the name on the front of the tablet screen.
- 2b Nothing
- 3 Don't know
- 8 Don't know
- 11 Don't know
- 1484
- 1 Motorola Zoom
- 2a The Motorola logo on the home screen of the tablet. (w/m) Just the logo.
- 2b Nothing else
- 3 No
- 8 Don't know
- 11 Don't know
- 1485
- 1 Motorola
- 2a Because the front screen says Motorola. (w/m) Just says on the top of the screen.
- 2b Nothing
- 3 No
- 8 No
- 11 No
- 1486

- 1 Motorola tablet
 2a Well that is what it says on it. (w/m) It is on the tablet.
 2b No
 3 Don't know
 8 Don't know
 11 No
- 1487
- 1 Motorola
 2a It's here in the left hand corner. (w/m) It's written on the front and also on the back with symbol.
 2b No
 3 Yes
 4 Not really sure
 8 Don't know
 11 Don't know
- 1488
- 1 Motorola
 2a It's in the top left corner. (w/m) It's visible on the top left corner.
 2b No
 3 Yes
 4 I don't even know
 8 Don't know
 11 No
- 1489
- 1 Motorola
 2a It says Motorola on it. (w/m) It says Motorola and has Motorola logo on the back.
 2b No
 3 Don't know
 8 No
 11 Don't know
- 1490
- 1 Motorola
 2a It is branded. (w/m) The manufacturer's name is in the upper left hand corner.
 2b No
 3 No
 8 Yes
 9 Google
 10a It is the only branded app. (w/m) The only app that has an actual name is Google search rather than a search engine.
 10b No
 11 No
- 1491
- 1 Motorola
 2a It says so, the top left hand corner. (w/m) The logo is printed on the tablet in the corner.
 2b No
 3 Don't know
 8 Don't know
 11 Don't know
- 1492
- 1 It says Motorola on here

- 2a Because it's printed on the front screen top left corner and in the back. (w/m) Because the letters on the name is legible in the front and M on the back.
- 2b No
- 3 No
- 8 Don't know
- 11 Don't know
- 1494
- 1 Motorola
- 2a It says Motorola. (w/m) It is written on the device.
- 2b No
- 3 Don't know
- 8 Don't know
- 11 Don't know
- 1495
- 1 Motorola
- 2a It says it right there. (w/m) It says Motorola on the top left hand corner.
- 2b No
- 3 No
- 8 Yes
- 9 Samsung
- 10a Samsung devices are alike. (w/m) The devices are similar you think one machine is the other.
- 10b No
- 11 No
- 1496
- 1 Motorola
- 2a I see the Motorola. (w/m) I just saw the brand name right there.
- 2b No
- 3 Yes
- 4 Razor
- 5a I had own a Razor before. (w/m) I owned and used a Motorola Razor.
- 5b No that is it
- 8 No
- 11 No
- 1497
- 1 Motorola
- 2a Because it's on the actual tablet. (w/m) It is printed on the tablet.
- 2b No
- 3 No
- 8 Don't know
- 11 Don't know
- 1498
- 1 Motorola
- 2a Because it says Motorola on the tablet. (w/m) I can see it right there on the bottom.
- 2b No
- 3 No
- 8 No
- 11 No
- 1499

- 1 Motorola
 2a The logo is right here in the front and back of the computer. (w/m) It says Motorola on the top corner and there is a Motorola symbol on the back.
 2b No
 3 No
 8 Don't know
 11 Don't know
- 1500
 1 Motorola made this tablet
 2a Because of its features are different than other tablets. (w/m) It has more to offer than other tablets do.
 2b No nothing else
 3 Yes
 4 I don't know
 8 Don't know
 11 Don't know
- 1501
 1 Motorola
 2a Because Motorola is written on the top. (w/m) The only clue of what it is made by is because it says Motorola on the top hand corner.
 2b No
 3 No
 8 Don't know
 11 No
- 1502
 1 Motorola
 2a It say Motorola on the top. (w/m)It has the Motorola on it as well.
 2b No
 3 No
 8 Yes
 9 Blackberry
 10a It seems like two Blackberry products. (w/m) I don't know. It seems similar to Blackberry and that what comes to mind.
 10b No
 11 No
- 1503
 1 Motorola
 2a The name. (w/m) The name that is on there.
 2b No
 3 No
 8 Don't know
 11 Don't know
- 1505
 1 Motorola
 2a Because it's on the front of the tablet. (w/m) It has the name Motorola so I assume they are the company that makes it.
 2b No that's it
 3 Don't know
 8 Yes
 9 AT&T
 10a Because that's the one I'm most familiar with. (w/m) I have an AT&T cell phone.

10b No that's it
11 Don't know

1506
1 Motorola
2a It's written on the device itself. (w/m) It is printed on the tablet.
2b And it's printed on the back. (w/m) It's stamped into the plastic on the back.
3 Yes
4 I forgot
8 Don't know
11 No

1507
1 Motorola
2a It's on the front. (w/m) I saw the logo.
2b No
3 Don't know
8 Don't know
11 Don't know

1508
1 I have no clue who actually makes it
3 Don't know
8 Don't know
11 Don't know

1509
1 Motorola
2a It has the name Motorola on the tablet. (w/m) I saw the name Motorola on the tablet.
2b No
3 Don't know
8 Don't know
11 Don't know

1510
1 Motorola
2a I saw the word Motorola on the tablet. (w/m) The name Motorola is written on the front of the tablet.
2b No
3 Don't know
8 Don't know
11 Don't know

1511
1 Motorola
2a It said Motorola on the tablet. (w/m) It has the name Motorola on the tablet.
2b No
3 Don't know
8 Don't know
11 Don't know

1512
1 Motorola
2a Because it says Motorola on the front of the tablet. (w/m) I saw the word Motorola written on the tablet.
2b No

- 3 Don't know
8 Yes
9 HP
10a Because the look of the tablet is similar to HP computers. (w/m) Both companies make similar models.
10b No
11 Don't know
- 1513
1 Motorola
2a Because it has the big "M" on the back. (w/m) The big "M" on the back is the logo for Motorola.
2b No
3 No
8 Don't know
11 Don't know
- 1514
1 Motorola
2a On the back of the tablet it has the logo of Motorola. (w/m) I saw the logo on the tablet.
2b No
3 Yes
4 I don't know
8 Don't know
11 Don't know
- 1515
1 AT&T
2a Because I have seen a lot of commercials about this specific brand. (w/m) They want to show their products so that they can sell the product.
2b No
3 Don't know
8 No
11 No
- 1516
1 Motorola
2a Because of the big "M". (w/m) Is the "M" on the table computer for Motorola? Well I think it is.
2b No
3 No
8 No
11 Don't know
- 1517
1 Motorola
2a It's on the back. (w/m) The name of the company is on the back of the tablet.
2b No
3 Yes
4 I don't know
8 Don't know
11 Don't know
- 1518
1 Motorola
2a It says so on the top of the notebook. (w/m) It is stamped on the screen.

- 2b No
 3 Don't know
 8 Don't know
 11 Don't know
- 1519
- 1 Motorola
 2a When I look at the screen that is the name on it. (w/m) It is printed on the screen.
 2b No
 3 Yes
 4a TV
 4b Cell phones
 5a (TV) I have seen that name on TV. (w/m) They have been around for a long time.
 5b No
 6a (Cell phones) I have seen Motorola cell phones. (w/m) They still make cell phones from this brand
 6b no
 8 Don't know
 11 Don't know
- 1520
- 1 Motorola
 2a That's the name I see. (w/m) The pad says Motorola.
 2b No
 3 Yes
 4 Cell phone
 5a I have seen Motorola cell phones. (w/m) Motorola is a well known brand.
 5b No
 8 Don't know
 11 Don't know
- 1521
- 1 Motorola
 2a Because it's right there. (w/m) Because it stands out because it's the only writing on the front.
 2b No
 3 Yes
 4a Cell phones basic
 4b Smart phone
 5a (Cell phones basic) I keep up with the times. (w/m) Because I am always looking in magazines.
 5b No
 6a (Smart phone) A few of my friends have Motorola smart phones. (w/m) My friends purchased them from Verizon
 6b No
 8 No
 11 Don't know
- 1522
- 1 Google
 2a Because it's a famous company that makes many new things in computers. (w/m) Google discovers many new things in computers that other companies haven't.
 2b No
 3 Don't know
 8 No
 11 No

1523
1 Motorola
2a Because it's printed on the computer. (w/m) It's labeled on the bottom of the computer.
2b No
3 Don't know
8 Don't know
11 Yes
12 Dell
13a Because of the fact that every computer is going handheld.
13b No

1524
1 Motorola
2a Because it is on there. (w/m) I see Motorola on the device.
2b No
3 Don't know
8 Don't know
11 Don't know

1525
1 Motorola
2a It says it on the tablet. (w/m) They usually put the company's name on the product.
2b Nothing
3 Yes
4 Motorola Zoom
5a Because of the name Motorola. (w/m) It is a popular name and I saw the Zoom with the Motorola name on it.
5b Nothing
8 Don't know
11 Don't know

1526
1 Motorola
2a The name is on it. (w/m) It says Motorola on the top.
2b Motorola symbol is on the back. (w/m) It is their logo.
3 Don't know
8 Don't know
11 Don't know

1527
1 Motorola
2a I can see it. (w/m) The name Motorola is on the top left of screen.
2b No
3 No
8 No
11 No

1528
1 Motorola
2a It is written on the top left hand side. (w/m) You can see it.
2b No
3 Yes
4 Cell phones
5a I just know they have Motorola cell phones. (w/m) They make cell phones.
5b No

- 8 Don't know
11 Don't know
- 1529
1 Motorola
2a I can see it on the tablet. (w/m) I can see the name on the computer.
2b No
3 Don't know
8 Don't know
11 Don't know
- 1530
1 Motorola
2a I saw the "M" logo on the back. (w/m) If you turn it around you can see the "M" logo for Motorola.
2b No
3 Yes
4 Phones
5a I've seen their phones before. (w/m) I have seen Motorola phones for sale before.
5b No
8 Don't know
11 Don't know
- 1531
1 Motorola
2a Because it's in the top left corner. (w/m) It's written on it.
2b No
3 Yes
4 Pagers
5a Because I have seen them. (w/m) I've seen them.
5b No
8 Don't know
11 Don't know
- 1532
1 Motorola
2a There's a giant logo on it. (w/m) When a company makes it they put their name on it.
2b No
3 No
8 No
11 No
- 1533
1 Motorola
2a The brand name is on it. (w/m) It's written on it.
2b No
3 Don't know
8 Don't know
11 Don't know
- 1534
1 Motorola
2a I see Motorola written on the top left. (w/m) It says Motorola.
2b No
3 Don't know
8 Don't know

- 11 Don't know
- 1535
- 1 Motorola
- 2a It says Motorola. (w/m) On the back of the tablet it says Motorola.
- 2b No just that
- 3 Yes
- 4 I don't know
- 8 Yes
- 9 I don't know
- 11 Yes
- 12 I don't know but I know they need approval.
- 13a I just know that they would need approval. (w/m) Someone would have to tell them it's ok to put a product out that's similar to another.
- 13b No
- 1536
- 1 Motorola
- 2a It says Motorola on the screen. (w/m) I can see the brand name on one screen.
- 2b No
- 3 Yes
- 4 Cell phones
- 5a I used to have a Motorola phone. (w/m) My old cell phone was Motorola.
- 5b No
- 8 Yes
- 9 Different phone carriers
- 10a I have seen this brand at many cell phone stores. (w/m) I've seen it at the AT&T and Verizon stores.
- 10b No
- 11 Don't know
- 1537
- 1 Motorola
- 2a I see it on the top. (w/m) I see the name written at the top that says Motorola.
- 2b No
- 3 No
- 8 Don't know
- 11 No
- 1538
- 1 Motorola
- 2a I see one name Motorola. (w/m) It says Motorola on the tablet.
- 2b No
- 3 Yes
- 4a Phones
- 4b Bluetooth
- 5a (Phones) I know people that have a Motorola phone. (w/m) I've seen people with this brand of phone.
- 5b No
- 6a (Bluetooth) I have seen people with them. (w/m) I have seen Bluetooth's made by Motorola.
- 6b No
- 8 No
- 11 No
- 1539

- 1 It says Motorola
 2a It's right there on the front. (w/m) I can see it written right there.
 2b No
 3 Yes
 4 Cell phones
 5a I have seen them before
 5b No
 8 Don't know
 11 Don't know
- 1540
- 1 Motorola
 2a I can see it written on the corner. (w/m) It's written on it.
 2b No
 3 No
 8 Don't know
 11 Don't know
- 1541
- 1 Motorola
 2a Because it says Motorola on it. (w/m) I mean that the words Motorola are printed on the device.
 2b No
 3 No
 8 No
 11 No
- 1542
- 1 I would say Motorola
 2a Because it says Motorola on it. (w/m) In the top corner it has the word Motorola.
 2b Nothing else
 3 No
 8 Don't know
 11 Don't know
- 1543
- 1 Motorola
 2a It's on the tablet. (w/m) It has Motorola on it.
 2b Nothing
 3 No
 8 No
 11 No
- 1544
- 1 Motorola
 2a It says Motorola on it. (w/m) I mean it says Motorola on it and that's the brand.
 2b No
 3 No
 8 No
 11 No
- 1545
- 1 Well it tells you right there it's a Motorola.
 2a It says Motorola right there. (w/m) It is on the top of the tablet computer.
 2b Yeah the "M" on the back of it (w/m) That it has its logo on the back of the tablet.
 3 Yes

- 4 Don't know
8 Don't know
11 Don't know
- 1546
1 I think Motorola
2a Because it says Motorola on it. (w/m) The word Motorola is imprinted on it.
2b No
3 Don't know
8 No
11 Don't know
- 1547
1 Motorola
2a It says Motorola. (w/m) It's right there.
2b It has a Motorola logo on the back. (w/m) Because it's right there.
3 Don't know
8 Don't know
11 Don't know
- 1548
1 The company that makes it I would say was Motorola
2a Cause it says it right here on the corner of the tablet. (w/m) Like where it says Motorola, it's right here on the top.
2b No not really
3 Yes
4 Sprint
5a Because Nextel and Sprint are under the same provider network. (w/m) Some services for the 3G network you're under.
5b Um no
8 Don't know
11 Don't know
- 1549
1 Motorola
2a Because the logo is on the front. (w/m) It has the name on it.
2b No
3 Don't know
8 Don't know
11 Don't know
- 1550
1 It's a Motorola
2a It's on the top left corner. (w/m) It's literally written on there.
2b Insignia on the back (w/m) It's a logo that's literally printed on the back.
3 Don't know
8 No
11 Don't know
- 1551
1 Motorola
2a It looks like one. (w/m) It looks like something they would make.
2b The name is right there. (w/m) It says Motorola in the left hand corner.
3 Don't know
8 Don't know
11 Don't know

PRODUCT 9
GALAXY TAB 7.0 Plus

- 1601
- 1 Samsung Galaxy.
 - 2a I saw it before. (w/m) I looked for one.
 - 2b No.
 - 3 Don't know.
 - 8 No.
 - 11 No.
- 1602
- 1 Samsung.
 - 2a Because it says it. (w/m) It has the logo on the bottom
 - 2b No.
 - 3 Don't know.
 - 8 No.
 - 11 No.
- 1603
- 1 Samsung.
 - 2a Because it says it on the back. (w/m) It says it on the tablet.
 - 2b No.
 - 3 No.
 - 8 No.
 - 11 No.
- 1604
- 1 Samsung.
 - 2a It's on the front of the product. (w/m) It's written on it.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1605
- 1 Samsung.
 - 2a It says it. (w/m) It's written on the front bottom screen.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1606
- 1 Samsung.
 - 2a Because of the name. (w/m) I have the same name on my tablet.
 - 2b No.
 - 3 Don't know.
 - 8 No.
 - 11 No.
- 1607
- 1 Samsung.
 - 2a Because it said so. (w/m) It's listed on the product.
 - 2b No.
 - 3 No.

- 8 Yes.
 9 Panasonic.
 10a It looks like a product another culture made. (w/m) It looks like it comes from china.
 10b No.
 11 Don't know.
- 1608
- 1 Samsung.
 2a The name is on the phone. (w/m) On the bottom of the phone it says Samsung.
 2b No.
 3 No.
 8 Yes.
 9 Verizon.
 10a Verizon has Samsung phone. (w/m) It looks like the same model as other.
 10b No.
 11 Don't know.
- 1609
- 1 Samsung.
 2a Because it's on the front of it. (w/m) I don't know.
 2b No.
 3 No.
 8 No.
 11 No.
- 1610
- 1 Samsung.
 2a Because it says Samsung. (w/m) That's what is written there.
 2b No, nothing else.
 3 Yes.
 4 Phones.
 5a Because it looks like phone. (w/m) I don't know.
 5b No, nothing else.
 8 Yes.
 9 T-Mobile.
 10a I don't know. (w/m) I've seen them in their stores.
 10b No.
 11 Don't know.
- 1611
- 1 Samsung.
 2a Because it says Samsung on the tablet. (w/m) It says the name on the tablet.
 2b No.
 3 No.
 8 No.
 11 Don't know.
- 1612
- 1 Samsung.
 2a It says it on the back of the tablet. (w/m) It states it on the tablet.
 2b No.
 3 No.
 8 No.
 11 No.
- 1613

- 1 Samsung.
 2a Because it's written on it. (w/m) It's on the front of the tablet.
 2b No.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1614
- 1 Samsung.
 2a It's on the bottom. (w/m) the name Samsung is written on the bottom of the tablet.
 2b No.
 3 No.
 8 No.
 11 No.
- 1615
- 1 Samsung.
 2a Because I read it on the side. (w/m) It said it right on the corner.
 2b No.
 3 Don't know.
 8 Yes.
 9 Verizon.
 10a I have a cell phone that is made by Verizon and it's a Samsung. (w/m) I own a Samsung phone.
 10b No.
 11 No.
- 1616
- 1 Samsung.
 2a That is the brand. (w/m) It says it on the back.
 2b No.
 3 No.
 8 Yes.
 9 Android.
 10a They make the software. (w/m) The programming is made by Android.
 10b No.
 11 No.
- 1617
- 1 Samsung.
 2a It has it on the case in silver letters Samsung. (w/m) It is printed in the case.
 2b No.
 3 No.
 8 No.
 11 Don't know.
- 1618
- 1 Samsung.
 2a That is the brand name on the front of the tablet. (w/m) that is the name of the company that sells the tablets.
 2b No.
 3 Yes.
 4 I'm not sure which ones but I think Samsung makes others.
 8 Don't know.
 11 No.

- 1619
- 1 Samsung.
 - 2a It's made by Samsung. (w/m) Logo says the company name.
 - 2b No.
 - 3 No.
 - 8 No.
 - 11 Don't know.
- 1620
- 1 Samsung.
 - 2a It is printed on the tablet fact. (w/m) The tablet has a name in silver on it on the front.
 - 2b It is also printed on the back. (w/m) another way to identify it.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1621
- 1 Samsung.
 - 2a It has it printed on the tablet. (w/m) The logo.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 I do not know which ones but I think all companies manufacture for other companies.
 - 10a I just feel that companies make more than one brand from shopping and reading about companies and their products.
 - 10b No.
 - 11 Don't know.
- 1622
- 1 Samsung.
 - 2a The name is on the front. (w/m) The maker of the tablet is the company on the front.
 - 2b No.
 - 3 Yes.
 - 4 Sony.
 - 5a they make most brands of electronics. (w/m) they just change the name on the outside.
 - 5b No.
 - 8 Yes.
 - 9 Sony.
 - 10a They make everything electronic. (w/m) They are the biggest company.
 - 10b No.
 - 11 Don't know.
- 1623
- 1 Samsung.
 - 2a Written on it. (w/m) It is on the face of the pad in writing.
 - 2b No.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1626
- 1 Don't know.
 - 3 Don't know.
 - 8 Don't know.
 - 11 No.

- 1627
- 1 Samsung, it says so on the front of the tablet and it is on the back cover too.
 - 2a It is stated on the device in two places. (w/m) I am familiar with the tablets. I plan to purchase one in the future.
 - 2b Yes. It has a lot of features and apps. (w/m) That I would use. It also has Internet.
 - 3 Don't know.
 - 8 Yes.
 - 9 Sony.
 - 10a I always thought these two were affiliated with each other. (e/m) Sony is the top company and Samsung is a subsidiary of Sony.
 - 10b No, nothing else.
 - 11 Don't know.
- 1628
- 1 Samsung.
 - 2a The screen says Samsung Apps and it is on the back of the I-Pad. (w/m) This is what I saw when I turned it on and looked at the tablet.
 - 2b Nothing else.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1629
- 1 Brand name is Samsung.
 - 2a Samsung makes a tablet called Galaxy. (w/m) I have seen it at Sam's club before.
 - 2b It is cheaper than I-Pad. (w/m) But, appears to do the same things as I-Pad.
 - 3 No.
 - 8 NO.
 - 11 Don't know.
- 1630
- 1 Samsung.
 - 2a It says it on the front. (w/m) It's the company's brand name.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 I think US Cellular makes this brand.
 - 10a I've seen them in their stores.
 - 10b No.
 - 11 Don't know.
- 1631
- 1 Samsung.
 - 2a The name on the bottom. (w/m) The company logo is on the bottom.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 It's an LG.
 - 10a Because their brands are alike. (w/m) they are a crossover brand.
 - 10b No.
 - 11 No.
- 1632
- 1 Samsung.

- 2a Because it's written on it. (w/m) they print the company name on the phone.
 2b No.
 3 Don't know.
 8 Don't know.
 11 Yes.
 12 Because they are licensed company.
 13a It's a major company. (w/m) Nothing.
 13b No.
- 1633
- 1 Samsung.
 2a Says it on the front and back. (w/m) It's the company that makes it.
 2b It has 16GB on it. (w/) It has more quality to it.
 3 Yes.
 4 Galaxy.
 5a I have a Galaxy phone.
 5b No.
 8 Yes.
 9 Verizon.
 10a I looked at one at the Verizon store. (w/m) they sell this tablet.
 10b No.
 11 No.
- 1634
- 1 Samsung.
 2a It is written on the casing. (w/m) On the front side of it. It is also on the back cover.
 2b No. that would be my first guess, my first visual.
 3
 8 Don't know.
 11 Yes.
 12 I would say maybe Compact.
 13a Just because it is not an Apple. (w/m) In most situations if it is not an Apple, it is a Compact. It could be Hewett Packard as well.
 13b I like this. No, I guess not, but I like this unit just from what I've seen.
- 1635
- 1 Samsung.
 2a Cause the name is right there. (w/m) It's got the brand name plus it's got Samsung. I guess you call it Samsung e-mail.
 2b No.
 3 Yes.
 4a Televisions.
 4b Cell phones.
 5a (Televisions) I don't know.
 5b No
 6a (Cell phones) Because I have one by them. (w/m) Because I have one.
 6b No.
 8 Don't know.
 11 Don't know.
- 1636
- 1 Samsung.
 2a Because the name is at the bottom. (w/m) the company's name is printed on it.
 2b No.
 3 Yes.
 4 Verizon.

- 5a I don't know.
8 Yes.
9 Advertising companies.
10a that is the way the make the money. (w/m) I don't know.
10b No.
11 Yes.
12 All other electronic companies.
13a Without companies that make it there would be no competition. Without competition they would not make as much money. (w/m) It is all about making money.
13b No.
- 1637
- 1 Samsung.
2a It says Samsung. (w/m) There is a logo on the bottom of it.
2b Logo on the back. (w/m) there is a logo that is on the back.
3 Don't know.
8 Yes.
9 I don't know.
11 No.
- 1638
- 1 Samsung.
2a The logo on the front and the logo on the back. (w/m) Because it's there and Samsung is a creator, not a provider.
2b Nothing else.
3 Yes.
4a Cell phones.
4b TVs.
5a (Cell phones) Because I've purchased a Samsung cell phone before. (w/m) I was a logo on the phone.
5b No.
6a (TVs) Because I've purchased a Samsung TV before as well. (w/m) It had a log on it, the box said Samsung.
6b No.
8 Yes.
9 Motorola.
10a Because Motorola makes parts for electronics. (w/m) they make parts for companies and tablet computers.
10b No.
11 Don't know.
- 1639
- 1 Samsung.
2a It's written on the bottom of the tablet. It's kind of obvious. (w/m) It's right there in front of your fact. I would assume that's the company that makes it.
2b No.
3 Don't know.
8 Don't know.
11 Don't know.
- 1640
- 1 Samsung.
2a Have to go with the Samsung label at the bottom. (w/m) The actual label.
2b No.
3 Yes.
4a Cell phones.

- 4b Laptops.
 5a (Cell phones) I own one. (w/m) I had a Samsung cell phone.
 5b No.
 6a (Laptops) My friend had one that I used for school. (w/m) I used it to type a paper.
 6b No.
 8 Don't know.
 11 Don't know.
- 1641
- 1 Maybe Samsung.
 2a The reason why I said is because I see the name up here. (w/m) The name on the top of this.
 2b I don't know. It might be a Dell. (w/m) When I pull it up, it looks like it.
 3 Don't know.
 8 Yes.
 9 Dell.
 10a I don't know. I really don't know.
 10b It's nice. Very nice.
 11 Yes.
 12 Dell.
 13a Creativity on the front page. Nice work on it. Easy to focus on what you're trying to do. (w/m) It just looks like it's easy to go to what you want to get to.
 13 No.
- 1642
- 1 I would assume this is Samsung by the label that says Samsung and I know the name of it but I would assume it's something like Galaxy or something.
 2a I would assume that by the label on the front of the machine here. (w/m) When I look at this device, clearly stamped on the front of it is the name Samsung.
 2b Nothing else.
 3 Yes.
 4 Don't know.
 8 Yes.
 9 Don't know.
 11 Yes.
 12 Don't know.
- 1643
- 1 It's a Samsung.
 2a Cause it says Samsung. Cause there's a label. (w/m) I mean on the back and on the front bottom, it has the Samsung logo.
 2b It's Kindle. I can't tell if it's a Kindle Fire but it's Kindle. (w/m) I mean it seems to be a Kindle because I saw an app with the Kindle logo.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1644
- 1 Samsung.
 2a It says so on the tablet. (w/m) It is written on the bottom of the screen.
 2b No.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1645

- 1 Samsung.
 2a Because it is written at the bottom of the tablet. (w/m) It is written at the bottom in silver letters boldly so it is noticeable.
 2b It is compact. (w/m) It is not bulky. It's not heavy.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1646
- 1 I don't know. A lot of people make Samsung.
 2a I don't know.
 2b No.
 3 Yes.
 4a Nokia.
 4b Gravity.
 5a (Nokia) Cause it is a Samsung. Phone companies probably make Samsungs and Nokias and stuff like that. (w/) Because it looks like a cell phone. That is exactly how my cell phone looks.
 5b No.
 6a (Gravity) It looks like a cell phone to me. (w/m) It seems like they would have different brands like a cell phone company.
 6b That's it.
 8 No.
 11 No.
- 1648
- 1 Samsung.
 2a The logo and the brand name of it. (w/m) Samsung has a signature seen on cell phones and TVs. It is a unique emblem.
 2b I've seen it on TV before. (w/m) On Best Buy ads.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1649
- 1 Samsung.
 2a Due to the indication on the screen at the bottom and also on the back. (w/) the brand name is written on it.
 2b No.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1650
- 1 Samsung.
 2a Cause it is written here on the tablet. (w/m) Just the brand logo is written on the border of the screen.
 2b No.
 3 No.
 8 No.
 11 Don't know.
- 1651
- 1 Maybe Verizon.

- 2a Cause it has the market place there for Droid phones. (w/m) Cause there is an icon on the screen.
- 2b No.
- 3 Don't know.
- 8 Don't know.
- 11 Don't know.
- 1652
- 1 Samsung. It says at the bottom of the phone.
- 2a At the bottom (w/m) I don't know what you mean. It's on the tablet.
- 2b No.
- 3 Don't know.
- 8 Don't know.
- 11 Don't know.
- 1653
- 1 Samsung.
- 2a It says Samsung on the bottom of it. (w/m) I figure the reason who made it would put their name on the bottom.
- 2b No, I have just the name on the front and back. (w/) the name on the front and back.
- 3 No.
- 8 Yes.
- 9 Google operating system, maybe Yahoo.
- 10a The search bar as it looks like the Google operating system. (w/) the apps that it has on the phone is Google.
- 10b No, that's it.
- 11 Yes.
- 12 Google is the one that is really coming to mind.
- 13a Due to the operating system on the phone. (w/m) Due to the operations system on the phone.
- 13b No, that's it.
- 1654
- 1 Samsung.
- 2a Says it right here on the side or the bottom I guess. (w/m) I see it has Samsung in plain view on the front.
- 2b No.
- 3 No.
- 8 Don't know.
- 11 Don't know.
- 1655
- 1 Samsung.
- 2a The name on it. (w/m) Like it says on the back and made in Korea.
- 2b No.
- 3 No.
- 8 No.
- 11 No.
- 1656
- 1 Samsung.
- 2a It says it on it. (w/m) On the front is says Samsung.
- 2b Nothing.
- 3 Yes.
- 4a Cell phones.
- 4b TVs

- 4c DVD plays.
5a (Cell phones) Because I have had each of those items through Samsung. (w/m) They are a main brand, I see their products everywhere.
5b Nothing.
6a (Cell phones) Nothing.
7a (DVD players) Nothing.
8 Yes.
9 I don't know.
11 No.
- 1657
1 Samsung.
2a It says it right here. (w/m) It means what I said.
2b Nothing.
3 Don't know.
8 Don't know.
11 Don't know.
- 1658
1 Samsung.
2a It says Samsung on the front and back. (w/m) I know how to read and it says it.
2b No.
3 Don't know.
8 Don't know.
11 No.
- 1659
1 Samsung.
2a Because it is written on there. (w/m) That is the manufacturer and I know that is not made in the USA.
2b It is not a brand I would buy for this product. (w/m) That I would buy something else.
3 Don't know.
8 Yes.
9 Cars or something like that.
10a Only because I think they are into other thing like electronics. (w/m) I don' know.
10b No.
11 Don't know.
- 1660
1 Samsung.
2a Want me to show you. (w/m) It says Samsung.
2b NO.
3 Don't know.
8 Don't know.
11 Don't know.
- 1661
1 Samsung.
2a Because it is written on the bottom. (w/m) Because it is written on the tablet.
2b No.
3 Don't know.
8 Don't know.
11 Don't know.
- 1662
1 Samsung.

- 2a It's printed on the front of it (w/m) It's in writing on the bottom of the tablet.
 2b Nope.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1663
- 1 Samsung.
 2a It says it right there. (w/m) It's written right here on the tablet.
 2b No.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1664
- 1 Samsung.
 2a It's the name I'm seeing on the front here. (w/m) I mean I see a name on the plastic.
 2b Nope.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1665
- 1 Samsung.
 2a Because it says it right there on it. (w/m) Because it says it right there.
 2b Negative.
 3 Yes.
 4 I don't know.
 8 Yes.
 9 Samsung is probably Japanese so somewhere around there.
 10a Just the name, the way it sounds. (w/m) Sounds foreign.
 10b No.
 11 Yes.
 12 Whoever rung Samsung. I guess you know what I mean. Maybe it says it on the fine print.
 13a Because I would imagine anything I would buy would have the company somewhere on it. (w/m) Made in Korea by Samsun.
 13b No.
- 1666
- 1 I know the brand name is Samsung.
 2a It says at the very bottom in the front. (w/m) It's at the very bottom in the front.
 2b Nope.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1667
- 1 Samsung
 2a It says it right here. (w/m) Because I bought it for my son for Christmas.
 2b No
 3 Don't know.
 8 Yes
 9 Sony
 10a They use the same screen as Sony. (w/m) They are contracted by the same company.
 10b No

- 11 No
- 1668
- 1 Samsung
- 2a Because it says it on the tablet. (w/m) Because it's on the tablet.
- 2b No
- 3 No
- 8 Don't know.
- 11 Don't know.
- 1669
- 1 Samsung
- 2a Writing at the bottom. (w/m) Because the name is at the bottom of the tablet.
- 2b No
- 3 Don't know.
- 8 No
- 11 Don't know.
- 1670
- 1 Samsung
- 2a It's the name printed on the front. (w/m) It's right there.
- 2b No
- 3 Yes
- 4a Phones
- 4b TV
- 5a (Phones) Because I have a phone that is a Samsung. (w/m) I don't know.
- 5b No
- 6a (TV) I don't know. (w/m) I just don't know.
- 6b No
- 8 Don't know.
- 11 No
- 1671
- 1 Samsung
- 2a Cause it has the name on the bottom of it. (w/m) It has the brand name on the bottom of it.
- 2b Nothing at all.
- 3 Yes
- 4 Galaxy Tablet
- 5a (Galaxy Tablet) Cause I seen it advertised on TV. (w/m) Cause it was on TV.
- 5b Nothing at all.
- 8 Don't know.
- 11 Don't know.
- 1672
- 1 Samsung
- 2a Because it say it on there. (w/m) It has Samsung on it.
- 2b No
- 3 Don't know.
- 8 Don't know.
- 11 Don't know.
- 1673
- 1 Samsung
- 2a Because the name is on there. (w/m) It says what it is.
- 2b Don't know.

- 3 Yes
 4 Don't know.
 8 Don't know.
 11 Don't know.
- 1674
- 1 Samsung
 2a It has the name on the front. (w/m) That means that it is the name of the company that makes it.
 2b No
 3 Yes
 4a Cell phones
 4b MP3 players
 4c TV's
 5a (Cell phones) Because I use to have a cell phone that was Samsung. (w/m) I use to have a Samsung cell phone.
 5b No
 6a (MP3 players) I believe I have seen on before. (w/m) I'm pretty sure I saw a Samsung MP3 player in Wal-Mart
 6b No
 7a (TV's) Because I was about to buy one. (w/m) I was at Wal-Mart and I was about to purchase a Samsung flat screen.
 7b No
 8 Don't know.
 11 Don't know.
- 1675
- 1 Samsung
 2a Because it says Samsung on it. (w/m) That's the company that made it.
 2b No
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1676
- 1 Samsung
 2a Because it says it right there. (w/m) Because it is right there.
 2b No
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1677
- 1 Samsung
 2a The name Samsung at the bottom of the screen. (w/m) Because it's at the bottom of the screen.
 2b No
 3 Don't know.
 8 Don't know.
 11 No
- 1678
- 1 Samsung
 2a It said it at the bottom of it. (w/m) It's right here at the bottom of it.
 2b No
 3 Don't know.

- 8 Don't know.
 11 Yes
 12 Google, people media hub, Gmail, Amazon, Kindle, E-book
 13a Cause they're apps on here showing different names. (w/m) Cause they are already added to the device. I think that is has to be permitted.
 13b No
- 1679
 1 Samsung
 2a Because it says Samsung over here. (w/m) It's at the left side of the tablet computer.
 2b No
 3 Don't know.
 8 Don't know.
 11 No
- 1680
 1 Samsung
 2a It says so here. (w/m) The name Samsung name is on the front and back of the tablet computer.
 2b No
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1681
 1 This tablet computer I think it's made by Samsung.
 2a Because the Samsung name is all over the tablet computer. (w/m) It's on the bottom of the front side and on the center of the back.
 2b No
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1682
 1 It's Samsung.
 2a It's on the front and back of the computer. (w/m) The name Samsung is written on the bottom of the front and on the top of the back.
 2b No, that's it.
 3 Don't know.
 8 Yes
 9 I think it might be affiliated with Google and the Android application.
 10a Because the defaulted web engine is Google and because this tablet computer has the Android application. (w/m) Only Android apps can be downloaded into this computer or at least compatible to Android.
 10b No
 11 Yes
 12 With Google and Android
 13a Because without the permission of them two Samsung wouldn't be able to put the programming it currently has. (w/m) Android and Google is what is making this computer to run and function.
 13b No
- 1683
 1 The brand name is Samsung. Samsung makes this tablet.
 2a It is printed on the top of the tablet. (w/m) The word Samsung is on the tablet.
 2b Nothing else.

- 3 Don't know.
8 Don't know.
11 Don't know.
- 1684
- 1 Samsung
2a Because it's listed right here. (w/m) It's clearly visible on the left hand side.
2b No
3 Yes
4 Phones
5a (Phones) I think it makes phones, I don't know. (w/m) It's a popular name and this company has been around for a long time and it's possible that they make phones, TV's and other electronics.
5b No
8 Don't know.
11 Don't know.
- 1685
- 1 A tablet computer by Samsung.
2a Because at the bottom of the computer tablet it has the company name Samsung. (w/m) Almost all tablets have a company logo or brand name on it.
2b That all tablets will always have a specific logo on it. (w/m) No tablet doesn't have a company name.
3 Yes
4 Galaxy Tab Android tablet
5a (Galaxy Tab Android Tablet) Because I've seen commercials showing the Galaxy Tab Android Tablet made by Samsung. (w/m) They usually have commercials or newspaper with tablets on them.
5b That tablets are everywhere now these days everywhere. (w/m) That there is advertisement about them everywhere you go.
8 Yes
9 I've seen that the Samsung tablet is connected with the company Verizon.
10a Because I've seen these tablets in Verizon Wireless stores. (w/m) That in every store you will find them.
10b Verizon Wireless has the tablets so people can see them and buy them. (w/m) It's a good way to get people to buy them.
11 Yes
12 Another company that also carries the tablet computer is T Mobile.
13a Because I've seen them in T Mobile stores before. (w/m) Like every other company they have them on display for people to buy them.
13b The companies want you to try out their product before you buy them. (w/m) It's all business for them.
- 1686
- 1 Samsung
2a It's right on the device itself. (w/m) Name is written on the tablet.
2b Another application on it that said Samsung. (w/m) It just says Samsung.
3 Don't know.
8 Don't know.
11 Don't know.
- 1687
- 1 Samsung
2a Because the makers of the product always puts its name on it and the name Samsung is on the tablet computer. (w/m) The name of the maker, which is Samsung, is on the front and on the back.

- 2b No
 3 Don't know.
 8 Yes
 9 Perhaps with Google and Android
 10a Because the tablet computer has an Android system. (w/m) Android is the programming that the computer has and it's what makes it work.
 10b I think that might be affiliated with Google because that is what seems to be as internet on the computer. (w/m) Google seems to be their default web engine.
 11 Don't know.
- 1688
- 1 The company that makes this tablet computer is Samsung.
 2a Because the Samsung logo is on the computer. (w/m) It's on the front, bottom and on the back middle of the computer.
 2b No
 3 Don't know.
 8 Don't know.
 11 Yes
 12 Perhaps Google and the Android system.
 13a Because this computer seems to have the Android system in it. (w/m) It looks like a big Android phone.
 13b No
- 1689
- 1 Samsung
 2a It's a good brand. (w/m) It's top rated electronic brand.
 2b The name is also on the bottom of the tablet. (w/m) The name is on the tablet.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1690
- 1 Samsung
 2a It's right there on the front. (w/m) It's written on the front and the back of the tablet.
 2b Nothing else, just the name on there.
 3 Yes
 4 I have no idea.
 8 No
 11 Yes
 12 Google
 13a Tablet has a lot of Google maps and applications. (w/m) I see a lot of Google applications on this tablet.
 13b They have Google and Android applications on the tablet so it makes me think that they have their approval.
- 1691
- 1 Samsung
 2a Because of the name on it. It says Samsung. (w/m) There's a name printed on the device.
 2b Not really.
 3 Don't know.
 8 Don't know.
 11 No
- 1693
- 1 Samsung

- 2a I saw the name on the tablet. (w/m) Samsung is the only name I see on the tablet.
 2b Verizon makes it too, Sprint and Apple. (w/m) That's what I see on TV commercials.
 3 Don't know.
 8 Don't know.
 11 Yes
 12 AT&T
 13a AT&T, I would say they make good phones and tablets. (w/m) It's a better receiver and better than other phones and brands.
 13b And, AT&T is well known I see them everywhere. (w/m) I see commercials for AT&T phones, tablets and computers.
- 1694
- 1 The brand of the tablet computer is Samsung.
 2a Because it's on the side and on the back of the tablet computer. (w/m) The brand's name is on the computer which lets us know that the computer is a Samsung.
 2b Nothing else.
 3 Don't know.
 8 Yes
 9 I think with Google and Android.
 10a Because Google is connected to Android which means that Samsung is connected with them both since the software is on Samsung's products. (w/m) The tablet computer is run on by Android software.
 10b No
 11 No
- 1695
- 1 This tablet computer is a Samsung.
 2a Because it says so on the top and back of the computer. Also, because it looks like something Samsung would make. (w/m) Well the name it's on the front bottom, it says Samsung and on the back it also says Samsung.
 2b Well I say that Samsung made it because Samsung always make high end technology and this seems like it's really nice and good technology. (w/m) You can do everything and it's capable of doing everything.
 3 Don't know.
 8 Yes
 9 Android
 10a Because it has an Android operating system. (w/m) The tablet computer is run by a system run by Android.
 10b No
 11 Yes
 12 Android
 13a Because the tablet computer has the Android operating system and without the approval of Android, Samsung would have not been able to put it on their tablet computer.
 13b No
- 1696
- 1 Samsung
 2a Cause it's on it. (w/m) It has the name of it scribbled on the front of it.
 2b No
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1697
- 1 Samsung
 2a It's on the front and the back. (w/m) It's very clearly printed.

- 2b I think that really covers it. (w/m) There's nothing further to say.
 3 Don't know.
 8 Don't know.
 11 Don't know.
- 1698
- 1 Samsung
 2a The title on the tablet. (w/m) What do you mean, "What do you mean by that?" Just by the logo on it.
 2b No
 3 Yes
 4 Phones
 5a (Phones) Cause I have one. (w/m) I use a Samsung phone daily. They're good except for the battery life.
 5b No
 8 Yes
 9 Probably AT&T or Verizon, Android even. Android's the software though.
 10a Cause that's the most popular like wireless 3G networks I guess. Or even Sprint. (w/m) they're the most likely.
 10b No
 11 Yes
 12 Android I guess
 13a The menu. The about menu. (w/m) The settings menu on the tablet.
 13b No
- 1699
- 1 Dell. Dell computers.
 2a Cause I have a Dell account. (w/m) Cause I signed up on my email on the internet.
 2b That's all.
 3 Don't know.
 8 Yes
 9 Yahoo.com. They do have commercials on the internet that affiliate with that. So I know Yahoo and Google.
 10a Cause I've seen it on the internet. (w/m) I have a computer at home and at the library and other public places.
 10b That's all.
 11 No
- 1700
- 1 Obviously Samsung. I would cry if someone didn't know that. I know you have to.
 2a You're a good research company. Opinions people are private. It's actually really nice. (w/m) It's very snappy. Mine's not even that fast.
 2b No
 3 No
 8 No
 11 No
- 1701
- 1 Samsung
 2a Well there's a name right here on the bottom here. (w/m) How much more descriptive should I be....well I know it's not an Apple. To the best of my knowledge this is a Samsung product.
 2b It has the same overall feel to it. (w/m) I have one of these at home.
 3 Yes
 4 I don't think they make a book product
 8 Yes

- 9 You think I would know that. I really couldn't tell you
 11 Yes
 12 No. I would say no
 13a I think Samsung probably has it's only wireless provider or web provider so it doesn't need to be affiliated with another outfit. (w/m) What I said.
 13b No
- 1702
- 1 I don't know. I'm guessing that's probably it but...
 3 Yes
 4 I wouldn't know the names of the other companies, but they probably do
 8 Don't know
 11 Yes
 12 Maybe like Microsoft.
 13a Cause Microsoft is like the main provider of everything like that. (w/m) Like, they're the founder of the most technologies and companies like that. I want one.
 13b No
- 1703
- 1 Samsung
 2a The name at the top. (w/m) It says Samsung up here.
 2b It's Samsung. (w/m) Samsung usually uses android type applications. I myself am drawn to that type of I Pad thing.
 3 Don't know
 8 Yes
 9 I don't know
 11 Yes
 12 I know that Samsung is offered by Verizon. I know that it is provided by my Verizon phone company. I know that when I search on my HSN, they offer this.
 13a I have researched this. (w/m) Me and my friend have done extensive research on brands and tablets.
 13b It's just that it's... overall, the computers. It uses the applications, the android applications have a higher selection of android applications, but I just generally dislike apple. I find this item to be more user friendly than the I Pad 2. (w/m) I Pad 2 forces you to use only iTunes apps.
- 1704
- 1 Samsung
 2a Really. Product screen on the border of the product. (w/m) Company screen name.
 2b No
 3 Don't know
 8 Yes
 9 Can't name them off the top of my head
 11 Yes
 12 Samsung
 13a Samsung is not a wireless provider, they are a maker of wireless products. Their name is on the case. (w/m) That's fairly straight forward. Just that.
 13b No
- 1705
- 1 Samsung
 2a It says it on there. (w/m) It says Samsung.
 2b No
 3 Don't know
 8 No
 11 Don't know

- 1707
- 1 It is a Samsung so....
 - 2a It says Samsung on it. (w/m) It is printed on it.
 - 2b No
 - 3 Yes
 - 4 Don't know
 - 8 Yes
 - 9 Don't know
 - 11 Yes
 - 12 Don't know
- 1708
- 1 Samsung
 - 2a It's the name that is on the outside of it, or on it I guess. (w/m) It's just the name I see on the outside.
 - 2b No
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1709
- 1 Samsung
 - 2a It has Samsung written on it. (w/m) Usually brands put their name on it, it looks like it is written four times.
 - 2b Nothing
 - 3 Don't know
 - 8 Don't know
 - 11 Yes
 - 12 Don't know
- 1710
- 1 Samsung
 - 2a Because it has the name on the tablet. (w/m) I don't understand.
 - 2b Nothing
 - 3 Don't know
 - 8 Don't know
 - 11 Don't know
- 1711
- 1 Samsung T-Mobile
 - 2a I shopped around for the tablet computer last month. (w/m) I was looking to purchase one.
 - 2b No
 - 3 Yes
 - 4 Cell phones
 - 5a Because it's Samsung. (w/m) Samsung is known for making cellular devices.
 - 5b No
 - 8 No
 - 11 No
- 1712
- 1 Samsung
 - 2a It's written on it. (w/m) I see it on the device.
 - 2b That's it
 - 3 Don't know

- 8 Yes
9 I don't know
11 Don't know
- 1713
- 1 Samsung
2a The name on the tablet. (w/m) The logo on the tablet on it.
2b No
3 Yes
4 TV
5a I own two TV's. (w/m) My TV's have Samsung on them as well.
5b No
8 Yes
9 I don't know
11 Yes
12 I don't know
- 1714
- 1 Samsung
2a Because it says it. (w/m) I see it on the front of the tablet.
2b No
3 Don't know
8 No
11 Don't know
- 1715
- 1 Samsung
2a It says that on it. (w/m) It's marked Samsung on the tablet.
2b No
3 Don't know
8 Yes
9 AT&T and Verizon
10a Because I know Verizon has Samsung phones and AT&T has Samsung phones. (w/m) They actually sell Samsung products.
10b No
11 Don't know
- 1716
- 1 Samsung
2a It says it right here at the bottom. (w/m) The words are printed right here at the bottom.
2b On the home page it has a Samsung app and it Samsung email. (w/m) On the home page it says welcome to Samsung email.
3 Yes
4 I don't know
8 No
11 Yes
12 Maybe like Google
13a Because the home page it seems like Google has a fixed app. (w/m) On the home screen it has its own section.
13b No
- 1717
- 1 Samsung
2a It says Samsung at the bottom. (w/m) I see it at the bottom of the device.
2b That's all
3 Don't know

- 8 No
11 No
- 1718
1 Samsung
2a Because it's written on the bottom below the screen. (w/m) I see it there at the bottom.
2b Nothing
3 Don't know
8 Don't know
11 Don't know
- 1719
1 Samsung
2a It's on the outside of the casing. (w/m) I see it on the bottom.
2b Nothing else
3 Don't know
8 Don't know
11 Don't know
- 1720
1 Samsung
2a It say it on there. (w/m) I see it at the bottom of the device.
2b That's all
3 Yes
4a Cell phones
4b Computers
5a (Cell phones) I have seen them in stores. (w/m) I seen cell phones made by Samsung.
5b That's all
6a (Computers) Because it's a tablet computer so they are in the business of making computers too. (w/m) It's a tablet computer so they should have laptops also.
6b That's all
8 Don't know
11 Don't know
- 1721
1 Samsung
2a It's printed on the bottom of the tablet. (w/m) The spelling of the name of the company is on it.
2b Nothing else
3 Yes
4a Computers
4b Stereos
4c TV
5a (Computers) I have seen them. (w/m) I was looking for a computer and I saw the Samsung brand.
5b Nothing else
6a (Stereos) I have seen them in the stores before. (w/m) I physically saw the Samsung brand on a stereo.
6b Nothing else
7a (TV) I saw them in the store as well. (w/m) I physically seen them in the store before.
7b Nothing else
8 No
11 No
- 1722
1 Samsung

- 2a The name is on the tablet. (w/m) The name is on the device itself.
 2b Samsung is a good company. (w/m) I have a Samsung TV. I like their products.
 3 Yes
 4a TV
 4b Cell phones
 5a (TV) I have a Samsung TV. (w/m) I have a TV made by Samsung.
 5b That's it
 6a (Cell phones) I seen them at Best Buy. (w/m) Their phones are displayed at Best Buy.
 6b That's it.
 8 Don't know
 11 No
- 1723
- 1 Samsung
 2a It's written on it. (w/m) I see the name on it.
 2b No
 3 Don't know
 8 Don't know
 11 Don't know
- 1724
- 1 Samsung
 2a It written on it. (w/m) I see it at the bottom.
 2b Nothing
 3 No
 8 Don't know
 11 Don't know
- 1725
- 1 Samsung
 2a Because I see the logo at the bottom. (w/m) The Samsung logo is on the front and back so I assume it's the company.
 2b No
 3 Don't know
 8 No
 11 Don't know
- 1727
- 1 Samsung
 2a Because it is written on there on the bottom. (w/m) It is written on there.
 2b Because they call it Samsung apps as well. (w/m) That's it.
 3 Don't know
 8 Don't know
 11 Yes
 12 I would say Google and Amazon.
 13a Because it has apps from other companies on it. Specifically Amazon and Google. (w/m) Nothing but that they must have permission.
 13b Nope
- 1728
- 1 Samsung
 2a It say it on the bottom. (w/m) It says it on the bottom of the tablet.
 2b No
 3 Yes
 4 Cell phones
 5a Because I've had a Samsung phone. (w/m) I've had a Samsung phone with Sprint.

| | | |
|------|----|---|
| | 5b | No |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1729 | | |
| | 1 | Samsung |
| | 2a | Cause it was on there. (w/m) The word was on there. The name of the product. |
| | 2b | No |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1730 | | |
| | 1 | Samsung |
| | 2a | Because the logo is at the bottom of the tablet. (w/m) The um brand name. |
| | 2b | No |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1731 | | |
| | 1 | I don't know |
| | 3 | Yes |
| | 4 | I don't know |
| | 8 | No |
| | 11 | No |
| 1732 | | |
| | 1 | Samsung |
| | 2a | It says it on the front of the tablet. (w/m) It on the front of the tablet. |
| | 2b | No |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1733 | | |
| | 1 | Samsung |
| | 2a | It says it on the front of the tablet. (w/m) It's printed on the front of the tablet. |
| | 2b | No |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1735 | | |
| | 1 | Samsung |
| | 2a | It is right there. (w/m) What that it is on there. |
| | 2b | No |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1736 | | |
| | 1 | Samsung |
| | 2a | I see Samsung at the bottom. (w/m) I'm looking at the phone and I notice it says Samsung at the bottom. |
| | 2b | No |

- 3 Don't Know
8 Don't Know
11 Don't Know
- 1737
- 1 Samsung
2a The name is on it. (w/m) I looked at it and the name on it and 9 out of 10 the name on it makes it.
2b No
3 Yes
4a Phones
4b Most appliances
5a (Phones) I had a phone by Samsung. (w/m) I bought a Samsung phone.
5b No
6a (most appliances) Because they show their name on most appliances they make. (w/m) The product has the name on it.
6b No
8 Don't Know
11 No
- 1738
- 1 Samsung
2a It say it on the front of the tablet. (w/m) It on the unit.
2b No
3 Don't Know
8 Don't Know
11 Don't Know
- 1739
- 1 Samsung
2a Because it says Samsung. (w/m) My eyes tell me Samsung.
2b Samsung is on the back. (w/m) Go to the next question nothing else.
3 Yes
4a Cell phones
4b TV's
4c MP3 players
5a (cell phones) Because I have one made by Samsung. (w/m) I don't know.
5b No
6a (TV's) Because I own a Samsung Television. (w/m) What do I mean hell I watch it every day.
6b No
7a (MP3 player) Because I seen it at Best Buy. (w/m) I don't mean nothing.
7b No
8 Don't Know
11 Don't Know
- 1740
- 1 Samsung
2a It's on the screen. (w/m) The logo is printed right on it.
2b No
3 Yes
4 I have no idea.
8 No
11 Don't Know
- 1741

- 1 Samsung
 2a The name on the bottom. (w/m) The brand name right on the bottom of the tablet.
 2b No
 3 Don't Know
 8 Don't Know
 11 Yes
 12 I don't know.
- 1742
- 1 Samsung
 2a It says Samsung on it. (w/m) The word Samsung is on the bottom of the tablet.
 2b No
 3 Don't Know
 8 Don't Know
 11 Yes
 12 With all other cell phone carriers. Samsung works with all of them.
 13a because I have been shopping for tablets and I see Samsung everywhere. (w/m)
 With different carriers.
 13b No
- 1743
- 1 Samsung
 2a Because it's on the actual pad. (w/m) It's listed on the actual pad itself. and there's
 an actual link I found while browsing. The Samsung app.
 2b Nope
 3 Don't Know
 8 No
 11 Don't Know
- 1744
- 1 Samsung
 2a It says Samsung on it. (w/m) It is written on the bottom of tablet.
 2b No
 3 Don't Know
 8 Don't Know
 11 Don't Know
- 1746
- 1 Don't Know
 3 Don't Know
 8 Don't Know
 11 Don't Know
- 1747
- 1 Samsung
 2a It is written on the front. (w/m) It is printed on the front and the back.
 2b No
 3 Yes
 4 I don't know
 8 Yes
 9 Mitsubishi
 10a Everything looks alike. (w/m) Everything looks similar.
 10b No
 11 Don't Know

- 1748
- 1 Samsung
 - 2a Their name is on it. (w/m) The brand name is on the front of it.
 - 2b The name is on the back. (w/m) I've seen other other Samsung tablets. It has that look and feel to it.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1749
- 1 Samsung
 - 2a It has Samsung on the bottom. (w/m) It has the name right here.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1750
- 1 Samsung
 - 2a It written on the front. (w/m) it say it on the front.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1752
- 1 Samsung
 - 2a It says it on the bottom of it. (w/m) I'm looking at the bottom and it says Samsung.
 - 2b No
 - 3 Yes
 - 4 Smart phone
 - 5a It's a worldwide brand. (w/m) They make TV, MP3 player.
 - 5b No
 - 8 Don't Know
 - 11 Don't Know
- 1753
- 1 I do not know.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know

PRODUCT 10
LG SLATE 8.9

- 1801
- 1 Google.
 - 2a Because I seen Google on the back.. (w/m) It's printed on the tablet very big.
 - 2b Nothing,
 - 3 Yes.
 - 4 I don't know.
 - 8 Don't know.
 - 11 Yes.
 - 12 T-Mobile.
 - 13a Without proper authorization you can't put the name, T-Mobile, or something that is going to sell. (w/m) That you can't put someone's name on something you're going to sell.
 - 13b Nothing.
- 1802
- 1 LG.
 - 2a It says LG. (w/m) It says it on the back.
 - 2b No.
 - 3 Yes.
 - 4a Cell phones.
 - 4b Appliances.
 - 5a (Cell phones) I saw them at an AT& T store. (w/m) The cell phones said LG on it..
 - 5b No.
 - 6a (Appliances) I see them advertised on TV, LG appliances. (w/m) On commercials I've seen them.
 - 6b No.
 - 8 Don't know.
 - 11 Don't know.
- 1803
- 1 LG.
 - 2a It's on the screen and printed on the back. (w/m) Just what I said, it's printed on the back and it will come up on the screen.
 - 2b No, nothing.
 - 3 No.
 - 8 Don't know.
 - 11 Don't know.
- 1804
- 1 I don't know.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1806
- 1 LG.
 - 2a On the back of it. (w/m) It's printed on the back there on the back.
 - 2b Nothing.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.

- 1807
- 1 T-Mobile.
 - 2a Because I was looking at the icon. (w/m) A little app icon.
 - 2b No.
 - 3 Don't know.
 - 8 Yes.
 - 9 AT&T
 - 10a Because I saw on the news that AT& T is trying to buy T-Mobile. (w/m) I don't think it happened though, saw on news.
 - 10b No.
 - 11 Don't know.
- 1808
- 1 LG.
 - 2a It says it on the back. (w/m) It's printed on the back.
 - 2b Nothing.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1809
- 1 Kindle.
 - 2a The look of it. It looks like the borders and size of it. Looks like Kindle.
 - 2b Nothing.
 - 3 Don't know.
 - 8 No.
 - 11 No.
- 1810
- 1 I think it's Kindle. I'm not sure, T-Mobile.
 - 2a Cause it has it in the back. (w/m) Had the logo on the back.
 - 2b No.
 - 3 No.
 - 8 Don't know.
 - 11 No.
- 1811
- 1 LG is what I think it is.
 - 2a LG comes up on the front. (w/m) When you turn it on it comes on the screen.
 - 2b No, nothing.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1813
- 1 LG.
 - 2a It's on the back. (w/m) It's labeled on the back with LG.
 - 2b Nothing.
 - 3 Don't know.
 - 8 Don't know.
 - 11 Don't know.
- 1814
- 1 LG
 - 2a Written, stamped on the back. (w/m) It is printed..logo.

- 2b No
3 Don't Know
8 Don't Know
11 Don't Know
- 1815
1 I think it might be Team Mobile.
2a It says so on the screen. (w/m) When it comes on.
2b No
3 Don't Know
8 No
11 No
- 1816
1 Sony possible, definitely not I Pad.
2a I Pads have a distinct look. (w/m) The way they are shaped and it looks close.
2b No
3 Don't Know
8 Don't Know
11 Yes
12 It would have to have been there are lots of laws on these sorts of thing.
13a I mean there are patents or copyrights and they will have approval. (w/m) They would have to have the approval of the main company.
13b No
- 1818
1 The company is T-Mobile.
2a T-Mobile is on the top. (w/m) LG is the brand.
2b No
3 Yes
4 Sony
5a I don't know
5b No
8 Don't Know
11 Don't Know
- 1821
1 Actually I don't know.
3 Don't Know
8 Yes
9 T-Mobil
10a Cause T-Mobile is listed on here a couple different times, on different apps. (w/m) It's just it's listed on the TV app and another app on the screen.
10b No
11 Yes
12 After thinking about it I think it is made by T-Mobile, I think.
13a Just from looking at the apps available. (w/m) The apps available on the tablet.
13b No
- 1822
1 I have no idea.
3 Yes
4 I don't know.
8 Yes

- 9 Android, I guess.
 10a The Android marketplace app thing. (w/m) The app for the android marketplace and just the android logo itself.
 10b That's it.
 11 Don't Know
- 1823
 1 LG, I think. Just guessing.
 2a It's got LG on the back. (w/m) LG is a brand. Google and T-Mobile might provide service.
 2b That's about it.
 3 Yes
 4 I have no idea.
 8 Don't Know
 11 yes
 12 Verizon
 13a Just my experience with tablets. They might have the same running system but things are always different. (w/m) Something has to be different about it.
 13b That's about it.
- 1824
 1 It's an LG
 2a Because there is a little LG symbol on there. (w/m) There are two letters in gray and they say LG.
 2b The only thing that might be confusing is there is a label that says Google on it, it might be hard to tell who's the manufacturer.
 3 Yes
 4a I've seen a variety of products. Televisions
 4b Computers
 5a (televisions) because the same gray symbol appears on televisions. (w/m) The actual logo appears on multiple brands of televisions.
 5b No
 6a (computers) Because the same symbol appears on multiple computers. (w/m) Computers have the same logo on them.
 6b No
 8 Yes
 9 Whether the tablet is made by LG or Google, I see the labels of both on other technology.
 10a Because I see the labels on the equipment. (w/m) The symbols appear on other technology.
 10b No
 11 Yes
 12 Yes because I see a T-Mobile label, Google label, and an LG label. I would think the label requires licensing.
 13a Most labels that are licensed require approval for use. (w/m) That's all.
 13b No
- 1827
 1 I don't know.
 3 Don't Know
 8 Don't Know
 11 Don't Know
- 1828
 1 I do not know.
 3 Don't Know

- 8 Don't Know
11 Don't Know
- 1829
1 I don't know, I didn't look. Sorry. Does not say in the background.
3 No
8 Yes
9 I don't know who.
11 Don't Know
- 1830
1 I don't know and I don't wanna know.
3 Don't Know
8 Don't Know
11 Don't Know
- 1831
1 Actually, I don't
3 Yes
4a AT&T
4b Panasonic
4c Sony
5a (AT&T) They seem to be trying to keep up with the newer thing that are coming out. (w/m) They used to try to have a fair market when I was younger, so now they are focusing on phones and the internet.
5b No, that's it.
6a (Panasonic) They make a big variety of electric tools. (w/m) They sell from TV, DVD player, phones, computers, etc.
6b No, that's it.
7a (Sony) Same reason like I just said. (w/m) Like I just said.
7b No, that's it.
8 Yes
9 Google
10a Mostly, cause I see Google a lot on the phone and on the internet. (w/m) Google is it's own server for the internet.
10b No, that's it.
11 No
- 1833
1 No clue.
3 Don't Know
8 Don't Know
11 Don't Know
- 1834
1 Samsung
2a Cause it's one of the higher models of the phone. (w/m) Better service and location.
2b No
3 Don't Know
8 Don't Know
11 Don't Know
- 1835
1 I have no clue. T-Mobile. But I think they just sell this thing.
2a Cause the name is on it. (w/m) Says it on the back.

- 2b No
3 Don't Know
8 No
11 Don't Know
- 1836
1 Google, LG
2a On the back of the phone says right there. (w/m) With Google and LG. LG is probably the one who makes it.
2b That's about it. As much as I know. (w/m) As much as I know.
3 Don't Know
8 Don't Know
11 No
- 1837
1 I don't know.
3 Don't Know
8 Don't Know
11 Don't Know
- 1838
1 I do not know.
3 Don't Know
8 No
11 Don't Know
- 1839
1 I have no idea.
3 Don't Know
8 Don't Know
11 Don't Know
- 1840
1 LG
2a It has an LG on the back. (w/m) I see the LG name and logo on the back of the computer.
2b No
3 Don't Know
8 Yes
9 I don't know.
11 Yes
12 Google
13a It's running Android. (w/m) Android is the operating system.
13b No
- 1842
1 T-Mobile
2a They put their name on it. (w/m) It says Google and T-Mobile.
2b It is branded on the back and front top to bottom. (w/m) It also says LG but I'm not sure how that figures into it.
3 Yes
4 Organizing devices
5a The first screen is very original. (w/m) That makes me think they have other things like it.
5b No
8 Yes
9 Google
10a It's on the back. (w/m) It says Google.

- 10b No
 11 Yes
 12 Google
 13a It is the step to put Google on the back. (w/m) Otherwise it would have passed the policies that go with manufacturing the tablet.
 13b No
- 1843
 1 Microsoft
 2a I went to the Apple store, Duck store and they had the Microsoft tablet computer. (w/m) It is the same size and shape.
 2b It reminds me of the droid. (w/m) The operating system.
 3 Don't Know
 8 Don't Know
 11 Don't Know
- 1844
 1 I don't know.
 3 Yes
 4 Other electronics
 5a Because I don't think many companies would only make tablet computers. (w/m) They would diversify.
 5b No
 8 Yes
 9 I don't know.
 11 Don't Know
- 1845
 1 LG
 2a It's on the back. (w/m) It's on the back.
 2b No
 3 Yes
 4 Not sure
 8 Don't Know
 11 Don't Know
- 1846
 1 LG
 2a It say so on the back. (w/m) It has the brand on the back.
 2b No
 3 Yes
 4a Phones
 4b TV
 5a (Phones) I have seen it advertised on TV. (w/m) On TV they advertise phones by LG.
 5b No
 6a (TV's) Because I have seen those advertised on TV. (w/m)Saw the commercials.
 6b No
 8 Don't Know
 11 Don't Know
- 1847
 1 LG
 2a There's an LG on the back. (w/m) I mean there's LG printed on the back.
 2b No
 3 Don't Know
 8 Don't Know

- 11 Don't Know
- 1848
- 1 LG
- 2a It's tagged on the back of it. (w/m) It has a stamp on the back.
- 2b No
- 3 No
- 8 Don't Know
- 11 Don't Know
- 1849
- 1 LG
- 2a It says LG. (w/m) It says it on the back.
- 2b No
- 3 Don't Know
- 8 Yes
- 9 They do phones like Sprint, T-Mobile and AT&T.
- 10a I have seen their brand. (w/m) Just as I am out shopping and that is what everyone is pushing.
- 10b No
- 11 Don't Know
- 1850
- 1 Google
- 2a Cause it's on the front of the screen. (w/m) I just seen it on the front of the tablet.
- 2b No
- 3 Don't Know
- 8 No
- 11 Don't Know
- 1851
- 1 Microsoft
- 2a Cause they do electronics. (w/m) Because Microsoft makes electronics.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1852
- 1 LG
- 2a Because it says it on the tablet itself. (w/m) I'm familiar with other LG products.
- 2b No
- 3 Yes
- 4a TV
- 4b Cell Phones
- 4c Stereo systems
- 5a (TV) I have seen them in stores. (w/m) I just seen them in stores.
- 5b No
- 6a (cell phones) I have an LG cell phone at home. (w/m) love my cell phone.
- 6b No
- 7a (stereo systems) I've seen in the stores and have a DVD player at home. (w/m) They are great products.
- 7b No
- 8 Yes
- 9 Samsung
- 10a I saw the LG company in Korea and the main place was Samsung. (w/m) It was like a

- big city I had to drive to.
- 10b No
- 11 Don't Know
- 1853
- 1 Google
- 2a Because that was the label on back of tablet computer. (w/m) Nothing
- 2b The computer was very light weight. (w/m) It was very compact.
- 3 Yes
- 4a Yahoo
- 4b Internet Explorer
- 4c Google map
- 5a (Yahoo) Because they go hand and hand. (w/m) Whenever you see Google you see Yahoo on the computer.
- 5b No
- 6a (Internet Explorer) Because whenever see Google you usually see Internet Explorer. (w/m) Because they go hand and hand on the computer.
- 6b No
- 7a (Google maps) Because they are both owned by Google. (w/m) The manufacturer of the computer also makes Google maps.
- 7b I think Google maps are neat and well labeled. (w/m) The streets and places of interest are always well marked.
- 8 No
- 11 Yes
- 12 It's made by Yahoo.
- 13a Whenever you see Google you see Yahoo.com as well on the computer. (w/m) Because they are name brands.
- 13b No
- 1854
- 1 Don't Know
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1855
- 1 T-Mobile
- 2a Because the name T-Mobile on the back. (w/m) Because the name is on back at the top of the tablet.
- 2b No
- 3 No
- 8 No
- 11 Don't Know
- 1856
- 1 LG
- 2a Because LG is on the back of the computer. (w/m) Because the name is printed on the back at the bottom of the computer.
- 2b No
- 3 Yes
- 4 Phones
- 5a Because I've seen the LG phone commercial on TV. (w/m) I was sitting watching TV and the LG phone commercial came on.
- 5b No
- 8 No

- 11 No
- 1857
- 1 T-Mobile
- 2a Because the name is on the back of the tablet. (w/m) Because the name is on the top at the back of the computer.
- 2b No
- 3 Don't Know
- 8 No
- 11 Don't Know
- 1858
- 1 LG
- 2a The product label on the back. (w/m) The stamp from their computer is on the back.
- 2b No
- 3 Yes
- 4a Refrigerators
- 4b TV
- 4c Vacuum
- 5a (refrigerators) I've seen a refridge with that label in the store before. (w/m) I see a LG refridge at Best Buy.
- 5b No
- 6a (TV) Because I previously owned one. (w/m) I had one in my hose before.
- 6b No
- 7a (vacuum) I was in the market for one and I saw one at Sears. (w/m) They had a vac with LG label at Sears.
- 7b No
- 8 No
- 11 Don't Know
- 1859
- 1 It says LG on the back.
- 2a Because it's stenciled on the back. (w/m) How would you describe that..the logo...ok
- 2b That is the manufacturer LG. (w/m) It says Google, so they have something to do with it.
- 3 No
- 8 No
- 11 No
- 1860
- 1 I don't know.
- 3 Yes
- 4 I don't know.
- 8 Yes
- 9 I don't know, AT&T
- 10a Seeing commercials. (w/m) I've seen the same tablet for different companies so...
- 10b No
- 11 Don't Know
- 1861
- 1 LG
- 2a Because it says LG on it. (w/m) It's written on there, laser scribed.
- 2b That makes me say that. (w/m) No, that's pretty much it.
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know

- 1862
- 1 Don't know.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1863
- 1 I don't know.
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1864
- 1 T-Mobile—no LG makes it.
 - 2a The logo on the back. (w/m) It is printed on the back.
 - 2b No
 - 3 Yes
 - 4 Don't Know
 - 8 Yes
 - 9 Don't Know
 - 11 Don't Know
- 1865
- 1 LG. They are the maker. Right?
 - 2a The LG logo. (w/m) The LG logo is stamped on the back of the tablet.
 - 2b No
 - 3 Yes
 - 4 Don't know.
 - 8 Don't Know
 - 11 Don't Know
- 1866
- 1 Google
 - 2a Because it is written on the back. (w/m) It is written here.
 - 2b No
 - 3 Yes
 - 4 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1868
- 1 The brand name, I am not sure.
 - 3 Yes
 - 4 I'm not sure.
 - 8 Yes
 - 9 Google
 - 10a The primary search engine is Google. There was an icon android, Gmail and Google talk at the bottom. (w/m) I would just assume that with these three icons at the bottom this would probably be an android device.
 - 10b I believe that is it.
 - 11 Yes
 - 12 That I'm not sure of.
- 1869
- 1 I don't know.

- 3 Don't Know
8 Yes
9 Google
10a It says Google on the back. (w/m) I see it on the tablet.
10b Nothing else
11 Yes
12 I don't know.
- 1870
- 1 Android
2a Because I had an android before. (w/m) They have certain things set up different from Apple.
2b Nothing
3 Yes
4 I don't know.
8 Don't Know
11 Don't Know
- 1871
- 1 I don't know.
3 Yes
4 Android
5a Because they have logo on it. (w/m) The little android logo, the little robot.
5b No
8 Yes
9 HTC
10a Because I have a HTC and it's an android phone. (w/m) My phone is from the HTC company and is the android style.
10b And Verizon. (w/m) My phone is from Verizon and it is HT android phone.
11 Yes
12 Android
13a Because I'm assuming that android approves it. (w/m) Because it is sold from the company that made it.
13b No
- 1873
- 1 LG
2a It's on the back. (w/m) It's printed, the logo on the back.
2b No
3 Don't Know
8 Don't Know
11 Don't Know
- 1874
- 1 T-Mobile
2a It's on the back. (w/m) I see it on the back of the tablet.
2b No
3 No
8 No
11 No
- 1875
- 1 Google tablet
2a The name on the back. (w/m) I see it on the back.

- 2b That's it.
 3 Yes
 4a Cell phones
 4b Computers
 5a (cell phones) I have owned a Google cell phone. (w/m) The cell phone carried the Google name on it.
 5b Nothing else
 6a (computers) I seen the Google name on computers. (w/m) They have their own net book they're bringing out.
 6b No
 8 Don't Know
 11 Don't Know
- 1876
- 1 Don't Know
 3 No
 8 Don't Know
 11 No
- 1877
- 1 LG
 2a The logo on the back at the bottom. (w/m) Because the logo is at the bottom.
 2b No
 3 Yes
 4a Flat screens
 4b Head phones
 4c Computer screens
 5a (flat screens) I've seen it, own one.(w/m) I've seen with my own eyes.
 5b No
 6a (head phones) I've seen it and I own a pair. (w/m) My eyes saw it.
 6b No
 7a (computer screens) I've seen it in stores. (w/m) Computer stores such as Best Buy.
 7b No
 8 Yes
 9 AT&T, Verizon
 10a I've seen it. (w/m) When I am shopping in the store.
 10b No
 11 Don't Know
- 1878
- 1 I don't know.
 3 Yes
 4 Cell phones
 5a Because it looks like an larger version of a 4G phone. (w/m) It reminds me of a larger version of some phone I have seen.
 5b No
 8 No
 11 No
- 1879
- 1 Don't Know
 3 Yes
 4a Samsung
 4b Pandithe
 4c Colby

- 5a (Samsung) A lot of them come from overseas. (w/m) So what runs the system.
 5b No
 6a (Pandithe) Because of the operating system. (w/m) What runs the tablet.
 6b No
 7a (Colby) Because of the operating system. (w/m) What runs the tablet.
 7b No
 8 Don't Know
 11 Don't Know
- 1880
- 1 Google, T-Mobile
 2a I see it on the screen and it's on the back. (w/m) I see I on the screen and on the back of the device.
 2b No
 3 Yes
 4 Cell phones
 5a Because they deal with technology. (w/m) They work with the latest technology that's out or coming out.
 5b No
 8 Yes
 9 Microsoft.
 10a They have the patents. (w/m) They have the licenses so other companies would have to go through them.
 10b No
 11 No
- 1881
- 1 I don't know who makes this.
 3 Don't Know
 8 Don't Know
 11 Don't Know
- 1882
- 1 T-Mobile, Google
 2a Because I looked on the back. (w/m) I was looking to see who made it.
 2b No
 3 Yes
 4a Android
 4b Blackberry
 5a (Android) Because I know people with android phones and my mom has one. (w/m) It says T-Mobile android.
 5b No
 6a (Blackberry) Because I seen the commercial. (w/m) I seen it on TV.
 6b No
 8 No
 11 No
- 1883
- 1 The maker of this tablet computer is LG.
 2a because I'm familiar with LG and I know they make electronics therefore I know that they are the makers since their name is on the back. (w/m) Every company puts their name on their products.
 2b No
 3 No
 8 Yes
 9 Google

- 10a Because Google's software which is Android is on this tablet. (w/m) The maker of this tablet is LG but the software in it is android.
- 10b Also, because in the back it say as with Google which mean that LG and Google worked together in creating this overall. (w/m) They are both the creator of this tablet.
- 11 Yes
- 12 With Google and T-Mobile
- 13a Because it says so on the back and you can also tell base on the layout and apps on the tablet. (w/m) I know what the Android software looks and this tablet has the Android software.
- 13b No
- 1884
- 1 Samsung
- 2a Because they make a lot of phones and with computers. (w/m) It's new to me and I like it and I saw it at the stores, like Verizon wireless.
- 2b I saw this at Radio Schack. (w/m) I saw this at a computer stores wherever I go.
- 3 Yes
- 4a Verizon wireless
- 4b LG
- 4c T-Mobile
- 5a (Verizon wireless) Because it's very nice and I like the way it looks. (w/m) I want to buy one of these.
- 5b No, that's it.
- 6a (LG) Because you can find out what's going on with the weather and it has a calculator. (w/m)Because this tablet offers all that to look up.
- 6b That's it.
- 7a (T-Mobile) Because you can look at it like the weather, time and your horoscopes. (w/m) It offers the time and the weather and horoscopes.
- 7b Nothing else.
- 8 Don't Know
- 11 Yes
- 12 Sprint
- 13a Because Sprint is doing the same thing that Samsung is doing. (w/m) Because they're copying each other.
- 13b Nothing else.
- 1885
- 1 I don't know.
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1886
- 1 The company that makes this tablet computer is LG.
- 2a Because on the back of the tablet computer it says LG. (w/m) The logo from LG is on the back of the computer.
- 2b No
- 3 No
- 8 Yes
- 9 Google
- 10a Because they have the Google name on the back too and some of their apps are only Google. (w/m) The computer is an Android which means is affiliated with Google.
- 10b No
- 11 Yes
- 12 Google

- 13a Because Google's apps and system is in the tablet computer. (w/m) Google had a lot to do in creating and providing it internet service.
- 13b No
- 1887
- 1 I don't Know.
- 3 No
- 8 Yes
- 9 With other phones. Also with Samsung.
- 10a Samsung is one of the biggest companies around. (w/m) they have a lot of variety of phones and products.
- 10b No
- 11 Yes
- 12 I'm not sure.
- 1888
- 1 T-Mobile
- 2a It says T-Mobile on the back of the tablet. (w/m) it says the name T-Mobile right on it.
- 2b T-Mobile pops up on the screen.
- 3 Yes
- 4 Google
- 5a The name Google based applications is written on it. (w/m) It says so right on it.
- 5b That's it.
- 8 Don't Know
- 11 No
- 1889
- 1 LG I believe it's the one that makes it.
- 2a Because it has LG on the back of the computer also because I know that they are not the ones that provides the wireless communication. (w/m) Because LG makes electronics.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1890
- 1 I don't know.
- 3 Yes
- 4 Android
- 5a It looks alike. (w/m) They are similar, like the front of it.
- 5b And also the applications. (w/m) The features it has.
- 8 Don't Know
- 11 Don't Know
- 1891
- 1 LG
- 2a Because the LG brand is on the back. (w/m) LG makes electronics and the LG logo is on the back so people would know is an LG.
- 2b No
- 3 No
- 8 Yes
- 9 With T-Mobile and Google
- 10a Because their names are on the back too. (w/m) T-Mobile's logo is on the back top and Google is on the middle of the back.
- 10b No

- 11 Don't Know
- 1892
- 1 LG
- 2a The back of it. (w/m) The back says LG.
- 2b No
- 3 Don't Know
- 8 No
- 11 No
- 1893
- 1 I don't know.
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1894
- 1 LG
- 2a It says LG right there on the back. (w/m) It says it on the back.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1895
- 1 LG
- 2a Because it says LG on it.(w/m) That's how I know.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1896
- 1 I don't know.
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know
- 1897
- 1 T-Mobile and the name is LG.
- 2a Because it says it on the back (w/m) it's on the phone.
- 2b No
- 3 Yes
- 4a Samsung
- 4b HTC
- 5a (Samsung) I don't know.
- 5b No
- 6a (HTC) I don't know.
- 6b No
- 8 Don't Know
- 11 Don't Know
- 1898
- 1 T-Mobile
- 2a Because I seen a T-Mobile app. (w/m) I saw T-Mobile app in the tablet computer.

| | |
|------|---|
| 2b | No |
| 3 | Yes |
| 4 | I don't know. |
| 8 | no |
| 11 | Yes |
| 12 | T-Mobile |
| 13a | Because the app I saw. (w/m) I seen a T-Mobile app in it. |
| 13b | No |
| 1899 | |
| 1 | I don't know. |
| 3 | Don't Know |
| 8 | Don't Know |
| 11 | Yes |
| 12 | AT&T |
| 13a | I don't know |
| 13b | No |
| 1900 | |
| 1 | Google |
| 2a | Because I see it. (w/m) I am reading. |
| 2b | No |
| 3 | Yes |
| 4 | My phone |
| 5a | Because when I turn my phone on it says Google. (w/m) I know how to read. |
| 5b | No |
| 8 | Don't Know |
| 11 | Don't Know |
| 1901 | |
| 1 | Google |
| 2a | Because Google is at the top of the tablet and on the back. (w/m) That's a Google computer. |
| 2b | No |
| 3 | Don't Know |
| 8 | Don't Know |
| 11 | Don't Know |
| 1902 | |
| 1 | LG |
| 2a | It says LG on the back with Google. (w/m) I mean that that's what it says on the back. |
| 2b | No |
| 3 | Don't Know |
| 8 | Don't Know |
| 11 | Don't Know |
| 1903 | |
| 1 | Google |
| 2a | It says it on the back. (w/m) Like it says it on the back. |
| 2b | No |
| 3 | Yes |
| 4 | Computers |
| 5a | I don't know |
| 5b | No |
| 8 | Don't Know |
| 11 | Don't Know |

- 1904
- 1 LG
 - 2a The LG logo is on it. (w/m) It's imprinted on the back.
 - 2b No
 - 3 Yes
 - 4a TV's
 - 4b Cell phones
 - 5a (TV's) I own one. (w/m) We bought a TV.
 - 5b No
 - 6a (cell phones) I've seen them. (w/m) I saw them at the cell phone store.
 - 6b No
 - 8 Don't Know
 - 11 Don't Know
- 1905
- 1 LG
 - 2a The logo in the back. (w/m) It's printed on the back.
 - 2b No
 - 3 Don't Know
 - 8 Don't Know
 - 11 Don't Know
- 1907
- 1 Samsung
 - 2a It has android markings and it's by T-Mobile. (w/m) I've seen android phones in the stores and I also used to have one.
 - 2b No
 - 3 Don't Know
 - 8 Yes
 - 9 Verizon
 - 10a Because I've seen it in the store before. (w/m) When I've looked in stores I have seen the phones.
 - 10b Nope
 - 11 Don't Know
- 1908
- 1 Google and T-Mobile
 - 2a Because it says it on it. (w/m) Because the device has the words Google and T-Mobile written on the back.
 - 2b No
 - 3 Yes
 - 4a Samsung cell phones
 - 4b Google cell phones
 - 4c Motorola cell phones
 - 5a (Samsung cell phones) Because I have seen the products in the stores. (w/m) I visited the stores and saw the demos.
 - 5b No
 - 6a (Google cell phones) Because I've seen the online promotions. (w/m) I surfed the internet and saw them.
 - 6b No
 - 7a (Motorola cell phones) Because I have friends that have them. (w/m) I've seen my friends use their phones.
 - 7b No
 - 8 No
 - 11 Yes

- 12 Google
 13a Google wouldn't put their name on it if they didn't support it. (w/m) I've read their ads.
 13b No
- 1909
- 1 LG
 2a I see it on the back. (w/m) I see Google on the back with LG next to it.
 2b No
 3 Yes
 4 TV's
 5a Because I seen them (w/m) They have them in stores.
 5b No
 8 Don't Know
 11 Don't Know
- 1910
- 1 Google
 2a I see it on the back of the product. (w/m) It's in big letters on the back.
 2b No
 3 Don't Know
 8 No
 11 Don't Know
- 1911
- 1 Google
 2a It's written very big on the back. (w/m) Its has Google in the middle of the product.
 2b No
 3 Yes
 4 Web pages
 5a They have a web page on the computer it comes up with Google as a web page.
 5b No
 8 Yes
 9 T-Mobile
 10a It has T-Mobile on the product also with Google on it. (w/m) On the top of the product it has printed on it T-Mobile.
 10b No
 11 Don't Know
- 1912
- 1 LG
 2a It says LG brand on the back. (w/m) I saw LG printed on the back.
 2b No
 3 Yes
 4a Televisions
 4b Phones
 4c DVD players
 5a (phones) Because I have one. (wm) That I have a LG true flat television.
 5b No
 6a (Phones) Because I have owned LG telephones. (w/m) I used to have a LG phone.
 6b No
 7a (DVD players) I believe I saw a LG DVD player but I'm not sure. (w/m) When I was shopping I believe I saw one.
 7b No
 8 Don't Know
 11 Don't Know

1913

- 1 I don't know.
- 3 No
- 8 No
- 11 Don't Know

1914

- 1 T-Mobile
- 2a I believe I saw it on the screen. (w/m) I saw the works T-Mobile on the screen I think.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Don't Know

1917

- 1 T-Mobile
- 2a The specific apps on the menu. (w/m) The T-Mobile TV pictures.
- 2b No
- 3 Don't Know
- 8 No
- 11 No

1918

- 1 Samsung
- 2a I seen a few on TV. (w/m) I seened commercials on TV.
- 2b Nothing
- 3 Yes
- 4a Cell phones
- 4b Video cameras
- 5a (cell phones) They branch off it to connect them somehow. (w/m) The applications are alike.
- 5b No
- 6a (Video cameras) I seen the ad on the tablet, so I'm assuming they do. (w/m) I don't know.
- 6b No
- 8 Don't Know
- 11 Don't Know

1919

- 1 T-Mobile
- 2a It's on the back of the tablet. (w/m) The name is visible enough to say that it's for T-Mobile.
- 2b It's common sense. (w/m) If there is a name on something common sense it's the brand.
- 3 Don't Know
- 8 No
- 11 Yes
- 12 With the approval of T-Mobile.
- 13a T-Mobile has to approve the phone. (w/m)_ If the phone is not approved it is not made.
- 13b Nope (w/m) nothing more.

1920

- 1 LG
- 2a The back of the tablet says LG on it. (w/m) Name is written on it.
- 2b That's it.
- 3 Don't Know
- 8 Don't Know
- 11 Yes

- 12 Google
 13a It has their name right on the back (w/m) The name is there.
 13b No, that's all.
- 1921
 1 T-Mobile makes this product.
 2a It says T-Mobile on the phone on the back. (w/m) I turned it over and bam there it was T-Mobile right on top.
 2b Nothing else.
 3 No
 8 Don't Know
 11 Don't Know
- 1922
 1 LG made this tablet computer. Yes, LG is the maker of this tablet.
 2a It says it on the back of the tablet. (w/m) Just what I said already, it's on the back of the tablet.
 2b I have nothing else to say.
 3 Yes
 4a Refrigerators
 4b Washers
 4c Dryers
 5a (refrigerators) I've seen that brand of refrigerators advertised on TV and also at the store. (w/m) Just what I said, on TV and at the store.
 5b Nothing else.
 6a (washers) I saw LG washers at Sears. (w/m) I went shopping at Sears and they had washers and dryers, frig.
 6b There's nothing else to say.
 7a (dryers) I saw dryers at the Sears outlet. (w/m) I went shopping for a washer and dryer and that's what I saw.
 7b Nothing else.
 8 Yes
 9 t looks like they're connected with T-Mobile and Google.
 10a It says T-Mobile and Google on the back of the tablet. (w/m) I turned over the back and that's what I saw.
 10b Nothing else.
 11 Yes
 12 It probably is approved with T-Mobile and Google.
 13a Because those two names are on the back of the tablet.
 13b Nothing else.
- 1923
 1 I don't know.
 3 Don't Know
 8 Don't Know
 11 Yes
 12 I don't know.
- 1924
 1 LG
 2a It's on the back. (w/m) Name is written on back of this tablet.
 2b Nothing else.
 3 No
 8 Yes
 9 Google
 10a It says powered by Google right on the main apps. (w/m) It tells you this.

- 10b Nothing
11 No
- 1925
- 1 LG
2a Because LG is a brand that makes electronic products. (w/m) The letters LG are on the back of the tablet.
2b No
3 No
8 Yes
9 Google
10a Because the tablet says with Google. Google is another brand. (w/m) The two different brand that unite in this tablet computer to make it work I guess.
10b Nope
11 Yes
12 I'm pretty sure that whenever a new product comes out in the market they need approval from someone or something but I don't know who.
13a They can't put another name on without approval. (w/m)You need approval.
13b No
- 1926
- 1 It's for T-Mobile the pad brand is LG with Google.
2a It's on the back of the pad. (w/m) It states T-Mobile with Google and LG on the pad.
2b It also has Google search. (w/m) It's obvious on the pad on the left corner Google search.
3 Yes
4a T-Mobile makes Blackberry
4b Also Samsung
5a (Blackberry) I have seen phones for T-Mobile that are for blackberry. (w/m) T-Mobile sells blackberry brand name phones.
5b No (w/m) I have nothing more to say.
6a (Samsung) Samsung I have seen phones and tablets for Samsung from T-Mobile. (w/m) T-Mobile sells Samsung tablets and cell phones.
6b T-Mobile is the phone service and the brand are what they sell. (w/m) T-Mobile have a lot brands they sell.
8 Yes
9 With Google and T-Mobile
10a It's two services in one brand. (w/m) Well the brand is LG and it affiliated with Google and T-Mobile.
10b No
11 Don't Know
- 1927
- 1 Don't Know
3 Don't Know
8 Yes
9 Hewlett Packard
10a They are text savvy. (w/m) Because it is well known company.
10b No
11 Don't Know
- 1928
- 1 Don't know it says Google but I doubt it.
2a Because it's on the back of the product. (w/m) On the back it said Google.
2b That's it.
3 Don't Know

- 8 Don't Know
11 Don't Know
- 1929
1 Google
2a Google is written everywhere.(w/m) It is at the top left icon, 3 times on the icons and on the back.
2b No
3 No
8 Yes
9 Android
10a It looks a lot like my Android. (w/m) The market icon.
10b The fact that it is all Google based, the music icon.
11 Don't Know
- 1931
1 It is an LG actually.
2a The size of the screen (w/m) LG tablets and Aces tablets tend to have the black border around the screen and a clearer screen.
2b No
3 No
8 Yes
9 T-Mobile, Google, EA Games
10a The icons on the screen, if this is a default model they are pre-loaded. (w/m) I mean exactly what I said. I think my statement was self-explanatory.
10b No
11 Yes
12 Google
13a Because I use Google everyday. I do read their license agreements. (w/m) They make sure you are not abusing their product.
13b Nope
- 1932
1 I don't know.
3 Don't Know
8 Don't Know
11 Don't Know
- 1934
1 LG
2a It says it on there. (w/m) The name is on the back on the bottom.
2b No
3 Don't Know
8 Don't Know
11 No
- 1935
1 Don't Know
3 Don't Know
8 Don't Know
11 Don't Know
- 1936
1 Looks like LG makes it.
2a Cause it has it on the back of it. (w/m) It has LG on the back of it. It also has T-Mobile

- but I guess that is the internet provider so it's LG.
- 2b No
- 3 Yes
- 4 They make appliances
- 5a Because I've heard of the name before. (w/m) I could be wrong but I'm pretty sure it's the same logo. LG
- 5b No
- 8 Don't Know
- 11 Yes
- 12 I don't know. Microsoft, Google. They pretty much dominate. So they are using software from both of them.
- 13a They have a lot of licensing agreements and patents. They actually go out and purchase patents from other people that have created new technology. (w/m) Pretty much everybody who makes these will have some kind of licensing agreement with somebody other than themselves.
- 13b No
- 1938
- 1 I don't know.
- 3 Don't Know
- 8 Yes
- 9 Something with Google. All the things here.
- 10a Those-I don't know the name-(points to Talk, Gmail, and Google and You Tube) makes me think it is Google. (w/m) It comes from Google.
- 10b No
- 11 Don't Know
- 1939
- 1 Toshiba
- 2a Because it looks like a Toshiba. (w/m) It just that is what it looks like. Let me look at the back. Oh LG, but it looks like a Toshiba.
- 2b No
- 3 Don't Know
- 8 Yes
- 9 T-Mobile
- 10a It says T-Mobile on it in a couple different places. (w/m) Right here is a T-Mobile symbol and it says T-Mobile TV right there and it says it there too.
- 10b Nope
- 11 Yes
- 12 LG, Google and T-Mobile
- 13a I looked at the back. I guess cheated. (w/m) It says right here LG, Google and T-Mobile.
- 13b No
- 1941
- 1 Looks like a Samsung.
- 2a Just the way it looks. I've seen a Samsung one before and I've seen a Motorola. (w/m) The way it feels.
- 2b No
- 3 Don't Know
- 8 Don't Know
- 11 Yes
- 12 I know Samsung is sold with Verizon, US Cellular and AT&T and T-Mobile.
- 13a Just by the advertisements on TV. (w/m) Just the commercials.
- 13b No
- 1942

| | | |
|------|-----|--|
| | 1 | T-Mobile |
| | 2a | It says on the back on the top of it. (w/m) It has the name right here. |
| | 2b | No |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Yes |
| | 12 | Google |
| | 13a | It says it on the back of the tablet. (w/m) It is right in the middle right here. |
| | 13b | No |
| 1943 | | |
| | 1 | I have no idea. |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1945 | | |
| | 1 | T-Mobile |
| | 2a | I looked on the back for a signature and found the name. T-Mobile (w/m)Don't know. |
| | 2b | No |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1946 | | |
| | 1 | LG |
| | 2a | It has LG on it. (w/m) That is the company brand on it. |
| | 2b | No |
| | 3 | Yes |
| | 4 | I don't know. |
| | 8 | Yes |
| | 9 | I don't know. |
| | 11 | Don't Know |
| 1947 | | |
| | 1 | Don't Know |
| | 3 | Don't Know |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1948 | | |
| | 1 | I don't know. |
| | 3 | Yes |
| | 4 | I don't know. |
| | 8 | Don't Know |
| | 11 | Don't Know |
| 1949 | | |
| | 1 | I don't know |
| | 3 | Yes |
| | 4 | T-Mobile |
| | 5a | I seen it on other stuff. (w/m) By looking at other products. |
| | 5b | No |
| | 8 | Don't Know |
| | 11 | Yes |
| | 12 | I don't know |

1950

1 I don't know
3 Yes
4 I don't know
8 Don't Know
11 Yes
12 I don't know.

1952

1 I don't know
3 Don't Know
8 Don't Know
11 Don't Know

1953

1 I don't know
3 Yes
4 I don't know
8 Don't Know
11 Don't Know