EXHIBIT A

```
1
              forward.
 11:18:14
                                                                                        11:20:59
                                                                                                               Okay. All right. Overruled. It's being offered not
                        MR. CHU: Okay. Thank you, your Honor. I'll move
                                                                                                2
 11:18:15
                                                                                        11:21:02
                                                                                                     for the truth of the matter, but rather as to its effect on
         3
                                                                                                     the listener.
              on.
                                                                                        11:21:04
         4
              BY MR. CHU:
                                                                                                4
 11:18:29
                                                                                                               MR. CHU: Absolutely. Thank you, your Honor.
                                                                                         11:21:05
         5
              Q. Steve, does USA make any integrated cards where the
                                                                                                5
                                                                                                     BY MR. CHU:
                                                                                        11:21:12
         6
              adhesive -- I'm sorry. Strike that.
                                                                                                6
 11:18:32
                                                                                         11:21:12
                                                                                                     Q. Steve, what was it that you heard Brian Wooley tell you?
         7
                        Are all of USA's integrated cards designed to be
                                                                                                7
                                                                                                               MR. SCHROER: Objection ---
                                                                                        11:21:16
         8
 11:18:39
              signature compatible?
                                                                                                8
                                                                                                               THE WITNESS: Brian Wooley was telling me that John
                                                                                         11:21:17
         9
              A. Yes.
                                                                                                .9
                                                                                                     McKillip had framed a $5,000 check that I had paid him from
                                                                                        11:21:19
11:18:50 10
              Q. Steve, did you understand at any time prior to this
                                                                                        11:21:24 10
                                                                                                     the first patent -- time he sued me, and then Brian was --
11:18:55 11
              lawsuit that John or anyone else had a patent on integrated
                                                                                        11:21:30 11
                                                                                                     well, I was saying, Well, that was for patent settlement. And
11:19:06 12
              cards?
                                                                                         11:21:33 12
                                                                                                     he said -- proceeded to tell me that John had another patent
11:19:06 13
              A. Yes, I -- yes, I did.
                                                                                        11:21:37 13
                                                                                                     for integrated cards, meaning referring to the '488 patent.
11:19:08 14
              Q. And how did you know this?
                                                                                        11:21:43 14
                                                                                                     BY MR. CHU:
11:19:11 15
              A. I saw this patent hanging on the wall of his building,
                                                                                        11:21:43 15
                                                                                                     Q. How did you know he was referring to the '488 patent?
11:19:15 16
              first off.
                                                                                        11:21:48 16
                                                                                                     A. Well, he said it was for integrated cards.
11:19:16 17
              Q. Whose building?
                                                                                        11:21:50 17
                                                                                                     Q. Do you know approximately what year this was?
11:19:18 18
              A. John McKillip's building when Tri-Graphics was being
                                                                                        11:21:54 18
                                                                                                     A. That Brian Wooley heard this? I think it was -- I don't
11:19:24 19
              auctioned -- the assets of Tri-Graphics were being auctioned,
                                                                                        11:21:56 19
                                                                                                     remember.
11:19:29 20
                                                                                        11:21:56 20
              this patent and another patent were on display at his company.
                                                                                                     Q. No. I'm talking about when you heard it from Brian
11:19:34 21
              I saw those.
                                                                                        11:22:00 21
                                                                                                     Wooley.
11:19:36 22
                       I heard the auctioneer describe this patent and offer
                                                                                        11:22:00 22
                                                                                                     A.
                                                                                                         Oh. Oh, my God.
11:19:41 23
              it for sale at the --
                                                                                        11:22:09 23
                                                                                                              I don't. I think it was in the '90s, late '90s.
11:19:43 24
              Q. This patent being the ...
                                                                                        11:22:13 24
                                                                                                     Q. Thank you.
 11:19:45 25
              A. '488 patent, I'm sorry
                                                                                        11:22:16 25
                                                                                                               Did you hear that from anyone else?
                                                                             61
                                                                                                                                                                    63
11:19:47
        1
              Q. Thank you.
                                                                                                         Yes. I heard it from Chuck Casagrande that John McKillip
         2
                 '488 patent.
11:19:48
                                                                                                2
                                                                                        11:22:22
                                                                                                     had a patent on integrated cards.
         3
11:19:49
                       I also was informed of this by Brian Wooley.
                                                                                        11.22.27
                                                                                                     Q. Who is Chuck Casagrande?
                 Who's Brian Wooley?
                                                                                                     A. He's the owner of -- I can't think of the name of the
11:19:55
                                                                                        11:22:31
         5
                 Brian Wooley was a press operator for John McKillip and
11:19:57
                                                                                                     company right now, but ...
         6
              had worked for USA also.
                                                                                                6
11:20:02
                                                                                        11:22:45
                                                                                                     Q. Is he involved in your industry?
11:20:07
        7
              Q. And how did you learn this from him?
                                                                                                         Yes, oh, yes, yes.
11 20 09
        8
              A. He was at my company and was -- well, frankly, he was
                                                                                                     Q. Okay. And what occasion did you hear this from him?
                                                                                        11:22:47
        9
11:20:16
              commenting how John had framed --
                                                                                                     A. We were just mentioning -- he had been granted a patent on
                                                                                        11:22:50
       10
                       MR. SCHROER: Objection to the hearsay
11:20:18
                                                                                                     a product and he mentioned to me that John McKillip had also
                                                                                        11:22:54 10
11:20:19 11
                       THE COURT: Sustained.
                                                                                        11:22:59 11
                                                                                                     gotten a patent on integrated cards.
11:20:21 12
                       THE WITNESS: Don't answer?
                                                                                        11:23:02 12
                                                                                                     Q. Do you remember what year this was that you heard this
11:20:22 13
                       THE COURT: You may not answer when I've sustained
                                                                                        11:23:04 13
                                                                                                     from him?
11:20:27 14
             the objection. You have to rephrase.
                                                                                        11:23:05 14
                                                                                                     A. That was in the 1990s also.
11:20:29 15
             BY MR. CHU:
                                                                                        11:23:12 15
                                                                                                     Q. Thank you.
11:20:30 16
             Q. Steve, what did you hear Mr. Wooley tell you?
                                                                                        11:23:13 16
                                                                                                              Let's turn back to the auction for a second.
11:20:32 17
                       MR. SCHROER: Objection, hearsay.
                                                                                        11:23:18 17
                                                                                                              You said the auction was for -- can you please
11:20:34 18
                       THE COURT: What is it being offered for?
                                                                                        11:23:19 18
                                                                                                     explain again what the auction was for?
11:20:35 19
                       MR. CHU: It's being offered for -- not for the fact
                                                                                        11:23:20 19
                                                                                                    A. It was selling the assets of Tri-Graphics.
 1:20:39 20
             that -- well, it's for what Mr. McKillip understood, but what
                                                                                       11:23:28 20
                                                                                                    Q. And what was Tri-Graphics?
-1:20:44 21
             Mr. McKillip heard from Brian Wooley.
                                                                                        11:23:29 21
                                                                                                    A. Tri-Graphics was a company that was owned by John
11:20:49 22
                       THE COURT: Regarding what?
                                                                                        11:23:32 22
                                                                                                    McKillip, Bob VanHyfte, Stan Stack, and one other gentleman
11:20:50 23
                                                                                       11:23:37 23
                       MR. CHU: I'm sorry. Regarding whether someone told
                                                                                                    whose name I don't remember now.
11:20:55 24
             him that there was a patent.
                                                                                       11:23:44 24
                                                                                                    Q. Do you recall when the auction was?
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11:23:52 25

A. No. I think that was in 19- -- it was in the 1990s again.

11:20:57 25

THE COURT: That there was a patent.

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MR. CHU: Your Honor, I've just handed defendant --
 11:24:14
                                                                                                      sue you under the '488 patent?
                                                                                        11:26:46
              I'm sorry -- I just handed Steve Defendant's Exhibit No. 19 in
                                                                                                     A. Did they what?
                                                                                        11:26:48
              your book.
 11:24:20
                                                                                                     Q. Did they threaten you with a lawsuit?
                        THE COURT: Okay.
                                                                                                         No.
                                                                                                     Α.
                                                                                        11:26:50
         5
              BY MR. CHU:
 11:24:24
                                                                                                     Q. Did anybody regarding -- thank you.
                                                                                        11:26:51
         6
              Q. Steve, do you recognize Exhibit 19 that I just handed you?
 11:24:25
                                                                                        11:27:09
                                                                                                               Steve, did you believe that you might get sued for
         7
                  Yes.
 11:24:27
                                                                                                     infringement of the '488 patent at any time that you spoke
                                                                                        11:27:12
         8
              Q. What does this relate to?
                                                                                        11:27:14
                                                                                                8
                                                                                                     with any of these individuals over the years?
         9
              A. This relates to the auction at Tri-Graphics and American
 11:24:31
                                                                                                9
                                                                                                     A. No.
                                                                                        11:27:17
 11:24:36
        10
              Stencil, and that was in 1997.
                                                                                        11:27:25 10
                                                                                                     Q. Why?
 11:24:40 11
              Q. Okay. And this was the same auction that you just
                                                                                        11:27:27 11
                                                                                                              MR. SCHROER: Objection, relevance.
 11:24:42 12
              described?
                                                                                        11:27:28 12
                                                                                                              THE COURT: It's not relevant. Sustained.
 11:24:42 13
              A. Yes.
                                                                                        11:27:29 13
                                                                                                              MR. CHU: Thank you, your Honor. I'll move on.
 11:24:44 14
              Q. Can you please describe to me how the auction related to
                                                                                        11:27:46 14
                                                                                                     BY MR. CHU:
 11:24:48 15
              the '488 patent?
                                                                                        11:27:46 15
                                                                                                     Q. Steve, based on your testimony, you said you've heard
 11:24:49 16
              A. Well, I went to the auction. The '488 patent, along with
                                                                                        11:27:49 16
                                                                                                     about the '488 patent at least from Brian Wooley in the '90s,
 11:24:53 17
              another patent, was on display there. And the auctioneer also
                                                                                        11:27:54 17
                                                                                                     at the auction in the '90s, and Chuck Casagrande in the '90s?
 11:25:03 18
              offered it up for auction.
                                                                                        11:28:01 18
                                                                                                     A. Yes.
 11:25:07 19
              Q. Okay. Did you see the '488 patent with your own eyes?
                                                                                        11:28:08 19
                                                                                                     Q. At any time did you understand from any of these
 11:25:10 20
              A. Yes, I did.
                                                                                        11:28:10 20
                                                                                                     discussions or hearing this that it was possible that -- I'm
 11:25:16 21
              Q. And you said the auctioneer --
                                                                                        11:28:15 21
                                                                                                     sorry -- that you might get sued for infringement for the '488
 11:25:16 22
              A. Offered it up -- offered up the '488 patent for auction.
                                                                                        11:28:18 22
                                                                                                     patent?
11:25:20 23
              Q. Did the auctioneer say anything about the patent?
                                                                                        11:28:18 23
                                                                                                              MR. SCHROER: Objection, relevance.
 11:25:22 24
              A. Yes. He described it -- he described it as -- just as
                                                                                        11:28:19 24
                                                                                                              THE COURT: Sustained. It's not -- whether he
 11:25:27 25
             it's read -- as it's described right here on the patent. And
                                                                                        11:28:23 25
                                                                                                     believed he'd be sued is really not relevant to the issue of
                                                                             65
                                                                                                                                                                   67
         1
             he said, United States patent, gave the number, the
11:25:30
                                                                                                1
                                                                                                     whether or not their client delayed in bringing the suit. His
                                                                                        11:28:26
         2
11:25:33
             description, and offered it for bid and with an opening bid.
                                                                                                2
                                                                                                     knowledge of whether he thought he'd be sued really isn't
                                                                                        11:28:30
             Q. Is your understanding it's the same patent as --
                                                                                                3
11:25:38
                                                                                                     relevant.
         4
             A. Oh, yes.
11:25:41
                                                                                        11:28:32
                                                                                                              MR. CHU: Your Honor, with respect to estoppel,
         5
             Q. -- Plaintiff's Exhibit 1?
11:25:42
                                                                                                5
                                                                                                     there's a reliance requirement, so I'm trying to establish
                                                                                        11:28:35
         6
                       Did anyone bid for it at the auction?
                                                                                                     that Steve had understood this and he was ...
11:25:43
                                                                                                6
                                                                                        11:28:40
             A. Nobody, not one person.
                                                                                                7
11:25:45
                                                                                                              THE COURT: Well, that's a different question then,
             Q. Okay. Did you speak with -- or was John at this auction?
         8
11:25:50
                                                                                        11 28 47
                                                                                                    not really whether he believed he'd be sued. It's whether he
        9
             A. Yes, he was.
11:25:54
                                                                                                9
                                                                                        11:28:51
                                                                                                    relied on the fact that no one had brought that to his
      10
11:25:54
             Q. Did you speak with him at all?
                                                                                        11:28:54 10
                                                                                                    attention that he would be sued. All right. It's also
      11
             A. Yes, just briefly. I shook hands with him, asked him how
11:25:55
                                                                                        11:28:57 11
                                                                                                    speculation.
11:26:00 12
             he was doing, and he just said fine and made a comment about
                                                                                        11:29:01 12
                                                                                                    BY MR. CHU:
             the suit I was wearing.
11:26:05
      13
                                                                                        11:29:01 13
                                                                                                    Q. Steve, did you rely on the fact that no one threatened you
11:26:06 14
             Q. Okay. Did you see anyone else you knew there?
                                                                                        11:29:09 14
                                                                                                    with infringement, in your understanding -- I mean, in your
11:26:09 15
             A. Oh, yeah, several people.
                                                                                       11:29:13 15
                                                                                                    belief that you wouldn't get infringed [sic]?
11:26:12 16
             Q. You mentioned that Mr. Stack was a co-owner. Did you see
                                                                                       11:29:15 16
                                                                                                              MR. SCHROER: Objection.
11:26:16 17
                                                                                                    BY MR. CHU:
                                                                                       11:29:15 17
11:26:16 18
             A. Yes, he was there. He was out in front of the building,
                                                                                       11:29:16 18
                                                                                                    Q. I'm sorry. That you wouldn't be sued?
             and he was -- passed on his condolences for the passing of my
11:26:22 19
                                                                                       11:29:17 19
                                                                                                              MR. SCHROER: Objection to the form of that question
11:26:28 20
             mother, which was -- I was surprised with that, because my
                                                                                       11:29:20 20
                                                                                                    regarding a belief, and it's irrelevant.
 1:26:33 21
             mother hadn't passed away.
                                                                                       11:29:23 21
                                                                                                              THE COURT: Overruled.
11:26:36 22
             Q. Okay.
                                                                                       11:29:24 22
                                                                                                              MR. SCHROER: And it would be speculative.
11:26:36 23
             A. And he told me that John had told him that my mother had
                                                                                       11:29:25 23
                                                                                                             THE COURT: You can answer that question.
11:26:39 24
                                                                                       11:29:26 24
                                                                                                    BY MR. CHU:
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11:29:27 25

Q. Do you understand my question, Steve?

11:26:40 25

Q. Okay. Did any of these people that you saw threaten to

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Did I think I was going to be sued?
                                                                                           11:32:48
                                                                                                        A. Yes.
                         THE COURT: No, that's not the question that's valid.
 11:29:30
                                                                                           11:32:49
                                                                                                        Q.
                                                                                                            Can you describe what these are?
  11:29:33
                         THE WITNESS: I'm sorry.
                                                                                                        A. Yes. Exhibit 20, the first page, is an invoice from my
                                                                                           11:32:51
 11:29:33
                         THE COURT: Try again. Do you need me to repeat the
                                                                                                        company to Business Forms Sales for a frame stencil. Business
                                                                                           11:32:59
          5
               valid question?
  11:29:37
                                                                                           11:33:11
                                                                                                        Form Sales is Stan Stack's company.
          6
 11:29:37
                         MR. CHU: Please.
                                                                                                   6
                                                                                           11:33:14
                                                                                                                  The second page is a memo from Stan Stack to a
 11:29:50
                         (Record read.)
                                                                                                   7
                                                                                                        customer service person at my company ordering the stencils.
          8
 11:29:50
               BY MR. CHU:
                                                                                                   8
                                                                                                        These are all dated in 1999.
                                                                                           11:33:27
               Q. That you wouldn't be sued for infringement.
 11:29:50
                                                                                                   9
                                                                                           11:33:33
                                                                                                                  The third page is a -- is the quotation for the same
        10
 11:29:54
               A. Yes.
                                                                                           11:33:38 10
                                                                                                        order showing how much we were going to charge Stan for doing
 11:29:54 11
               Q. Thank you.
                                                                                           11:33:42 11
 11:30:02 12
                         Based on that reliance, did you feel then that you
                                                                                          11:33:47 12
                                                                                                                 And the last page is our invoice for doing the job
 11:30:06 13
               were free to move forward making integrated products at USA?
                                                                                          11:33:50 13
                                                                                                        for Stan Stack and a copy of his check for paying us for that
 11:30:08 14
                  Yes.
                                                                                          11:33:56 14
 11:30:08 15
               Q. Integrated card products?
                                                                                          11:33:57 15
                                                                                                        Q. Did you pull this exhibit from your records, your internal
 11:30:11 16
               A. Yes.
                                                                                          11:34:00 16
                                                                                                        records?
 11:30:11 17
              Q. Okay. Was it your understanding during these years that,
                                                                                          11:34:01 17
                                                                                                        A. Yes, I did.
 11:30:23 18
               again, Mr. Casagrande, Mr. Wooley, and others that you spoke
                                                                                          11:34:02 18
                                                                                                        Q. And Exhibit 21, please?
 11:30:31 19
              to at the auction, know [sic] that your company, USA, made
                                                                                                        A. Exhibit 21 is two different quotations from our company
                                                                                          11:34:06 19
 11:30:36 20
               integrated cards?
                                                                                          11:34:12 20
                                                                                                        dated 2001, sent to Business Forms Sales, Stan's -- attention
11:30:37 21
              A. Yes, they knew.
                                                                                          11:34:23 21
                                                                                                        Stan Stack. And this is where he called us and wanted pricing
 11:30:38 22
              Q. Why?
                                                                                          11:34:26 22
                                                                                                        on integrated -- on an integrated card quotation or order. So
11:30:41 23
              A. Well, we're well-known -- we're very well-known in the
                                                                                          11:34:32 23
                                                                                                        he called us for pricing, and this is our written quotation.
11:30:44 24
              industry. We do an enormous amount of mailings, an enormous
                                                                                          11:34:37 24
                                                                                                        Q. Are these exemplary orders and quotations that you
11:30:48 25
              amount of advertising. We have done work -- integrated cards
                                                                                          11:34:41 25
                                                                                                        typically do with your customers?
                                                                                                                                                                        71
         1
11:30:54
              for John's partners. We've sent his partners -- they've asked
                                                                                          11:34:43
                                                                                                  1
                                                                                                       A. Yes.
         2
              us for quotes for integrated cards. We attend many, many
11:31:01
                                                                                                  2
                                                                                          11:34:43
                                                                                                                 MR. CHU: Your Honor, I move to admit both
         3
              trade shows and exhibit our products that include integrated
11:31:11
                                                                                                  3
                                                                                          11:34:46
                                                                                                       Defendant's Exhibits 20 and 21.
         4
              products and, again, we do all kinds of mailings
11:31:17
                                                                                                                 THE COURT: Objection?
                                                                                          11:34;47
         5
              and advertisings.
11:31:20
                                                                                                  5
                                                                                                                 MR. SCHROER: May I voir dire briefly?
                                                                                          11:34:48
         6
11:31:20
                        MR. SCHROER: Motion to strike as nonresponsive.
                                                                                                                 THE COURT: We're not going to get anywhere if you're
                                                                                          11:34:50
         7
                        THE COURT: Overruled.
                                                                                                  7
                                                                                                       going to voir dire him on every foundation. You have an
                                                                                          11:34:53
         8
              BY MR. CHU:
11:31:22
                                                                                          11:34:56
                                                                                                  8
                                                                                                       objection to foundation. There's no jury in the box. What's
         9
              Q. At any time prior to the filing of the lawsuit for the
                                                                                                  9
                                                                                          11:34:58
                                                                                                       vour issue?
       10
              '488 patent, did you believe that the patent was somehow
11:31:26
                                                                                                10
                                                                                          11:34:58
                                                                                                                 MR. SCHROER: I object on relevance grounds to 20 on
11:31:31 11
              invalid or not infringed?
                                                                                          11:35:02 11
                                                                                                       the grounds that it has to do with a stenciled product.
11:31:32 12
                        MR. SCHROER: Objection, irrelevant.
                                                                                                12
                                                                                          11:35:05
                                                                                                       Stencil products are not at issue here. It's entirely
11:31:35 13
                       THE COURT: His belief is really not the issue. The
                                                                                          11:35:08 13
                                                                                                       irrelevant
11:31:38 14
             focus is whether he relied on the inactivity of others in
                                                                                          11:35:08 14
                                                                                                                 And I -- on 21 I don't think there's adequate
11:31:43 15
             seeking to sue him. So his speculation or belief of whether
                                                                                          11:35:14 15
                                                                                                       foundation laid for the fact that this is a business record or
11:31:47 16
             he's going to be sued is really not the question.
                                                                                          11:35:18 16
                                                                                                       that it was, in fact, received by the recipient, which is the
11:31:50 17
                       So the objection is sustained, and you can try to
                                                                                          11:35:21 17
                                                                                                       relevant point, if any.
11:31:52 18
             rephrase.
                                                                                          11:35:22 18
                                                                                                                 THE COURT: Okay. It's not relevant to a business
11:32:00 19
                       MR. CHU: Thank you, your Honor. I'll move on.
                                                                                          11:35:25 19
                                                                                                       records foundation. It's relevant as to whether he maintained
11:32:31 20
                       Your Honor, I'm about to refer to Exhibits 20 and 21
                                                                                          11:35:28 20
                                                                                                       them in the ordinary course of business, whether he relied on
.1:32:34 21
             in your book.
                                                                                          11:35:30 21
                                                                                                       them, and whether he used them in conducting his affairs.
11:32:35 22
                       THE COURT: Okay.
                                                                                          11:35:34 22
                                                                                                       Those foundations have been laid.
11:32:42 23
             BY MR. CHU:
                                                                                         11:35:35 23
                                                                                                                Whatever other issue you have with the documents
11:32:43 24
             Q. Steve, I just handed to you what's been marked as
                                                                                         11:35:38 24
                                                                                                       themselves goes to the weight, so your objection is overruled
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11:35:41 25

They'll be admitted and you can cross on it.

11:32:45 25

Defendant's Exhibits 20 and 21.

2

3

4

5 Α. Yes.

8 12:14:52

9 12:14:52

Q.

or ...

12:14:44

12:14:46

12:14:48

12:14:49

12:14:56 10

12:15:00 11

advertising integrated products.

products, though, correct?

Q. Just advertising in general.

Q. Okay. You would have continued to advertise your other

A. I'm not sure what you mean. The cost of our business

Q. Okay. Had you been sued, again, many years earlier, would

But would the cost have been different?

A. Yeah. It would have been minorly different.

BY MR. CHU:

```
100
             Q. Okay. Did you separate out or, you know, does your
12:12:10
        1
        2
12:12:17
             company separate out the costs for promoting integrated cards
        3
             as opposed to integrated -- or as opposed to all your other
12:12:19
        4
             products?
12:12:25
        5
             A. No.
12:12:25
        6
12:12:26
             Q. Why not?
        7
             A. Well, it would be very difficult to do and, you know, when
12:12:28
        8
             we're doing this, we don't expect to be in the position we're
        9
             in, to be quite honest. I mean, I don't know any company that
12:12:36
12:12:41 10
             would do that.
12:12:45 11
             Q. Okay. Is there any way that you could estimate some --
12:12:47 12
12:12:47 13
             A. I could estimate some. I mean, you know, when we look at
12:12:51 14
             the inserts that highlight integrated cards, I know that
12:12:54 15
             there's a substantial cost involved in that because there was
12:12:58 16
             production involved, there was buying the sheets, integrating
12:13:02 17
             it, then paying to have it inserted in a magazine. I mean,
12:13:06 18
             I -- I'd have to do a little homework on it.
12:13:10 19
             Q. Thank you.
.12:13:11 20
                      Do you think that your overall advertising budget
12:13:16 21
             over the years would have been different had you not
12:13:19 22
             promoted -- had you chosen not to promote integrated cards?
12:13:21 23
                      MR. SCHROER: Objection, calls for speculation.
12:13:23 24
                      THE COURT: Overruled.
2:13:25 25
             BY MR. CHU:
                                                                          101
        1
12:13:26
             Q. You could answer the question.
        2
             A. I'm not sure if I understand the question.
12:13:27
```

Q. -- can you tell me whether -- whatever you spend on

A. It would have changed, but not -- not by much.

Q. Okay. If you chose not to promote integrated card

A. Well, I would have had more space to advertise in. I

would have promoted -- highlighted other products too.

Q. If you had been sued for infringement of the '488 patent

Q. -- the '488 patent years ago, say, back -- you know, back

A. Well, it would have been less. We wouldn't have been

MR. SCHROER: Objection, calls for speculation.

THE WITNESS: We wouldn't have spent the money

all the way to 1995, do you think your advertising

THE COURT: Overruled.

expenditures over the years would have been different?

products, how would that change your advertising?

advertising, if that amount would have changed had you not

12:13:28

12:13:30

12:13:30

12:13:34

12:13:40

12:13:42

12:13:57 10

12:14:03 11

12:14:07 12

12:14:13 13

12:14:18 14

12:14:20: 15

12:14:21 16

12:14:24 17

12:14:29 18

12 14:31 19

14:32 20

12:14:34 21

12:14:36 22

12:14:36 23

12:14:37 24

12:14:39 25

3

4

5

6

7

8

9 12:13:47

Q. As president of USA ---

promoted integrated cards?

A. Right.

years ago --

A. Yes.

Q. How?

advertising --

A. '488, yeah.

12:15:03 12 you have considered just stopping making integrated cards? 12:15:10 13 A. Yes. 12:15:15 14 Q. Steve, is specialized machinery required to make USA's 12:15:20 15 integrated cards? 12:15:22 16 A. You mean specific machinery? 12:15:24 17 Q. Yes. 12:15:25 18 A. Centralized? Yes. 12:15:28 19 Q. What kind of machinery? 12:15:30 20 A. We use primarily Tamaracks and FME machines, but they're 12:15:37 21 much slower. 12:15:38 22 Q. Okay. Just real quick, what is a Tamarack machine? 12:15:41 23 A. Tamarack's a machine that's made for producing integrated cards and integrated labels. 12:15:50 24 12:15:53 25 Q. Okay. 103 12:15:57 1 A. That's their sole purpose. I mean, you can do -- we have several Tamaracks and we have one that has a glue unit that we 12:16:01 3 12:16:04 could do frame stencils on, which is, you know, very, very few and far between, but the machines are made primarily for 12:16:09 5 12:16:14 integrating labels and cards. 6 12:16:16 Q. Okay. And what does an FME machine do? 7 12:16:19 A. Same thing, just a little bit slower. And a Tamarack has 8 to do -- a Tamarack machine will do certain form depths, and 12:16:24 9 it's limited because they have to get a -- have to have a 12:16:29 12.16:32 10 corresponding cylinder. An FME is more computer driven and 12:16:36 11 will do odd size form depths. Like it'll do a form that's 12:16:42 12 three and a third whereas a Tamarack will only do eleven, 22, 12:16:47 13 depending what cylinders you have. 12:16:49 14 Q. Okay. 12:16:49 15 A. And a cylinder can cost \$25,000. 12:16:56 16 Q. Do you use these Tamarack or FME machines to make anything 12:17:01 17 other than integrated cards and integrated labels? A. Other than I said the very, very minute on one machine 12:17:05 18 12:17:11 19 frame stencils, which is next to nothing, so 99.9999999 12:17:21 20 percent is for integrated cards and labels. 12:17:23 21 Q. Okay. Between are integrated cards and integrated labels 12:17:27 22 now -- and let me back up for a second. 12:17:29 23 What is an integrated label? 12:17:31 24 A. An integrated label is similar to an integrated card, 12:17:34 25 except that there's -- it's -- when you remove it, same with

```
1
             the -- the adhesive stays with the label like on the card, but
 12:17:40
                                                                                    12:20:03
                                                                                                         THE COURT: I don't have anything at 7, 8, and 9.
 12:17:44
        2
             it's still tacky and it's designed to be taken off and -- it's
                                                                                           2
                                                                                    12:20:25
                                                                                                         MR. SCHROER: Apologies, your Honor. May I approach?
             like these labels here. We take it off and stick it on
 12:17:50
        3
                                                                                           3
                                                                                                Very sorry.
        4
             something else.
 2:17:54
                                                                                           4
                                                                                                         THE COURT: Thank you.
                                                                                    12:20:30
        5
             Q. Okay. So it's a sticker?
                                                                                           5
 12:17:54
                                                                                                         MR. CHU: And 10. Sorry. Yes.
        6
             A. Yeah -- well, we call them labels, but --
                                                                                                         THE COURT: Oh, I don't have 10 either.
                                                                                    12:20:35
        7
             Q. Okay. So between integrated cards and integrated labels,
                                                                                                         MR. SCHROER: Okay.
 12:17:59
             can you tell me what percentage of the time that the Tamarack
                                                                                           R
                                                                                                         MR. CHU: Were you able to get them, your Honor?
                                                                                    12:20:46
        9
 12:18:07
             machine runs would be used for integrated cards versus
                                                                                           9
                                                                                                         THE COURT: Okay.
                                                                                    12:20:51
12:18:10 10
             integrated labels?
                                                                                    12:21:09 10
                                                                                                BY MR. CHU:
12:18:13 11
             A. Well, it's changed of late, but I would say it's probably
                                                                                    12:21:10 11
                                                                                                Q. Steve, I have just handed you what's been marked as
12:18:16 12
             more integrated cards now.
                                                                                    12:21:13 12
                                                                                                Defendant's [sic] Exhibits 7, 8, 9, and 10.
12:18:19 13
             Q. Okay. You said now. How is it -- has that changed?
                                                                                    12:21:17 13
                                                                                                         Do you recognize these exhibits?
12:18:22 14
             A. Yes.
                                                                                    12:21:19 14
                                                                                                A. Yes, I do.
12:18:23 15
             Q. How?
                                                                                    12:21:20 15
                                                                                                Q. What are they?
             A. We do -- we have more -- we have some larger orders for
12:18:24 16
                                                                                    12:21:22 16
                                                                                                A. These are invoices from Tamarack for the four Tamarack
12:18:29 17
             integrated cards that we didn't have at -- when I was first
                                                                                    12:21:31 17
                                                                                                machines we purchased to do integrated cards and labels.
12:18:37 18
                                                                                    12:21:38 18
                                                                                                Q. Okay. Let's start with Exhibit 10, because it appears to
12:18:39 19
             Q. Okay. And back in 1995 or so when you first started
                                                                                    12:21:41 19
                                                                                                be the earliest in date.
12:18:44 20
             making integrated cards, did you use a Tamarack machine to
                                                                                    12:21:46 20
                                                                                                A. Okay.
12:18:49 21
             make them?
                                                                                    12:21:46 21
                                                                                                Q. Okay. Does this document indicate the date that this
12:18:49 22
             A. Yes.
                                                                                    12:21:50 22
                                                                                                invoice was created?
12:18:50 23
             Q. And so you owned a Tamarack machine back at -- during the
                                                                                    12:21:52 23
                                                                                                A. Yes. May 12th, 1993.
12:18:57 24
            early '90s then?
                                                                                    12:21:56 24
                                                                                                Q. Okay. And what are the products that are invoiced here on
 2:19:00 25
             A. Yes.
                                                                                    12:22:03 25
                                                                                                Exhibit 10?
                                                                         105
            Q. How many Tamarack machines did you own when you started
        1
12:19:00
                                                                                    12:22:04
                                                                                                A. It's a Tamarack label applicator, which is -- basically
        2
                                                                                                this is an entire Tamarack machine.
                                                                                   12:22:08
            A. In 1986 when I started out?
12:19:04
                                                                                           3
                                                                                                Q. Which is an entire Tamarack machine, the -- these various
                                                                                    12:22:10
        4
            Q. Yes.
                                                                                                entries or each one?
                                                                                   12:22:14
        5
            A. We didn't own any.
                                                                                           5
12:19:09
                                                                                   12:22:15
                                                                                                A. Yeah, combined.
        6
            Q. Okay. Well, how did you make integrated cards back then?
                                                                                   12:22:16
                                                                                                Q. Combined is a single Tamarack machine?
            A. In 1986?
                                                                                           7
                                                                                                A. Yeah.
12:19:15
                                                                                   12:22:18
        8
            Q. 1996.
                                                                                           8
                                                                                                Q. Does this correspond to the first Tamarack machine that
12:19:16
                                                                                    12:22:19
        9
            A. '96?
                                                                                           9
12:19:16
                                                                                   12:22:24
                                                                                                you had, that you owned?
12:19:17 10
            Q. I'm sorry.
                                                                                    12:22:28 10
                                                                                                A. Yes, but I -- this would be what -- this is the invoice
12:19:17 11
                      I meant -- I'm sorry.
                                                                                   12:22:39 11
                                                                                                for the balance to us. The machine costs more than this.
12:19:17 12
                      Started out making integrated cards.
                                                                                   12:22:44 12
                                                                                                Q. Okay. What is the cost of the machine that you --
12:19:19 13
            A. The question, we -- we bought a Tamarack.
                                                                                   12:22:46 13
                                                                                                A. I think this one was $197,000.
12:19:22 14
            Q. So back in 1995, when you started making integrated cards,
                                                                                   12:22:49 14
                                                                                                Q. Okay. Was this document produced from USA's records?
12:19:26 15
            how many Tamaracks did you own?
                                                                                   12:22:52 15
12:19:27 16
            A. By 1995 I think we probably had two or three.
                                                                                   12:22:52 16
                                                                                                Q. Do you have the rest of this invoice somewhere?
12:19:35 17
            Q. Okay. How many do you own now?
                                                                                   12:22:55 17
                                                                                                A. I don't know.
12:19:37 18
            A. Four Tamaracks and three FMEs.
                                                                                   12:23:05 18
                                                                                                Q. In the upper right-hand corner there's a number written in
12:19:42 19
            Q. Did you own any FMEs when you first started making
                                                                                   12:23:08 19
                                                                                                a circle?
 :19:45 20
            integrated cards in 1995?
                                                                                   12:23:08 20
                                                                                                A. Yes.
12:19:46 21
            A. No.
                                                                                   12:23:08 21
                                                                                                Q. Do you see that number?
12:19:47 22
                                                                                   12:23:11 22
                     MR. CHU: No.
                                                                                                         What is that number?
12:19:48 23
                     Okay. Your Honor, I'm now going to refer to
                                                                                   12:23:13 23
                                                                                               A. I think that's the total cost of the machine
12:19:53 24
            Plaintiff's Exhibits 7, 8, 9, and 10. That's in the white
                                                                                   12:23:15 24
                                                                                                Q. Okay. Do you know who wrote that there?
```

12:23:17 25

A. No.

12:19:56 25

book that you have.

```
12:23:17
              Q. Okay. But by your estimation what is a Tamarack
                                                                                                             THE WITNESS: Okay.
              machine -- what did a Tamarack machine cost back in 1993?
                                                                                               2
                                                                                                   BY MR. CHU:
                                                                                       12:25:51
              A. $200,000.
 12:23:27
                                                                                               3
                                                                                                    Q. 8.
                                                                                       12:25:52
  12:23:28
              Q. Okay. Let's go back to --
                                                                                               4
                                                                                                   Α.
                                                                                       12:25:53
                                                                                                       Yes
 12:23:30
              A. You know ...
                                                                                                    Q. And let me ask you what the date is on this?
                                                                                       12:25:56
         6
              Q. Go ahead.
  12:23:33
                                                                                       12:25:58
                                                                                                   A. This is January of 1997. This is another Tamarack
         7
              A. This is just for the machine. This doesn't involve
 12:23:33
                                                                                                   machine.
                                                                                       12:26:04
         8
              anything else.
                                                                                       12:26:05
                                                                                              R
                                                                                                   Q. Okay. And why was this Tamarack machine purchased?
         9
              Q. What do you mean anything else?
 12:23:38
                                                                                                   A. To do integrated cards and integrated labels.
                                                                                       12:26:14
                  Well, I mean, you know, we might pay a quarter -- have to
  12:23:39 10
                                                                                       12:26:20 10
                                                                                                   Q. And were you involved in this purchase?
 12:23:42 11
              pay a quarter of a million dollars for the machine, but then
                                                                                                   A. Yes.
                                                                                       12:26:22 11
 12:23:45 12
              we've got to pay, you know, 10-, $20,000 for getting it
                                                                                       12:26:22 12
                                                                                                   Q. And what was the cost of this machine?
 12:23:50 13
              wired -- hard wired, the freight to get it to us, everything
                                                                                       12 26:26 13
                                                                                                   A. 2- -- the machine itself, just the machine was $242,000.
 12:23:53 14
              else. This is just for the machine, not any of the peripheral
                                                                                       12:26:31 14
                                                                                                   Q. Okay. Let me go back, finally, to Plaintiff's Exhibit 7.
 12:23:57 15
              costs.
                                                                                       12:26:38 15
                                                                                                   What is the date on this invoice, Steve?
              Q. Okay. Did you have to hire somebody to operate these
 12:23:57 16
                                                                                       12:26.41 16
                                                                                                   A. This is July 30th, 1997.
 12:24:00 17
              machines?
                                                                                       12:26:47 17
                                                                                                   Q. And what is shown on this invoice?
 12:24:00 18
              A. Oh, sure. I mean, yes, yes.
                                                                                       12:26:50 18
                                                                                                   A. This is another -- an additional Tamarack that the cost
 12:24:05 19
              Q. Okay. Let's look at Exhibit 9 going backwards.
                                                                                      12:27:00 19
                                                                                                   was $265,835, and, again, that's just the cost for the
 12:24:12 20
              A. Yes.
                                                                                       12:27:09 20
                                                                                                   machine.
 12:24:12 21
              Q. The date on the upper right?
                                                                                      12:27:09 21
                                                                                                   Q. Okay. So each of these four machines now are owned by
 12:24:14 22
              A. May 20th, 1996.
                                                                                      12:27:14 22
                                                                                                   USA? You still own these machines?
 12:24:20 23
              Q. Okay. And what is shown on this invoice?
                                                                                      12:27:16 23
                                                                                                   A. Yes.
 12:24:22 24
              A. These are all the costs for a -- another Tamarack with the
                                                                                      12:27:25 24
                                                                                                            MR. CHU: Okay. Your Honor, I'd move to admit
 2:24:28 25
              total cost of $266,000.
                                                                                      12:27:27 25
                                                                                                   Exhibits 7, 8, 9, and 10 as Plaintiff's Exhibits.
                                                                           109
                                                                                                                                                               111
             Q. Okay. And is this representative of more of the total
 12:24:33
                                                                                              1
                                                                                                            THE COURT: Okay. Any objection to the exhibits?
                                                                                      12:27:30
         2
 12:24:40
             number of modules or accessories for a typical Tamarack
                                                                                              2
                                                                                      12:27:33
                                                                                                            MR. SCHROER: No objection, your Honor.
         3
             machine that are not shown in Exhibit 10?
 12:24:46
                                                                                              3
                                                                                      12:27:35
                                                                                                            THE COURT: Okay. They'll be admitted.
        4
             A. Yeah, but they're not typical. These are custom made
12:24:48
                                                                                      12:27:36
                                                                                                            MR. CHU: Thank you, your Honor.
        5
             machines. As you can see, we gave a down payment on this in
12:24:51
                                                                                              5
                                                                                                   BY MR. CHU:
        6
12:24:55
             1995 and it wasn't delivered until May of '96.
                                                                                              6
                                                                                                   Q. In addition to these -- I'm sorry, Steve.
                                                                                      12:27:48
             Q. Okay. Were you involved in this purchase of this Tamarack
12:24:59
                                                                                              7
                                                                                      12:27:51
                                                                                                            So in the years that are shown in Exhibits 7, 8, 9,
        8
             machine for Exhibit 9?
12:25:04
                                                                                                  and 10, in the years spanning from these exhibits -- from 1993
                                                                                      12:27:55
        9
             A. Yes.
                                                                                              9
                                                                                                  through 1997 -- why did you purchase these machines?
                                                                                      12:28:01
12:25:06 10
             Q. Okay. Why did -- why did USA purchase this second
                                                                                      12:28:08 10
                                                                                                           MR. SCHROER: Objection, asked and answered.
12:25:10 11
             Tamarack machine?
                                                                                      12:28:10 11
                                                                                                            THE COURT: Pardon? Asked and answered?
12:25:11 12
             A. To do integrated cards and labels.
                                                                                      12:28:12 12
                                                                                                           MR. SCHROER: Yeah.
                 Why did you need to buy a second machine to do that?
12:25:14 13
                                                                                      12:28:13 13
                                                                                                           THE COURT: Overruled.
12:25:18 14
             A. Because we were doing integrated cards. If we were doing
                                                                                      12:28:15 14
                                                                                                           THE WITNESS: To manufacture integrated cards and
12:25:22 15
             just one product, we could get by with a lot less machines.
                                                                                      12:28:19 15
                                                                                                  labels, to produce integrated cards and labels.
12:25:25 16
             Q. Okay. So was the Tamarack of Exhibit 10 sufficient to
                                                                                      12:28:27 16
                                                                                                  BY MR. CHU:
12:25:30 17
             meet your needs in 1996?
                                                                                     12:28:28 17
                                                                                                  Q. Steve, you also mentioned FMA machines?
12:25:33 18
            A. No.
                                                                                      12:28:32 18
                                                                                                  A. No. FME.
12:25:34 19
            Q. Okay. Is there anything else that you want to point out
                                                                                     12:28:33 19
                                                                                                  Q. I'm sorry. FME machines?
 25:40 20
            with respect to this exhibit, 9?
                                                                                     12:28:35 20
                                                                                                  A. Right.
12:25.43 21
                      MR. SCHROER: Objection, calls for speculation.
                                                                                     12:28:36 21
                                                                                                  Q. And how many FME machines has USA bought over the years?
12:25:46 22
                      THE WITNESS: No, just that --
                                                                                     12:28:39 22
                                                                                                  A. Three.
12.25.47 23
                      THE COURT: Sustained.
                                                                                     12:28:41 23
                                                                                                  Q. And do you remember approximately what these machines
12:25:48 24
                      MR. CHU: Okay. Your Honor, I apologize. Let me
                                                                                     12:28:43 24
```

12:28:44 25

A. I got a -- because we bought three, we got a good price on

12:25:50 25

move to the next exhibit.

```
1
 12:33:53
                        MR. SCHROER: I have no proof that they did.
                                                                                                 1
                                                                                         12:43:37
                                                                                                      law. I don't know.
         2
 12:33:57
                        THE COURT: Other than Mr. Lindstrom's --
                                                                                         12:43:3B
                                                                                                               THE COURT: Okay. Let's continue, though, until we
         3
                        MR. SCHROER: More importantly, there's no proof that
 12:34:00
                                                                                                 3
                                                                                                      have to break
                                                                                         12:43:40
 12:34:02
              these -- or for the sole purpose of integrated cards and I
                                                                                                      BY MR. CHU:
                                                                                         12:43:40
         5
              think the testimony is clear from what I've heard so far that
 12:34:07
                                                                                                 5
                                                                                                      Q. Okay. Steve, do you recall buying these three FME
                                                                                         12:43:42
         6
              they were not. So there's a relevance objection --
12:34:11
                                                                                                 6
                                                                                                      machines?
                                                                                         12:43:46
         7
                       THE COURT: That they weren't what? They weren't for
 12:34:13
                                                                                                 7
                                                                                                          Yes. The longer things go on, the better my memory is
         8
              integrated cards?
12:34:15
                                                                                         12:43:54
                                                                                                      sometimes.
12:34:16
         9
                       MR. SCHROER: For that sole purpose, that's correct.
                                                                                                 9
                                                                                                      Q. Okay. But you participated --
                                                                                         12:43:54
12:34:19 10
                       THE COURT: Okay. Does it tell us what exactly the
                                                                                         12:43:55 10
                                                                                                         -- specifically.
                                                                                                      Α.
12:34:22 11
              machine is in here?
                                                                                         12:43:57
                                                                                                      Q. You participated in those purchases; is that correct?
12:34:23 12
                       MR. CHU: Your Honor, Steve did not testify that they
                                                                                         12:43:59 12
                                                                                                     A. I bought them at a show in Florida. I saw them
12:34:26 13
                     their sole purpose was integrated cards.
                                                                                         12:44:05 13
                                                                                                      demonstrated, and they wanted $116,000 each for them. And I
12:34:28 14
                       THE COURT: Right.
                                                                                         12:44:12 14
                                                                                                     said, What can we do if I were to buy three of them? They had
12:34:31 15
                       MR. SCHROER: So there's a relevance objection as
                                                                                         12:44:16 15
                                                                                                     a little bit of a conference, came back and said, We could do
12:34:32 16
             well.
                                                                                        12:44:19 16
                                                                                                     it for 105. I said, Well, all right. Let me think about it.
12:34:32 17
                       THE COURT: Well, he's laid the relevance that they
                                                                                        12:44:24 17
                                                                                                     And they said, What would it take? I said 100,000 each and I
12:34:35 18
             were; that's his testimony. Now, whether or not you want to
                                                                                        12:44:31 18
                                                                                                     would order three of them today. And they did it. I remember
12.34:38 19
             challenge that, that goes to the weight.
                                                                                        12:44:32 19
                                                                                                     that very well.
12:34:39 20
                       The question is whether it's a business record. He
                                                                                        12:44:34 20
                                                                                                     Q. And why, again, did you buy these machines?
12:34:43 21
             doesn't have a business record. It's really the foundation of
                                                                                        12:44:36 21
                                                                                                     A. To do integrated cards and labels.
12:34:45 22
             a no business record.
                                                                                        12:44:38 22
                                                                                                     Q. Okay.
12:34:46 23
                       MR. CHU: I would submit this is part of
                                                                                        12:44:41 23
                                                                                                     A. You see, again, they do odd depths. I said that already,
12:34:50 24
             evidentiary ...
                                                                                        12:44:44 24
                                                                                                     though.
2:34:50 25
                       THE COURT: All right. I will admit it
                                                                                        12:44:45 25
                                                                                                     Q. Depths?
                                                                            117
        1
             conditionally, and you can continue to challenge it, but it
12:34:52
                                                                                                     A. Odd form depths.
                                                                                        12:44:46
                                                                                                1
        2
             seems to me that the only way they're going to prove it up is
12:34:56
                                                                                                         Okay. And is a Tamarack capable of doing that?
                                                                                                2
        3
12:34:59
             if Mr. Lindstrom comes in and verifies that. And I don't want
                                                                                                3
                                                                                                     A. Not with -- no.
                                                                                        12:44:52
```

4 to turn this trial into some massive fishing expedition, so if 12:35:02 5 12:35:08 there's any other way that would be better -- excuse me for a 6 12:35:11 moment. 7 Excuse me. I have a jury deliberating, so I'll be 12:35:29 8 right back in a minute. 12:35:31 9 MR. CHU: Certainly, your Honor. 12:35:33 12:36:22 10 (Recess taken.) 12:43:01 11 THE COURT: Okay. Folks, I have a verdict. So when 12:43:03 12 the lawyers arrive, we'll end and take a lunch break, but 12.43:07 13 we'll keep going until they come, because it takes them a 12.43:09 14 little while to do that. Okay. 12:43:11 15 MR. CHU: Thank you, your Honor. 12:43:12 16 MS. CRISWELL: What's the case about? 12:43:13 17 THE COURT: It's a criminal case. It's a criminal 12:43:15 18 case inside bank robbery. So it just ended yesterday, and 12:43:19 19 there's a female teller supervisor on trial for the inside 1:43.23 20 bank robbery. 2:43:24 21 So they're out there ready to deliver their verdict 12:43:28 22 and also ready to eat lunch, which has not arrived. 12:43:31 23 MR, CHU: Okav.

THE COURT: So that's the crisis de jour.

MR. CHU: Perhaps a bit more exciting than patent

12:45:55 25

12:43:31 24

12:43:34 25

4 Q. Okay. 12:44:53 5 A. Not without buying a very expensive cylinder. And, see, 12:44:55 6 you don't want to buy a very expensive cylinder because you're 7 12:45:02 going to get an order for -- you might get an order for 12:45:05 8 three-and-a-third-inch depth form, because that's not a normal 9 standard form depth. So our Tamaracks 90- -- don't get me 12:45:09 12:45:15 10 wrong, the FMEs also do standard depths. One's computer 12:45:20 11 driven; one's gear driven. 12:45:23 12 Q. Thank you. 12:45:23 13 So since you've testified that the FME machines make 12:45:26 14 both integrated labels and integrated cards, would you have 12:45:32 15 bought these FME machines anyway had you decided to stop 12:45:38 16 making integrated cards? 12:45:39 17 A. No. 12:45:39 18 Q. Why? 12:45:40 19 A. I wouldn't have had a need for them. 12:45:46 20 Q. But wouldn't you still need them to make integrated 12:45:49 21 labels? 12:45:50 22 A. No. 12:45:51 23 Q. Why not? 12:45:52 24 Because I would have had the other machines.

Q. Okay. Had you been sued for infringement of the '488

12:57:56

12:57:59

12:58:05

12:58:09

12:58:15

12.58:16

12:55:41	1	to market the product. We push all of our products hard like
12:55:47	2	that.
12:55:47	3	THE COURT: Okay. Can you hold on just one second,
12:55:50	4	Mr. Chu?
12;56;02	- 5	(Discussion had off the record.)
12:56:02	6	MR. CHU: I'm almost done, your Honor.
12:56:03	, 7	THE COURT: Thank you.
12:56:04	8	BY MR. CHU:
12:56:05	9	Q. Would you consider, as president of USA, that integrated
12:56:12	10	cards are a commercial success for you?
12:56:13	11	A. Yes.
12:56:14	12	Q. Why?
12:56:15	13	A. Because we do a very good job not only marketing, but we
12:56:19	14	provide excellent, excellent quality. We stand behind our
12:56;24	15	products and have satisfied customers.
12:56:31	16	Q. Steve
12.56:32	17	A. I I'm not sure if I understand the question.
12:56:33	18	Q. No, I think you answered it.
12:56:35	19	A. Okay.
12:56:36	20	Q. Steve, there's a variation on a question I asked you
12:56:40	21	earlier.
12:56:40	22	Based on your past experience of being sued by John
12.56:44	23	in 1993 for patent infringement, did you rely on John's
12:56:49	24	failure to sue you on the '488 patent in continuing to market
12:56:54	25	and sell integrated cards?

```
MR. SCHROER: Objection, leading and suggestive.
12:56:56
        2
                       THE COURT: Okay. It's the issue for the Court that
             I asked you to address, and so you may answer the question.
12:57:00
             Overruled.
             BY MR. CHU:
12:57:05
             Q. You may answer that, Steve.
             A. Okay.
12:57:08
                       THE COURT: The question is:
12:57:23
                       (Record read.)
12:57:25
12:57:25 10
                      THE WITNESS: Yes, he would have -- yes, he's very
12:57:28 11
             litigious.
12.57:29 12
                      MR. SCHROER: Move to strike the last comment, your
12:57:29 13
             Honor.
12:57:31 14
                      THE COURT: Sustained, and it will be stricken.
12:57:32 15
                      MR. CHU: But the answer yes stays?
12:57:34 16
                      THE COURT: The remainder of the answer is fine.
12:57:37 17
                      MR. CHU: Thank you, your Honor. One quick
12:57:41 18
             housekeeping matter.
12:57:42 19
                      I think I neglected to move to admit Exhibit 19,
2:57:46 20
             which is --
12:57:47 21
                      THE COURT: Plaintiff's or defendant's?
12:57:48 22
                      MR. CHU: Which is the auction flier.
12.57:50 23
                      MR. SCHROER: No objection to 19, your Honor.
12:57:53 24
                      THE COURT: Okay. It will be admitted.
12:57:56 25
                      MR. CHU: Thank you, your Honor.
```

THE COURT: All right. Folks, good timing. We'll 2 take a lunch break until 2:00 o'clock, and we will pick up 3 exactly where he left off at 2:00. MS. CRISWELL: And you do have time tomorrow, right? 5 THE COURT: Yes, I do. And, sir, because you have been tendered for 7 cross-examination, you may not speak with your attorneys 8 regarding your testimony over your lunch hour. Understood? 9 THE WITNESS: Okay. 12:58:16 10 THE COURT: Okay. Thank you. THE WITNESS: Shall I leave this here, your Honor? 11 12:58:20 12 THE COURT: You know, would you give this to your 12:58:22 13 attorneys, please? 14 (Lunch recess taken at 12:58 p.m.) 15 16

```
1
                        (Resumed at 2:18 p.m.)
02:18:02
                                                                                                       Q. And it would be the same back in 1996, correct?
                                                                                         02:21:02
         2
02:18:02
                        THE COURT: Okay. Mr. McKillip, you may take the
                                                                                         02:21:06
                                                                                                  2
              stand again, please.
         3
02:18:05
                                                                                         02:21:07
                                                                                                  3
                                                                                                       Q. So that you haven't lost or, in the ordinary course,
         4
                        (Witness takes the stand.)
                                                                                                       gotten rid of any business records since 1996 that would
                                                                                         02:21:15
         5
                        MR. SCHROER: May it please the Court?
                                                                                                  5
02:18:12
                                                                                         02:21:17
                                                                                                       enable you to explain why your products, in your opinion,
02:18:13
         6
                        THE COURT: Yes.
                                                                                                       don't infringe going all the way back to 1996. Fair
                                                                                         02:21:21
         7
                        MR. SCHROER: Thank you.
                                                                                                  7
02:18:14
                                                                                                       statement?
                                                                                         02:21:25
         R
                                                                                                  8
                                                                                                       A. No, no, it's not.
                                                                                         02:21:26
         9
                                                                                                  9
02:18:14
                       STEPHEN MCCLUSKEY MCKILLIP, CROSS-EXAMINATION
                                                                                                       Q. But there -- the same product manufactured in the same way
                                                                                         02:21:29
       10
              BY MR. SCHROER:
                                                                                         02:21:32 10
                                                                                                       with the same materials and the same machinery, correct?
02:18:16 11
              Q. Mr. McKillip, good afternoon. My name is Steve Schroer.
                                                                                         02:21:35 11
                                                                                                       A. Yeah. Maybe I misunderstood. Yeah, I thought you were
02:18:19 12
                                                                                         02:21:37 12
                                                                                                       asking me about business records going back to 1996.
02:18:21 13
              Q. I represent the plaintiff in the case.
                                                                                         02:21:42 13
                                                                                                       Q. Okay. Now, you have testified about some advertising and
02:18:22 14
              A. Hi.
                                                                                         02:21:47 14
                                                                                                       marketing materials that you used --
02:18:23 15
              Q. We've never met, have we?
                                                                                         02:21:50 15
                                                                                                       A. Yes.
02:18:25 16
              A.
                  No.
                                                                                         02:21:50 16
                                                                                                       Q. -- to illustrate the kind of work you did with relating --
02:18:25 17
              Q. Okay. I'm going to ask you primarily about things you've
                                                                                         02:21:54 17
                                                                                                       with respect to integrated cards, correct?
02:18:29 18
              already discussed this morning.
                                                                                         02:21:56 18
                                                                                                       A. Correct.
02:18:30 19
              A. Okay.
                                                                                         02:21:56 19
                                                                                                       Q. And this is a sample of that, is it not?
02:18:30 20
              Q. And -- just to get a little bit different perspective,
                                                                                         02:21:59 20
                                                                                                       A. No, it's not.
02:18:34 21
              perhaps, on certain things.
                                                                                         02:22:01 21
                                                                                                       Q. So it would have -- but there were things like this in
02:18:35 22
                       In the first instance, I would like to ask you about
                                                                                         02:22:04 22
                                                                                                       some of those catalogs?
02:18:39 23
              this document, and I think it's Exhibit 16.
                                                                                         02:22:06 23
                                                                                                       A. No.
02:18:56 24
                                                                                         02:22:07 24
                        And you'll recognize it from ...
                                                                                                       Q. Okay. I'll come back to that after a few --
12:19:06 25
              A. I have it here somewhere, but you can go ahead. I know
                                                                                         02:22:09 25
                                                                                                       A. -- actual order for somebody. This isn't an
                                                                              135
                                                                                                                                                                      137
         1
              what it is.
02:19:09
                                                                                                       advertisement.
                                                                                         02:22:12
         2
              Q. You got it.
                                                                                                  2
N2:19:32
                                                                                                       Q. Understood.
                                                                                         02:22:13
         3
                       Now, you testified, as I recall, that this is an
                                                                                                                And I -- I didn't --
02:19:34
                                                                                         02:22:15
         4
02:19:38
              example of the kind of integrated card product that your
                                                                                                           Okay.
         5
              company manufactures?
                                                                                                       Q. We'll get to an ad then to be specific about it.
02:19:42
                                                                                         02:22:17
         6
              A. Yes.
02:19:45
                                                                                                  6
                                                                                                       A.
                                                                                                          Okav.
                                                                                         02:22:20
         7
              Q. And this particular example is for a team dart tournament
                                                                                                       Q. Now, you testified also about records, and there was a
                                                                                         02:22:25
         8
              apparently to take place in April of next year in Las Vegas?
                                                                                                  8
                                                                                                       question about a summary that was prepared of your sales of
02:19:55
                                                                                         02:22:36
        9
              A. Yes.
                                                                                                 9
                                                                                                       integrated cards --
02:20:00
                                                                                         02:22:40
02:20:00 10
              Q. Correct?
                                                                                         02:22:41 10
                                                                                                      A. Yes.
02:20:01 11
                                                                                                       Q. -- that had some numbers going back to 1997, if I recall?
                       And in that context, I think I understood your
                                                                                         02:22:41 11
02:20:05 12
             testimony correctly that for as long as you have been making
                                                                                         02:22:47 12
                                                                                                      A. I believe it was 1996, but I'm -- I can let you know if
      13
             integrated card products you've been doing the same thing with
                                                                                         02:22:53 13
                                                                                                       you want to know exact.
02:20:13 14
             the same materials and same machinery; is that correct?
                                                                                         02:22:55 14
                                                                                                      Q. Okay. And that was prepared by your accountant?
02:20:17 15
             A. Yes.
                                                                                         02:22:5B 15
                                                                                                      A. I believe so.
02:20:17 16
             Q. So that if we want to know what your manufacturing process
                                                                                         02:23:00 16
                                                                                                      Q. And did your accountant have access to your financial
02:20:25 17
             was and what your product looked like in the year 2004 or 2000
                                                                                         02:23:03 17
                                                                                                      records in order to prepare that document?
02:20:30 18
             or even back to the beginning of 1995 or 1996, we can assume
                                                                                         02:23:09 18
                                                                                                      A. I would assume he would have to have a, you know -- but --
02:20:35 19
             it would be just like this (indicating)?
                                                                                         02:23:14 19
                                                                                                      Q. Okay. Apart from -- and I asked a bad question, and thank
12:20:37 20
             A. Yes.
                                                                                         02:23:18 20
                                                                                                      you for asking -- answering carefully.
02:20:38 21
             Q. Okay. And to be more particular, if we look at a product
                                                                                         02:23:19 21
                                                                                                                In terms of your own knowledge of the company's
02:20:43 22
             from the year 2001, in order to explain your own understanding
                                                                                         02:23:23 22
                                                                                                      business records -- specifically the records of sales and
02:20:50 23
             of the product characteristics, as those may relate to the
                                                                                         02:23:29 23
                                                                                                      other financial aspects, costs, profits, and all that -- do
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02:23:34 24

02:23:40 25

you keep your records back six years?

A. We keep the financial statements, tax returns, our

02:20:55 24

02:21:00 25

A. Yes.

patent in suit, it's the same now as it was then, right?

140 1 accountants keep all of that. And I'm not trying to Yeah, I said prior to starting USA. Yes, it was United 2 2 be evasive, but you're asking me a question about all the Stencil and Affixing. 02:23:50 02:26:49 3 records. We'd have to have giant storage to keep every single Q. And immediately before that you worked for your brother 02:26:49 4 record. with American Stencil? 12:23:57 02:26:51 5 Q. Sure. A. Correct. 02:26:53 6 6 02:23:58 But you keep some records in the company? Q. And then you changed the name of United Stencil to USA 02:26:53 7 Stencil? 02:24:00 A. Yes, some. 02:27:00 8 8 Q. And then your accountants keep other records for you, A. No. 02:24:02 02:27:00 9 9 Q. I'm sorry 02:24:05 02:27:02 02:24:05 10 02:27:04 10 A. For financial statements, for the Government required To USA/Docufinish? 02:24:08 11 records that we keep, tax returns, all of that, payroll 02:27:07 11 A. Yes, correct, because stencils are a very old-fashioned 02:24:12 12 records, I'm sure the accountants have that. 02:27:12 12 product and most people don't do them, so it didn't identify 02:24:14 13 Q. Going back to, say, 2000? 02:27:15 13 well what the company did. 02:24:17 14 A. Oh, yeah, those type of records that a CPA firm would 02:27:16 14 Q. So -- and your brother had been in the business, the 02 24:23 15 keep. I'm sure they have them -- I've had the same CPA firm 02:27:21 15 document business, that is the business form business, prior 02:24:27 16 for twenty-some years. 02:27:26 16 to your joining him in 1981, correct? 02:24:28 17 Q. Okay. So in terms of your ability to explain the sales of 02:27:29 17 A. Oh, yeah. He's been in it since the '60s, I believe. 02:24:35 18 integrated cards that you've made since 2000 and the profits 02:27:34 18 Q. And what job did you have before 1981? 02:24:40 19 or losses on those sales, you would have records going back to 02:27:38 19 A. I was a salesman. 02:24:44 20 02:27:39 20 the year 2000 that would permit you to do that, you or your Q. For? 02:24:48 21 accountant? 02:27:40 21 A. A medical salesman. 02:24:48 22 A. We could find that out, I think. 02:27:41 22 Q. So you had no prior experience in the business form 02:24:51 23 Q. Okay. I want to go back to the beginning of your 02:27:45 23 business before your brother took you on, right? 02:24:58 24 testimony, and there were some questions asked about your 02:27:48 24 A. Before 1980 or '81, yes, correct. 12:25:00 25 02:27:51 25 background. Q. I'm correct. 139 141 1 You picked up your employment, according to my notes So you learned the business from your brother in 1981 02:25:05 02:27:52 2 at least, with USA/Docufinish, which you founded in about 2 to '86, then you left and set up a directly competitive 02:25:10 02:27:55 3 1986; is that correct? 3 business, correct? 02:25:19 02:28:00 A. Yes, November of 1986. A. No, I wouldn't put it that way. 02:25:20 02:28:02 5 Q. Okay. And you've been president the entire time. 5 Q. Well, I thought you testified earlier that, in fact, you 02:25:22 02:28:04 6 And were you in this industry, the business form are competitive with your brother's business? 02:25:27 02:28:09 7 industry, before that? A. Right. But you asked me that I learned the business from 8 my brother then go set up a competitive business, and I don't 02:28:14 02:25:32 9 Q. As a matter of fact, you worked for your brother, didn't 9 think I would put it in those terms. 02:25:33 02:28:17 02:25:36 10 02:28:19 10 Q. Well, you had no experience in the business before you 02:25:36 11 worked with your brother, correct? 02:28:21 11 02:25:37 12 02:28:24 12 A. Not directly in the business, no. Q. And what was the name of the company that you were with, 02:25:40 13 when you were working for your brother? 02:28:27 13 Q. And he had a lot of years before you, correct? 02:25:47 14 A. Oh, he had two. I don't know if they went bankrupt or if 02:28:30 14 A. Yes. He had been selling forms for quite a while in 02:25:50 15 he merged them, but Illinois Stencil and American Stencil. 02:28:33 15 other --02:26:01 16 Q. He had American Stencil and Illinois Stencil? 02:28:33 16 Q. And then after working for his company for five years, you 02:26:05 17 A Yeah 02:28:36 17 left and set up your own competitive business? That's 02:26:05 18 Q. And which one did you work for? 02:28:41 18 correct, isn't it? 02:26:07 19 A. Both, actually. They kind of morfed into each other, I 02:28:42 19 A. No. 12:26:12 20 think. I wasn't there at the end. 02:28:43 20 Q. Were you competitive or not? 02:26:15 21 Q. And when did you work at American Stencil for your 02:28:46 21 A. Well, you're asking me I left or, you know, like I --02:26:19 22 02:28:49 22 Q. Well, did he fire you? 02:28:51 23 02:26:20 23 A. I would say that was for five years prior to starting USA. Α. Yes. 02:28:51 24 Q. Okay. And then you set up a competitive business? 02:26:32 24 Q. And just to clarify, when you say prior to working for

02:28:55 25

A. With his permission.

02:26:38 25

USA, wasn't your original name United Stencil?

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THE COURT: And in the future if you want to use them
02:34:59
                                                                                          02:38:03
                                                                                                       memory at all?
              for cross, then don't object. It's a strategy, of course.
                                                                                                       A. I don't remember, to be honest with you, in 201 [sic] what
02:35:01
                                                                                          02:38:05
         3
              BY MR. SCHROER:
                                                                                                       our sales were of that.
02:35:11
              Q. Okay. The testimony that you gave about the sales of
                                                                                                                 MR. CHU: You know, plaintiffs objected to this
12:35:16
                                                                                          02:38:10
         5
                                                                                                  5
02:35:23
              integrated card products, you remember that? Just in general.
                                                                                                       document.
         6
              I'm just drawing you into that context.
                                                                                                                 THE COURT: I know. The whole area of cross,
02:35:27
                                                                                          02:38:12
              A. That I gave today?
                                                                                                       everything you crossed on, everything you've objected to for
02:35:29
         8
                  Yes.
                                                                                                  8
                                                                                                       not admissibility you're using now on cross-examination.
02:35:30
                                                                                          02:38:17
         9
              A. I'll try to remember.
                                                                                                  9
                                                                                                                 MR. SCHROER: Well, the fact that I objected -- you
                                                                                          02:38:20
02:35:33 10
                                                                                          02:38:22 10
              Q. Okay. Well, there was that summary that you didn't
                                                                                                       let most of it in, your Honor, you let a lot of it in, and
02:35:36 11
              prepare but your accountant did?
                                                                                          02:38:26 11
                                                                                                       that's what I'm trying to follow up --
02:35:38 12
              A. Yes, I have it here.
                                                                                          02:38:27 12
                                                                                                                 THE COURT: I let in the appropriate evidence under
02.35:40 13
              Q. Correct.
                                                                                          02:38:29 13
                                                                                                       the rules of evidence.
02:35:41 14
                                                                                          02:38:30 14
                       And it's correct, isn't it, that your sales of
                                                                                                                 MR. SCHROER: If you'll give me just a moment on
                                                                                          02.38:32 15
02:35:44 15
              integrated card products have not steadily increased from the
                                                                                                       this, I think I can tie it together.
02:35:48 16
              beginning, isn't it?
                                                                                          02:38:34 16
                                                                                                                 THE COURT: All right.
02:35:51 17
              A. No, that's not -- that's incorrect.
                                                                                          02:38:37 17
                                                                                                       BY MR. SCHROER:
02:35:54 18
                                                                                          02:38:37 18
                                                                                                       \mathbf{Q.}\,\, Using 2001 as an example, what were the company's total
              Q. Isn't it correct that your sales increased and decreased
02:36:00 19
              on a yearly basis?
                                                                                          02:38:41 19
                                                                                                       sales in that year?
02:36:02 20
             A. No. I think where some of the confusion is is you see a
                                                                                          02:38:43 20
                                                                                                       A. I would -- I couldn't tell you exactly. I would have to
02:36:06 21
              number of -- for 1998 of 253,000 and a number for '06 of
                                                                                          02:38:46 21
                                                                                                       estimate.
02:36:14 22
                                                                                          02:38:48 22
             337,000. But the problem is that number for '06 is just for
                                                                                                       Q. And what's your best estimate?
02:36:18 23
             the first seven months only. It's not for the whole year.
                                                                                          02:38:51 23
                                                                                                       A. 2001, I would say somewhere probably around $8 million.
02:36:25 24
                                                                                          02:39:00 24
             Q. Well, do you have an independent memory of those sales?
                                                                                                       Q. And just using that as an approximation, would you agree
12:36:29 25
             A. Of each one of these? No, of course not, no. But I can
                                                                                          02:39:06 25
                                                                                                       with me that your sales of integrated cards were certainly
                                                                              147
                                                                                                                                                                       149
         1
02:36:35
             read. I know that -- what they're saying here.
                                                                                          02:39:10
                                                                                                  1
                                                                                                       less than 10 percent of the company's entire sales?
             Q. Your sales went -- as a matter of fact, from the year 2002
                                                                                                                 MR. CHU: Objection, your Honor. I don't see any
02:36:39
                                                                                          02:39:15
         3
             your sales never increased to that level again, did they, of
                                                                                                  3
                                                                                          02:39:17
                                                                                                       foundation for that statement.
02:36:46
        4
             integrated cards?
                                                                                                                 THE COURT: All right. Well, because I permitted him
                                                                                          02:39:18
        5
             A. Yes.
                                                                                                  5
02:36:51
                                                                                          02:39:19
                                                                                                       to testify about his knowledge of the sales, if he knows the
             Q. Not until after '06, though, correct?
                                                                                          02:39:23
                                                                                                       answer, he can answer it.
        7
             A. I don't know what '06 was, but I would bet it was higher
02:36:58
                                                                                          02:39:26
                                                                                                                 MR. CHU: Thank you, your Honor.
        8
             than that. But you also have to understand. These are
                                                                                                                 THE WITNESS: In 2001, would I say it was less
             actually billed sales and things. In our industry, there's
        9
                                                                                                       than -- less than 10 percent?
                                                                                          02:39:33
02:37:04
                                                                                                       BY MR. SCHROER:
02:37:09 10
             what we call WIP, work in progress.
                                                                                          02:39:34 10
02:37:17 11
                       So, I mean, the sales from 2002 that appear high, a
                                                                                          02:39:35 11
                                                                                                       Q. Right.
02:37:20 12
             hundred thousand of those may have been orders that we
                                                                                          02:39:36 12
                                                                                                       A. Based on -- it's an awkward thing.
02:37:22 13
             received in 2001 and didn't complete until --
                                                                                          02:39:40 13
                                                                                                                 On my memory, yeah. Based on the numbers I just gave
                                                                                          02:39:43 14
02:37:28 14
             Q. -- related question?
                                                                                                       you, that would make sense.
                                                                                                       Q. It's correct, isn't it, that through -- in no year prior
02:37:30 15
                                                                                          02:39:46 15
             A. -- easy.
                                                                                          02:39:52 16
02:37:34 16
             Q. Let's just take 2001 as an example.
                                                                                                       to the filing of this lawsuit, in '06, were your sales of
02:37:38 17
                       Do you have a memory of what your sales of integrated
                                                                                         02:39:58 17
                                                                                                       integrated cards more than 10 percent of the company's total
                                                                                          02:40:03 18
02:37:41 18
             cards were?
02:37:42 19
             A. I would -- independently, no, but I would look at here and
                                                                                          02:40:03 19
                                                                                                       A. I don't know, because I don't know about what happened in
                                                                                          02:40:08 20
2:37:46 20
             I would guess what they were. I would see what they were.
                                                                                                       '06
             Q. Okay. Well, this -- this -- and I'm -- this document,
02:37:50 21
                                                                                          02:40:53 21
                                                                                                       Q. I'm going to hand you, sir, which has been marked as
                                                                                          02:40:56 22
02:37:54 22
             prepared by someone else, says they were about $515,000 that
                                                                                                       Defendant's Exhibit 25. Would you take a look at that?
02:37:59 23
                                                                                          02:41:08 23
                                                                                                                 And do you recognize that one?
             vear?
                                                                                         02:41:26 24
02:38:00 24
             A. Right.
                                                                                                       A. I know what it is, yes.
```

02:41:27 25

Q. What is it?

02:38:00 25

Q. Is that consistent with your memory or do you have any

```
A. It says it's a comparative statement of operations and
        2
             accumulated deficits.
                                                                                             2
02:41:39
                                                                                                  Q. And could I ask you to find the portion of that that has
        3
             Q. Is that a document that was prepared by your accountants?
                                                                                                  the green cover. It's the eighteenth annual buyers' guide?
02:41:43
                                                                                     02:44:50
        4
 12:41:54
             A. I don't know. This -- this doesn't look like our -- what
                                                                                                  A. I've got Exhibit 23 as this.
        5
             our accountants typically do. But I -- I don't know anybody
                                                                                                  Q. That's the first page?
02:41:58
                                                                                     02:45:09
        6
02:42;04
             else who would have done it.
                                                                                                  A. That's the cover.
        7
02:42:08
             Q. You just don't recognize it?
                                                                                                  Q. I'm sorry.
                                                                                     02:45:17
        8
             A. This does not look -- I don't know what you're -- I
                                                                                             8
02:42:10
                                                                                                           Do you have this page? What you have is what's part
        9
             understand what this says this is, but I do not recognize
                                                                                             9
                                                                                                  of a group exhibits. There's other stuff --
                                                                                     02:45:24
02:42:21 10
             this.
                                                                                     02:45:26 10
                                                                                                 A. Yeah, I have ...
02:42:23 11
             Q. Okay. Then I'm not going to ask you questions about it.
                                                                                     02:45:30 11
                                                                                                  Q. And I want to ask you about a part of it that's in my hand
02:42:26 12
             But let me ask you a couple of general follow-up questions.
                                                                                     02:45:35 12
                                                                                                  that is the eighteenth annual buyers' guide.
02:42:30 13
                      You gave some information to the Court about
                                                                                     02:45:38 13
                                                                                                 A. Yes.
02:42:38 14
             advertising that -- and marketing and so on that you -- that
                                                                                     02:45:38 14
                                                                                                 Q. Do you have it?
02:42:44 15
             the company had incurred. You recall that?
                                                                                     n2:45:38 15
                                                                                                 A. Yes
02:42:48 16
             A. Yes.
                                                                                     02:45:45 16
                                                                                                 Q. And we have here, according to the documents I was given
02:42:49 17
             Q. And there were those sales brochures and those catalogs
                                                                                     02:45:54 17
                                                                                                 at least, the cover page. Then pages 39 --
02:42:53 18
             that you put ads in in the trade shows. Do you recall those,
                                                                                     02:45:59 18
02:42:59 19
                                                                                     02:45:59 19
             generally?
                                                                                                 Q. -- 291 and 362, 363 of that buyers' guide; correct? Is
02:42:59 20
             A. Yeah. They're not catalogs. These are publications.
                                                                                     02:46:09 20
                                                                                                  that what you have too?
02:43:04 21
             They're -- each one is read by 16,000 people.
                                                                                     02:46:10 21
                                                                                                 A. Yes, yes, sir.
02:43:06 22
             Q. Well, you don't know how many people read it, do you?
                                                                                     02:46:12 22
                                                                                                 Q. And is what we have here just the excerpts from that that
02:43:09 23
             A. Yes, I do.
                                                                                     02:46:16 23
                                                                                                 contain reference to the products made by certain companies
                                                                                     02:46:21 24
02:43:10 24
             Q. You -- you know that 16,000 people read --
                                                                                                 and then the products that certain companies make, the
 2:43:14 25
             A. I know that the publisher of this magazine reports to us
                                                                                     02:46:27 25
                                                                                                 cross-reference?
                                                                          151
             that 16,000 people read -- read --
                                                                                     02:46:29
                                                                                                 A. (No response.)
        2
             Q. They report to you that 16,000 copies are distributed,
                                                                                             2
02:43:20
                                                                                     02:46:29
                                                                                                 Q. Are you with me?
        3
             correct?
                                                                                                 A. Yeah. Do you want me to explain to you what it is?
02:43:23
                                                                                     02:46:30
             A. No. They report that 16,000 people read it. There's less
                                                                                                 Q. Well, why don't you just let me ask the questions.
02:43:24
                                                                                     02:46:32
        5
             copies than that distributed. Their statistics, their
                                                                                                 A. Okay.
                                                                                     02:46:36
        6
             studies --
                                                                                                 Q. The second page --
02:43:37
                                                                                     02:46:36
02:43:37
                      MR. SCHROER: Move to strike the narrative. It's
                                                                                                     Okay.
        8
             nonresponsive.
                                                                                                 Q.
                                                                                                     -- which has page 39 in the lower right.
02:43:39
                                                                                     02:46:37
        9
                      THE COURT: No. You asked the question.
                                                                                            9
                                                                                                     Yes.
02:43:40
02:43:43 10
                                                                                     02:46:42 10
                      MR. SCHROER: Well, all right.
                                                                                                 Q. Has a heading right in the geographical center of the
02:43:43 11
             BY MR. SCHROFR:
                                                                                     02:46:45 11
                                                                                                 page, Cards, comma, integrated. Do you see that?
02:43:43 12
             Q. Go ahead.
                                                                                     02:46:48 12
                                                                                                 A.
                                                                                                     Yes.
02:43:44 13
                      You're talking about somebody's statistics?
                                                                                     02:46:48 13
                                                                                                 Q. And listed under that are, according to my count, about 63
n2:43:46 14
             A. I'm talking about the publisher has informed us of that.
                                                                                     02:46:52 14
                                                                                                 different companies who manufacture integrated cards?
02:43:50 15
                                                                                     02:46:57 15
             Q. Okay. But you don't know that to your own knowledge?
                                                                                                 A. Correct.
                                                                                     02:46:58 16
02:43:53 16
             A. They told us. I believe them.
                                                                                                 Q. Is every one of those competitives with your company?
02:43:55 17
                                                                                     02:47:01 17
                                                                                                 A. Competitors?
             Q. Okay. Now, the expenditures that you described to the
02:44:01 18
             Court for advertising, for example, are not only to advertise
                                                                                     02:47:02 18
                                                                                                 Q. Yeah.
02:44:11 19
             integrated card products; is that correct?
                                                                                     02:47:03 19
                                                                                                 A. No.
 1.44:15 20
             A. Correct.
                                                                                     02:47:03 20
                                                                                                 Q. Why not?
02:44:18 21
             Q. And you have many, many other products that you sell,
                                                                                     02:47:04 21
                                                                                                 A. Some of them are my customers.
02:44:23 22
                                                                                     02:47:07 22
                                                                                                 Q. Okay. And there are different kinds of integrated cards,
02:44:25 23
             A. Yes. But some of the advertising that was in here that we
                                                                                     02:47:10 23
                                                                                                 aren't there?
02.44:31 24
             showed the Court was specific to that product.
                                                                                     02:47:13 24
                                                                                                 A. For a layperson, no. I mean, they're -- I wouldn't
```

02:47:16 25

sav-so

02:44:36 25

Q. So, for example -- do you have Exhibit 23?

```
1
              Q. Well, for example, a card -- a card that just is within --
                                                                                               1
                                                                                                    A. Those aren't advertisements in the annual show. That's
                                                                                       02:50:37
         2
              within an integrated page and has perforations and can be
                                                                                                    attending the annual show, and we --
 02:47:27
                                                                                               2
         3
 02:47:33
              removed, that's an integrated card, isn't it?
                                                                                               3
                                                                                                    Q. Well, in Exhibit 17 you listed tens of thousands of
                                                                                       02:50:44
         4
              A. No.
 02:47:35
                                                                                                    dollars of expenses for booths and the like at various shows
                                                                                       02:50:53
         5
              Q. Not in your opinion?
 J2:47:36
                                                                                       02:51:01
                                                                                               5
                                                                                                    that you attributed to integrated cards?
         6
              A. No, not in anybody's opinion. That product has been
 02:47:37
                                                                                                        Yes, yes, but --
                                                                                       02:51:03
         7
                                                                                               7
 02:47:40
                                                                                       02:51:04
                                                                                                             MR. CHU: Your Honor, I object. That
         8
              Q. I just asked for your opinion, sir.
                                                                                               8
                                                                                                    mischaracterizes --
                                                                                       02:51:06
         9
              A. No, it's not.
                                                                                               9
 02:47:43
                                                                                                             THE WITNESS: Don't confuse it with things like this.
                                                                                       02:51:08
 02:47:46 10
              Q. And then if we turn over to page 362 -- and I'm now
                                                                                       02:51:09 10
                                                                                                             THE COURT: Okay. Hold on. I didn't hear the
 02:47:57 11
              looking at the last two pages of this eighteenth annual
                                                                                       02:51:10 11
                                                                                                    objection.
 02:48:01 12
              buyers' guide.
                                                                                       02:51:11 12
                                                                                                             MR. CHU: Mr. Schroer is mischaracterizing the
 02:48:01 13
              A. Yes, sir,
                                                                                       02:51:13 13
                                                                                                    testimony. That's not what Mr. McKillip testified to.
 02:48:01 14
              Q. In the lower right-hand corner of page 362, we see your
                                                                                       02:51:17 14
                                                                                                             THE COURT: Okay. You can ask questions. Overruled.
 02:48:05 15
              company's listing, correct?
                                                                                       02:51:23 15
                                                                                                    BY MR. SCHROER:
 02:48:07 16
              A. Yes.
                                                                                       02:51:24 16
                                                                                                    Q. Well, let's just take a look at Exhibit 17.
 02:48:07 17
              Q. And then in the first two columns of the next page -
                                                                                       02:51:25 17
                                                                                                             THE COURT: Are we again looking at an exhibit that's
 02:48:11 18
                                                                                       02:51:28 18
                                                                                                    not admitted yet because they withdrew it because it hasn't
02:48:13 19
              Q. -- are lists of the different product categories that you
                                                                                       02:51:31 19
                                                                                                    been supported?
02:48:19 20
              actually sell -- manufacture and sell, correct?
                                                                                       02:51:33 20
                                                                                                             MR. CHU: 17 is admitted, your Honor.
02:48:23 21
              A. Yes.
                                                                                       02.51.34 21
                                                                                                             THE COURT: 17 is in?
02:48:26 22
              Q. And were the expenses -- strike that.
                                                                                       02:51:36 22
                                                                                                             MR. CHU: Yes. Are you referring to 17?
02:48:34 23
                       The advertising and marketing expenses to which you
                                                                                       02:51:38 23
                                                                                                             MR. SCHROER: I'm referring to 17 at this point, and
02:48:35 24
              testified this morning include the costs of being listed in,
                                                                                       02:51:40 24
                                                                                                    I'm informed it's admitted, your Honor. At least once I
02:48:41 25
              for example, the eighteenth annual Print Solutions Buyers!
                                                                                       02:51:45 25
                                                                                                    haven't committed that sin. I'm trying,
                                                                            155
                                                                                                                                                                 157
        1
             Guide, correct?
02:48:45
                                                                                       02:51:47
                                                                                                             THE COURT: And it is. So you can look at it.
         2
             A. (No response.)
                                                                                               2
                                                                                                    BY MR. SCHROER:
02:48:48
             Q. You paid to be listed in this manner, did you not?
                                                                                                   Q. Do you have it, sir?
                                                                                       02:51:52
                 No.
02:48:52
                                                                                                   A. I have it in my hand.
        5
             Q.
                 Oh, how did your name get in there?
                                                                                                   Q. Okay. Well, let's just look at the first page there,
                                                                                       02:51:54
02:48:56
             A. For the same reason Integrated Cards' name is in there.
                                                                                                   which appears to include a total of $27,890 for booth fees?
                                                                                       02:51:58
        7
             We're members of the organization.
                                                                                                   A. Yes.
                                                                                       02:52:06
             Q. You paid to be in the organization, correct?
        8
                                                                                                   Q. And that's -- that's for what?
                                                                                       02:52:07
                                                                                               8
02:49:02
        9
             A. We pay our annual dues to be in the organization. But
                                                                                                   A. That's just for the annual show only, once a year. These
                                                                                       02:52:09
02:49:08 10
             this is just a buyers' guide that they put out every single
                                                                                       02:52:14 10
                                                                                                   are the dates of the show, 1999 through 2006. But that's just
02:49:14 11
             year, and it lists everybody who makes every product. You
                                                                                       02:52:20 11
                                                                                                   the one show a year. These are all the other shows in
02:49:17 12
             don't pay to be listed in it.
                                                                                       02:52:25 12
                                                                                                   addition to these. If I could --
02:49:19 13
             Q. And you included the expenses of joining the organization
                                                                                       02:52:28 13
                                                                                                   Q. Okay. And when you say this is the show, is this the
             in your summary of expenses that you talked about this
02:49:22 14
                                                                                      02:52:31 14
                                                                                                   integrated cards show?
02:49:25 15
             morning, didn't you?
                                                                                       02:52:32 15
                                                                                                   A. No, no, no.
             A. I'd have to look at the summary of the thing, but I don't
02:49:26 16
                                                                                       02 52 33 16
                                                                                                   Q. No.
02:49:30 17
             know. I can look.
                                                                                       02:52:33 17
                                                                                                            And, in other words, when you pay the money for these
02:49:33 18
                       I mean, when we -- all these ads --
                                                                                      02:52:37 18
                                                                                                   shows that you summarized for the Court, you are promoting all
02:49:36 19
             Q. Would you just answer my question, sir?
                                                                                      02:52:42 19
                                                                                                   of the products listed on page 363 of the prior exhibit,
na:49:38 20
             A. Okay. I'm sorry. I'll have to look.
                                                                                      02:52:48 20
                                                                                                   correct?
 2:50:04 21
             Q. Check Exhibit No. 17.
                                                                                      02:52:52 21
                                                                                                   A. Which exhibit is it?
02:50:16 22
             A. No, we -- it appears we did not include the expense of
                                                                                      02:52:54 22
                                                                                                   Q. It was the --
02:50:20 23
             that, of joining that, no.
                                                                                      02:52:55 23
                                                                                                   A. Oh, yes. Yeah.
02:50:23 24
                                                                                      02:52:58 24
             Q. Okay. You did, however, include expenses for your
                                                                                                   Q. And you have --
02:50:26 25
             advertisements in the annual trade association show, correct?
                                                                                      02:52:59 25
                                                                                                   A. Do we exhibit all those products? Yeah, I mean, the
```

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158
                                                                                                                                                             160
        1
             products listed here say numbering MOD 7, MOD 11. It just
02:53:06
                                                                                     02:56:06
        2
             shows numbering because, you know -- but, yeah --
                                                                                                  Q.
                                                                                                     You don't break down your records that way, do you?
02:53:13
                                                                                     02:56:06
        3
             Q. Roughly -- I apologize. I interrupted.
                                                                                             3
                                                                                                  A.
                                                                                     02:56:09
        4
             A. We show representations of all those products.
                                                                                             4
                                                                                                  Q. Now, let's talk in the same context about some equipment.
02:53:22
                                                                                     02:56:18
        5
             Q. And there are, give or take, 75 or 80 different kinds of
02:53:26
                                                                                                           Do you have Exhibits 10 -- 9, 10, 8, the documents
                                                                                     02:56:26
        6
             products? I can add them. I'm sorry. I haven't.
                                                                                             6
02:53:29
                                                                                     02:56:36
                                                                                                  related to Tamarack?
        7
             A. Not really.
                                                                                             7
                                                                                                  A. Yeah. Those aren't relating to Tamarack.
                                                                                     02:56:42
        8
             Q. Probably more like 60 categories of products?
02:53:37
                                                                                             8
                                                                                                  Q. Oh, I'm sorry. I have the PTX number.
        9
             A. Not really, because what you're looking at it says: Bar
                                                                                            9
02:53:39
                                                                                                           Yeah, I think your counsel did use PTX.
                                                                                     02:56.54
       10
             codes consecutive, bar codes fixed image, bar codes variable
02:53:41
                                                                                     02:56:58 10
                                                                                                  A. Those are the letters that he wrote to our suppliers, 9
       11
02 53:46
             image. I mean, they're just -- if you were to be at our show
                                                                                     02:57:02 11
                                                                                                  and 10, and where he --
02:53:50 12
             and look at it, you would just say, Hey, do you guys do bar
                                                                                     02:57:04 12
                                                                                                  Q. You should have three documents, Exhibits 8, 9, and 10 --
02:53:55 13
             codes? Yeah, here's a sample. I mean ...
                                                                                     02:57:09 13
                                                                                                  A. What are the documents of?
02:54:00 14
             Q. So back to where we were, the first page of Exhibit 19 --
                                                                                     02:57:11 14
                                                                                                  Q. That reflect Tamarack purchases.
02:54:04 15
             I'm sorry -- Exhibit 17.
                                                                                     02:57:14 15
                                                                                                 A. The purchases?
02:54:06 16
             A. Yes.
                                                                                     02:57:18 16
                                                                                                          I know what they are. Yeah, I have them. They're
02:54:06 17
             Q. The $27,890 of expense there would have been gone to
                                                                                     02:57:21 17
                                                                                                  not -- they're 20- -- no, they're not. Oh, your exhibits? I
02:54:15 18
             promoting the bar code sales?
                                                                                     02:57:25 18
                                                                                                  was looking at the other old ones.
02:54:17 19
             A. Promoting all of our products, yes.
                                                                                     02:57:27 19
                                                                                                 Q. I apologize. Your counsel used our exhibits.
02:54:19 20
             Q. Including bar codes and including --
                                                                                     02:57:30 20
                                                                                                 A. Okav.
02 54:23 21
             A. Yeah, the --
                                                                                     02:57:30 21
                                                                                                 Q. And I'm doing the same. It's --
02:54:24 22
             Q. -- integrated labels, correct?
                                                                                     02:57:32 22
                                                                                                 A. Okay. I've got them.
02:54:27 23
             A. Yes.
                                                                                     02:57:33 23
                                                                                                 Q. Once in a while lawyers cooperate, not all that often,
02:54:28 24
             Q. And integrated labels are not the same as integrated
                                                                                     02:57:38 24
                                                                                                 but ...
12:54:32 25
             cards. I'm correct, am I not?
                                                                                     02:57:38 25
                                                                                                 A. I've got them.
                                                                          159
                                                                                                                                                             161
        1
             A. Yes, you are. But, again --
                                                                                            1
02:54:36
                                                                                     02:57:39
                                                                                                          THE COURT: Once in a while.
        2
             Q. And --
                                                                                             2
                                                                                                          THE WITNESS: 7, 8, and 9, I have, and 10.
02:54:37
                                                                                     02:57:42
        3
             A. This is just the annual show.
                                                                                     02:57:46
                                                                                             3
                                                                                                 BY MR. SCHROER:
             Q. Sure:
                                                                                                 Q. And the first of these chronologically is Exhibit 10 going
02:54:39
                                                                                     02:57:47
        5
                      Now, focusing on Exhibit 17, now I just want to talk
                                                                                                 back to May of '93. Are you with me?
                                                                                     02:57:55
        6
             about the entire group of documents --
                                                                                                 A. Yes.
02:54:44
                                                                                     02:57:58
        7
             A. Yes.
                                                                                                 Q. And is that device still used to the present?
        8
             Q. -- and ask you a general question.
02:54:47
                                                                                     02:58:06
        9
                      It's correct, is it not, that the expenses reflected
                                                                                                 Q. Okay. And Exhibit 9, I think, is the next one
02:54:49
02:54:55 10
             there in that entire exhibit, not just the one page, all are
                                                                                     02.58:16 10
                                                                                                 chronologically, May 20th, 1996?
02:54:58 11
             for promoting all of your products, not merely integrated
                                                                                     02:58:19 11
                                                                                                 A. Yes.
02:55:03 12
             cards, correct?
                                                                                     02:58:20 12
                                                                                                 Q. And is that one still used today?
02:55:04 13
                                                                                     02:58:21 13
            A. Yes, we promote all of our products.
                                                                                                 A. Yes.
02:55:07 14
            Q. And if you hadn't been selling integrated cards, you still
                                                                                     02:58:23 14
                                                                                                 Q. And Exhibits 7 and 8, refer to -- 8 is January 31, '97,
02:55:13 15
            would have been doing all of these same things from 1999
                                                                                    02:58:36 15
                                                                                                 and 7 is July 30, 1997. You have those?
                                                                                    02:58:43 16
02:55:15 16
             forward, would you not?
                                                                                                 A. Yes.
            A. In all probability, yes.
                                                                                    02:58:43 17
02:55:18 17
                                                                                                 Q. And my dates are correct?
```

02:58:45 18

02:58:45 19

02:58:49 20

02:58:51 **21**

02:58:55 22

o2:55:51 22 A. Could you say that -- we have the -o2:55:52 23 Q. You haven't produced any records in this case that say, We
o2:55:58 24 spent X dollars of advertising and marketing on integrated
o2:56:02 25 cards as opposed to all of our other products?

any particular product line; is that correct?

And you have no business records, do you, that break

down your advertising, marketing or the like, by reference to

02:55:27 18

02:65:35 19

12:55:40 20

.02.55:44 21

Q. Okay. Thank you.

o2:59:02 23 and not integrated cards, correct?

Q. And it's correct, isn't it, that your first use of the

Q. And all of these Tamarack devices are still used today?

first Tamarack product in May of '93 was for integrated labels

02:59:08 **25 Q.** And each and every one of these purchases -- well, let me

break it down. 02:59:13 1 wouldn't have had to purchase them. 2 Looking at the first line of PX 8, it indicates that 2 Q. No, I'm just focusing on the years --02:59:14 03:02:22 3 you acquired a Tamarack label applicator, correct? A. I know, but you're asking me hypotheticals that don't make 02:59:19 03:02:24 4 A. Yeah. sense. I wouldn't operate like that. I'm sorry. I don't 12:59:25 03:02:28 5 02:59:25 Q. And similarly with Exhibit 9, the first line indicates 03:02:33 mean to be argumentative, but ... 6 that you acquired a Tamarack label applicator? 02:59:30 03:02:34 Q. Now, you also talked about some machines that you 7 A. Yes. bargained for down in Florida? 03:02:42 8 Q. And just looking at the second page of Exhibit 7, the A. Yes. 02:59:43 03:02:44 9 second entry is \$25,000 for an integral label die cut unit, 9 Q. FME. 03:02:45 02:59.55 10 correct? 03:02:46 10 Those are also used for integrated labels, aren't 02:59:58 11 A. Yes. 03:02:50 11 they? 02:59:59 12 Q. So it's correct, isn't it, that all of the Tamarack 03:02:50 12 A. Yes. 03:00:03 13 equipment that you bought, beginning in May of 1993, has been 03:03:14 13 Q. You never would have gotten out of the business of 03:00:07 14 constantly used since that time for the purpose of 03:03:18 14 integrated labels, would you? 03:00:10 15 manufacturing integrated labels? 03:03:20 15 A. Integrated labels? A. In addition to integrated cards, yes. 03:00:13 16 03:03:22 16 Q. Right. 03:00:17 17 Q. And you don't have any records that would tell us how much 03:03:22 17 A. Why would I? 03:00:25 18 of the time it's used for one product, that is labels, versus 03:03:24 18 Q. Well, that's my question. 03:00:30 19 the other, that is the cards, do you? 03:03:25 19 You wouldn't have done that, would you? 03:00:34 **20** A. No. 03:03:27 20 A. Integrated labels? 03:00:37 21 Q. Okay. And --03:03:28 21 Q. You wouldn't have gotten out of that business, would you? 03.00.38 22 A. I'd have to -- no, I'd be guessing. 03:03:33 22 A. I'm not sure if I understand the question. Integrated 03:00:45 23 Q. And it's correct, isn't it, that in terms of revenue 03:03:36 23 labels? No. 03:00:50 24 03:03:38 24 generated for your company, the integrated label business is Q. Well, since 1996, has integrated labels been a profitable 13.00:54 25 far larger than the integrated card business? 03:03:43 25 category for you? 163 165 03:00:57 1 A. No. A. We've done integrated labels prior to 1996. Q. Or at least prior to 2006 it was? Q. I understand that. 03:00:57 03:03:50 3 A. Did we do more integrated labels prior to 2006? A. Okay. All right. 03:01:01 Q. But my question was trying to narrow it down a little bit, 03:01:06 03:03:51 5 A. I don't know for certain. I know now that it's different. so maybe it was a little more clear. Let's just take the 03:01:11 03:03:54 Q. It's correct, isn't it, that prior to -- between -- let's 03:03:57 years 2000 to 2006. 03:01:19 03:01:24 7 take the years 2000 and 2006. If during that time you weren't 03:04:00 During the years 2000 to 2006, have integrated labels 8 making integrated cards, you still would have been making been a profitable product for you? 03:04:04 9 integrated labels with those same Tamarack machines? A. I -- I really don't know. We don't do them -- I assume 03:01:34 03:04:08 03:01:39 10 A. From 2000 to 2006? 03:04:13 10 so, but I mean you're asking some questions that I can't 03:01:42 11 Q. Yes. 03:04:17 11 answer specifically as far as the profitability of a specific 03:01:44 12 A. No, I think we were doing integrated cards then too. 03:04:22 12 product fifteen years ago, eighteen years ago. 03:01:46 13 Q. No. I'm sorry. I'm asking you a hypothetical. Let's 03:04:28 13 Q. Okay. Well, I did mean to limit it to the year 2000, and 03:01:50 14 assume ---03:04:32 14 if I was --03:04:32 15 03.01:50 15 A. Oh, a hypothetical. A. Okav. 03:01:51 16 Q. -- you weren't doing integrated cards. 03:04:33 16 -- unclear, I'm sorry. 03:01:55 17 On that assumption, you still would have been doing 03:04:35 17 But does that help at all --03:01:59 18 integrated labels with those same Tamarack machines, wouldn't 03:04:36 18 A. I'm not sure if I understand the question. 03:02:04 19 03:04:38 19 Q. I wanted to know if you made a profit on integrated labels 3:02:05 20 No, I wouldn't have needed as much -- as much equipment. 03:04:43 20 from 2000 to 2006. 03:04:47 21 13:02:08 21 Q. But you would have been doing integrated labels on the A. I don't know. 03:02:12 22 same machines? 03:04:49 22 Q. Okay. Can you think of any circumstances under which you 03:02:13 23 03:04:53 23 A. No. I wouldn't have. would have discontinued that line during the time period 2000 03:02:14 24 Q. You would have gotten rid of all four machines? 03:04:58 24 to 2006?

03:05:04 25

A. No.

03:02:17 25

A. I wouldn't have gotten them -- had them in the first -- I

- 166 1 Q. I'd like to step back to the auction sale where your 03:05:08 2 brother's company -- the assets of your brother's company --3 A. Oh, yeah. 03:05:23 03:05:23 4 Q. -- the assets of your brother's two companies were sold J3 05 29 And you, I think, by reference to an exhibit put the 6 date of that -- it's Exhibit 19 -- as October of 1997, 03:05:33 7 correct? 03:05:41 8 A. That's what this exhibit said, yes. 03:05:42 9 Q. And does that comport generally with your memory? 03:05:45 03:05:49 10 A. I think so. 03:05:52 11 Q. And what did you know about your brother's personal 03:05:56 12 status, financial status at that point in time? 03:05:59 13 A. His personal finances? 03:06:01 14 Q. Right. 03:06:01 15 A. Nothing. His personal finances, nothing -- oh, wait a 03:06:11 16 minute. I had helped him a little bit and paid some bills for 03:06:21 17 03:06:25 18 Q. You knew, in fact, that he had been forced to file 03:06:30 19 personal bankruptcy --03:06:30 **20** A. I did not know that. 03:06:30 21 Q. -- in 1996? 03:06:32 22 A. No, I did not know that. 03:06:36 23 Q. You knew in 1997, at about the time his companies were 03:06:44 24 liquidated, that he had no financial capability to bring a 03:06:50 25 patent infringement case, didn't you? 167 A. How would I know that? 03:06:52 2 Q. Well, you knew his companies went bankrupt -- withdrawn. 03:06:54 A. I didn't know that. 03:07:01
 - I saw the patent --03:08:27 3 Q. You testified --A. I heard about the patent, but --03:08:30 Q. Let me ask the question. 6 A. I'm sorry. 03:08:33 You testified this morning, if I understood correctly, that you did read the patent after this lawsuit was filed, 03:08:36 9 correct? 03:08:40 10 A. Yes, I have. 03:08:41 11 Q. And I believe you testified that you had never read it 03:08:45 12 before that; is that correct? 03:08:47 13 A. I don't know if I testified to that or not. 03:08:50 14 Q. Well, had you or not? 03:08:51 15 A. I don't believe I had read it in its entirety. 03:08:54 16 Q. Well, had you read any part of it? 03:08:56 17 A. Yeah, and I had parts of it announced to me. 03:08:59 18 Q. When you say announced, what do you mean by that? 03:09:02 19 A. I mean at the auction, the auctioneer read the patent, the 03:09:06 20 patent number, and said, Offered for sale, integrated card and 03:09:12 21 business form assembly, and left it for fabricating on same on 03:09:18 22 label equipment formation. I read the patent. 03:09:20 23 Q. And your testimony this moment you were reading from 03:09:23 24 Exhibit 1? 03:09:25 25 A. Your Exhibit 1, yes. 169 03:09:26 Q. Okay. And notwithstanding that knowledge you continued your production of integrated cards, correct? 3 A. Yes. 03:09:36 Q. And then when this lawsuit was filed in 2006, you did the 03:09:37 very same thing, did you not? You continued production and 03:09:44 6 sale of your integrated cards? A. Yes, because he was -- well, the simple thing is he was --03:09:50 03:09:55

Q. Well, at your ...

03:08:24

03:10:13 13

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03:10:35 15

03:11:09 25

Q. In any event, it's correct, isn't it, that you actually 03:07:04 saw the letters patent at issue in our case today back on 03:07:09 6 October 7th of 1997? A. Did I see the patents are you asking me? 03:07:16 8 Q. Yeah. 03:07:19 9 A. Yes. 03:07:20 03:07:22 10 Q. And at least two times prior to that you had been told of 03:07:28 11 the existence of a patent that dealt with integrated cards, 03:07:34 12 correct? 03:07:36 13 A. At least.

03:07:40 14 Q. And you never took the trouble to inquire about what the 03:07:45 15 patent covered, did you? 03:07:48 16 A. I knew what it covered. I was told he had a patent on 03:07:52 17 integrated cards. 03:07:55 18 Q. So you went ahead with your own --03:07:59 19 A. I read the patent.

Q. You went ahead with your own production of integrated

3:08:02 21 cards from the beginning knowing that there was a patent and 03:08:08 22 not reading it; is that correct? 03:08:12 23 A. I knew that he had a patent for integrated cards, yes. 03:08:16 24 Q. And you hadn't read it, correct? 03:08:21 **25** A. Had I read it in its entirety? I don't think so, no.

ng:08:00 **20**

he knew I was making integrated cards. He didn't sue me, so I assumed I'm perfectly fine. Last time he even suspected me of 03:09:59 03:10:03 10 anything, he sued me immediately. 03:10:08 11 Q. And when did you call your brother to ask him if it was 03:10:10 12 perfectly fine with him?

A. I never called him. I never called him. Why would I?

03:10:37 16 A. Okay. 03:10:39 17 Q. And if I asked this earlier, I apologize. 03:10:40 18 A. I won't remember. 03:10:42 19 Q. The first exhibit we talked about, the dart -- the Las 03:10:50 20 Vegas dart brochure. 03:10:51 21 A. Yes, yes. 03:10:56 22 Q. That does not have the name of your company USA/Docufinish 03:11:01 23 on it, does it? 03:11:06 24 A. No. Our name of our company would never appear on

I'm sorry. I shouldn't ask questions. I'm sorry.

Q. A few more odds and ends, sir.

anything we manufacture.

170 Q. So that, for example, if someone had shown product samples 03:11:12 03:14:06 A. I know a guy named Stan Stack. 2 of this product to your brother John, he wouldn't have seen 03:11:22 03:14:08 Thank you for correcting me. 3 the name USA/Docufinish on there, would he? A. That's okay. 03:14:10 4 A. On this? 03 11 33 Thank you for listening carefully. 5 Q. On any product sample. 03:11:34 03:14:13 6 A. Well, yeah. If it were -- this is not a product sample. 03:11:36 6 This is a live order. 03:14:21 R Q. Okay. On any actual live product, he wouldn't see your R 03:11:41 9 03:11:45 9 03:14:30 03:11:46 10 A. On a live order he would not see our name. On our 03:14:36 10 company. 03:11:49 11 brochures and things, yes, he certainly would see our name. 03:14:36 11 03:11:56 12 03:14:40 12 Q. Now, do you have any basis to believe that your brother, A. I saw him at the auction, yes. 03:11:59 13 in fact, read any of these trade publications? 03:14:42 13 03:12:04 14 A. Yes. 03:14:44 14 interest in the patent? 03:12:12 15 Q. When you were asked questions about the two letters back 03:14:46 15 A. Yes. 03:12:15 .16 in 1996, '97, one written by your lawyer and the other one 03:14:47 16 03:12:20 17 written by your brother, you very quickly said, Oh, my brother 03:14:55 17 03:12:24 18 made a mistake. Why did you say that? 03:15:00 18 and sale of integrated cards? 03:12:26 19 A. Why did I say what? 03:15:01 19 03:12:29 20 Q. That your brother made a mistake on the date and look at 03:15:06 20 03:12:31 21 all the other mistakes here. 03:15:08 21 A. One of my employees did. 03:12:33 22 A. I don't think I've said that quickly, and I'd have to --03:15:12 22 Q. You personally didn't? 03:12:36 23 if I could read back what I said, it would refresh my memory, 03:15:14 23 A. I don't personally --03:12:39 24 because I don't remember exactly what I said. 03:15:15 24 13:12:41 25 Q. Let me ask you another question. 03:15:19 25 of that quote, do you? 171 1 A. I don't think I was referring to any mistakes in here, was 03:12:45 03:15:20 2 03:12:48 03:15:24 3 THE COURT: Why don't you show him that exhibit that 03:15:27 3 identical. 4 we were referring to? 03:12:51 03:15:31

compare it with a million other quotes we've done that's MR. SCHROER: If I could have just a moment, your 5 BY MR. SCHROER: 5 03:12:55 Honor? 03:15:31 6 6 Q. Let me step away from that for just a moment and ask you a THE COURT: Yes. 03:12:55 03:15:33 7 more general question. BY MR. SCHROER: 03:12:58 A. Okay. Q. Just a couple last questions, sir. 03:13:00 03:16:55 9 Q. You grew up with your brother in the same household Back in 1987 when you saw the patent at the --03:13:02 03:16:57 03:13:06 10 didn't you? 03:17:04 10 Not '87. Α. 03:13:09 11 A. Yes. 03:17:06 11 Q. 1997. Apologies. 03.13:10 12 Q. And your split was after your business dispute before you 03:17:08 12 A. That's okay. 03:13:15 13 started your own company, correct? 03:17:09 13 Q. Did you make any effort to secure legal counsel to obtain 03:13:18 14 A. We didn't have a business dispute. My brother fired 03:17:13 14 an opinion on whether that might cover your process or 03:13:21 15 several people, including my mother, my brother-in-law, some 03:17:19 15 product? 03:13:25 16 other people. It wasn't a dispute. 03:17:19 16 A. At that time no. 03:13:28 . 17 Q. Are you aware of any reading disabilities that your 03:17:23 17 MR. SCHROER: That's all. Thanks. 03:13:34 18 brother has? 03:17:25 18 THE COURT: Okay. Any redirect, Mr. Chu? 03:17:30 19 03:13:35 19 A. I've seen him in his testimonies read intricate patent MR. CHU: Thank you, your Honor. I'll be very, very

03:17:38 24

03:17:38 25

BY MR. CHU:

information trouble free, so I'm not aware of any problems he
has reading.

Q. You're saying that from your childhood up you were never
aware of any reading problems that your brother had?

A. No, absolutely not.

Q. Okay. You know a guy named Sam Stack?

And Sam -- Stan Stack is someone you've worked with over a long number of years, isn't he? A. He's been a customer of ours. I've known Stack. I don't -- I've seen Stack once in the last -- Stan Stack once in the last twenty years maybe, but he's done business with my Q. You saw him on October 7th, 1997, didn't you? Q. And you knew, from looking at the patent, that he had an Q. Did you ever bother asking Stan Stack whether he would have any problem with your proceeding with your manufacture A. I would assume he didn't, since we quoted them for him. Q. You didn't personally do that, did you? Q. -- but you don't really know anything about the background 173 A. I know I can -- and I'm not trying to be argumentative --03:17:31 20 brief. 03:17:34 21 Your Honor, may I refer to new Defendant's 03:17:38 22 Exhibit 42, which is the last exhibit in your book? 03:17:38 23

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