

**EXHIBIT 30**

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

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JT COLBY AND COMPANY, INC., D/B/A  
BRICK TOWER PRESS, J. BOYLESTON AND  
COMPANY PUBLISHERS, LLC, AND IPICTURE  
BOOKS, LLC,

Plaintiffs,

-against-

Index No.  
11-CV-4060 (DLC)

APPLE, INC.,

Defendant.

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· VIDEOTAPED DEPOSITION OF ROBERT SCHERER

New York, New York

November 16, 2012, 9:06 a.m.

Reported By:

Nicole Sesta

Ref: 8577

1 R. Scherer

2 affidavit, correct?

3 MR. RASKOPF: Asked and  
4 answered. I'm sorry. Objection  
5 to the form of the question.

6 A Other than the issue of claiming  
7 ownership I have no problem with the fact that  
8 they amended the mark from iBook to the plural  
9 iBooks.

10 Q Why do you have no problem with  
11 that?

12 A It was not a material change to  
13 the mark.

14 Q Let's talk about the ownership  
15 issue that you mentioned. When you worked at  
16 Time did you ever acquire trademark  
17 registrations for your employer?

18 A Yes.

19 Q How often?

20 A I can't remember. It was not a  
21 routine part of my practice. It happened from  
22 time to time.

23 Q When you worked at Pepsi did you  
24 ever acquire trademark registrations for Pepsi?

25 A I'm sure there were some but I