

EXHIBIT 87

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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

J.T. COLBY & COMPANY, INC.,
d/b/a BRICK TOWER PRESS,
J. BOYLSTON & COMPANY,
PUBLISHERS, LLC and
IPICTUREBOOKS, LLC,

Plaintiff,

vs.

Case No. 11-CIV4060 (DLC)

APPLE, INC.,

Defendant.

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HIGHLY CONFIDENTIAL ATTORNEYS' EYES ONLY
VIDEOTAPED 30(b)(6) DEPOSITION OF STEVE GEDIKIAN
Redwood Shores, California
Thursday, September 27, 2012

Reported by:
LORRIE L. MARCHANT, CSR No. 10523
RPR, CRR, CCRR, CLR

JOB NO. 53421

1 Q. So would you say sometime in 2009?

2 A. I believe that sounds about right.

3 Q. Can you get specific to the point of being
4 able to identify a month?

5 A. It would have been January.

6 Q. What happened in January 2009 in terms of
7 your role at Apple?

8 A. I was promoted to product line manager.

9 Q. And what were your responsibilities as a
10 product line manager?

11 A. I was responsible for the iTunes software
12 for Mac and PC, the iTunes Store. And then later my
13 role grew to -- grew to cover the App Store, iBooks,
14 iTunes U, podcasts, a number of apps that are
15 developed and managed by our organization.

16 Q. Are there any other product line managers
17 with your scope of responsibilities at this time?

18 A. At Apple?

19 Q. Yes.

20 A. For these products?

21 Q. Yes.

22 A. No.

23 Q. Are you currently a product line manager?

24 A. Yes.

25 Q. Do you have another title, like vice

1 responsibilities to increase Apple's revenues?

2 A. That's not how I would look at it. I
3 believe it is the role of product marketing and
4 everybody who works at Apple to give customers the
5 best possible experience on -- on our devices and on
6 our Macs and within our software products.

7 And so I believe there's a general
8 philosophy that if you do customers right and give
9 them the best possible experience they can get, then
10 revenues and other positive side effects are a
11 result of that.

12 Q. Do you have any idea about what business
13 Family Systems was in at any time in history?

14 A. Outside of the context of counsel, I have
15 no information about what Family Systems did. I
16 wasn't aware of them until recently.

17 Q. Did you focus on giving the customers of
18 Family Systems the best possible experience on
19 Apple's software products?

20 A. Again, as I mentioned, I didn't have an
21 understanding of -- I wasn't aware of Family
22 Systems, and so I can't say whether or not those --
23 I can't say whether or not Family Systems' customers
24 were considered in the creation of any of our
25 products.