

1 UNITED STATES DISTRICT COURT
2 SOUTHERN DISTRICT OF NEW YORK

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

8 Plaintiff,

9 vs.

Case No. 11-CIV4060 (DLC)

10 APPLE, INC.,

11 Defendant.

12 -----/

13 VIDEOTAPED DEPOSITION OF GRACE KVAMME

14 Redwood Shores, California

15 Tuesday, September 25, 2012

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21 Reported by:

22 LORRIE L. MARCHANT, CSR No. 10523
23 RPR, CRR, CCRR, CLR

24 JOB NO. 53420
25

1 BY MR. CHATTORAJ:

2 Q. Did Apple conduct any marketing campaigns
3 addressed to customers of Family Systems?

4 MS. RAY: Objection.

5 THE WITNESS: Not specifically associated
6 with that company. We -- we surveyed customers,
7 but -- and they may have been associated with Family
8 Systems, but we wouldn't have known that.

9 BY MR. CHATTORAJ:

10 Q. So it's fair to say they weren't targeted
11 at customers of Family Systems; right?

12 A. They weren't -- no. There were no surveys
13 targeted at customers of Family Systems.

14 Q. Did Apple engage in any marketing efforts
15 to identify the customers of Family Systems?

16 A. No.

17 Q. Did Apple engage in any marketing efforts
18 to identify the users of Family Systems software?

19 A. No.

20 Q. Is the iBooks software application marketed
21 as an interactive Web collaborative system?

22 A. Interactive Web collaborative system? Is
23 that what you said?

24 Q. That is what I said.

25 A. And did -- was that related to iBooks?

1 Q. Yes.

2 A. Interactive Web collaborative system. We
3 don't use those words, no. I mean, not all together
4 like that, no.

5 Q. Do you market iBooks as a collaborative
6 system?

7 MS. RAY: Objection.

8 THE WITNESS: No. I mean we talk about
9 sharing bits and pieces of a book with another and
10 maybe sharing your notes, but I wouldn't
11 characterize it as a collaborative system.

12 BY MR. CHATTORAJ:

13 Q. Do you market iBooks as an application that
14 enables users to interact over the World Wide Web or
15 the Internet?

16 A. No. Only to the extent that I've already
17 mentioned, that you can share notes with one another
18 through e-mail. That's the -- the only
19 collaborative thing I can think of.

20 Q. Based on your experience in your roles at
21 Apple, how would consumers learn about the ability
22 to share notes and annotations and highlighting with
23 one another through the iBooks application?

24 A. Customers would learn about new features by
25 playing with a product primarily. We also have Web