

EXHIBIT I

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

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

Plaintiff,

vs. No. 11-cv-4060

APPLE, INC.,

Defendant.

-----x

CONFIDENTIAL

VIDEOTAPED DEPOSITION OF
30(b)(6) JOHN T. COLBY, JR.
New York, New York
Wednesday, July 18, 2012
10:20 a.m.

Reported by:
Jennifer Ocampo-Guzman, CRR, CLR

Ref: 7845

1 Confidential-Colby

2 A. Most often this way.

3 Q. How else is it depicted?

4 A. Most often this way. I can't think
5 of anything -- any other -- any other way.

6 Q. Isn't it true that this light bulb
7 is used on all of your iBooks imprint books?

8 A. Yes, the light bulb and the words
9 iBooks underneath it.

10 Q. Does Apple use the light bulb, to
11 your knowledge, in conjunction with its
12 iBooks mark?

13 A. I don't know.

14 Q. Are you aware of any instance of it
15 doing that?

16 A. No.

17 Just backing up there was -- were
18 documents that indicate the iBooks associated
19 itself with the word "idea" and "new idea."

20 Q. What documents are you referring to
21 that says that iBooks are supposed to be a
22 reference to "idea"?

23 A. There are some ads in the book of
24 -- some of the books that reference iBooks in
25 connotation with a new idea that's brand new

ERRATA SHEET

J.T. Colby & Co., Inc., et al. v. Apple, Inc.
30(b)(6) Deposition of John. T. Colby, Jr., July 18, 2012

PAGE	LINE(S)	CHANGE	REASON FOR CHANGE
22	21	"MS. JARRETT" should read "MR. RASKOPF"	Mr. Raskopf made this statement but the court reporter attributed it to Ms. Jarrett.
104	21	"used" should read "use"	Mistranscription by court reporter.
107	6	"30, 000" should read "30,000"	Mistranscription by court reporter.
115	9	"divided" should read "provided"	Mistranscription by court reporter.
121	7	"belated" should read "--their belated"	Mistranscription by court reporter.
122	13	"county" should read "counsel I"	Mistranscription by court reporter.
128	19	"filed" should read "file"	Mistranscription by court reporter.
136	2	"Not" should be deleted.	Mistranscription by court reporter.
173	14	"back" should read "book"	Mistranscription by court reporter.
179	25	"I have just have" should read "I just have"	Mistranscription by court reporter.
180	3	"for" should read "for it"	Mistranscription by court reporter.
181	5	"Put all imprint" should read "That's all print"	Mistranscription by court reporter.
190	6	"trademark" should read "electronic"	Mistranscription by court reporter.
194	23	"Apple 2" should read "Apple too"	Mistranscription by court reporter.
196	15	"iBooks authors" should read "iBooks Author"	Mistranscription by court reporter.
198	7	"author's" should read "authors"	Mistranscription by court reporter.
198	9	"other" should read "how the"	Mistranscription by court reporter.
217	8	"you parted a new" should read "you're part of the new"	Mistranscription by court reporter.
226	8	"print" should read "imprint"	Mistranscription by court reporter.
229	17	"We" should read "Be careful, we"	Mistranscription by court reporter.
239	6	"independence" should read "independents"	Mistranscription by court reporter.
254	24	"in" should read "in one"	Mistranscription by court reporter.
265	9	"commerce" should read "ecommerce"	Mistranscription by court reporter.
273	11	"Comi-con" should read Comic-Con	Mistranscription by court reporter.
274	12	"Comi-con" should read Comic-Con	Mistranscription by court reporter.
277	17	"authors" should read "author's"	Mistranscription by court reporter.
311	17	"probable" should read "probably"	Mistranscription by court reporter.
320	25	"connotation" should read "connection"	Mistranscription by court reporter.
324	13	"books of" should read "books as"	Mistranscription by court reporter.
329	10	"first" should read "first time"	Mistranscription by court reporter.

333	21	"is" should be deleted	Mistranscription by court reporter.
360	12	"Notify" should read "I notified"	Mistranscription by court reporter.

J. Colby

John T. Colby, Jr.

Subscribed before me, this 29 day of August, 2012.

Donna M. Harney

Notary Public

10/19/13

Date Commission Expires

DONNA M. HARNEY
 NOTARY PUBLIC, STATE OF NEW YORK
 QUALIFIED IN SUFFOLK COUNTY
 NO. 4908731
 MY COMMISSION EXPIRES OCT. 19, 2013