

PATENT OWNER  
EXHIBIT 2004

<http://blogs.wsj.com/digits/2014/04/02/apples-jobs-declared-holy-war-on-google-over-android/>

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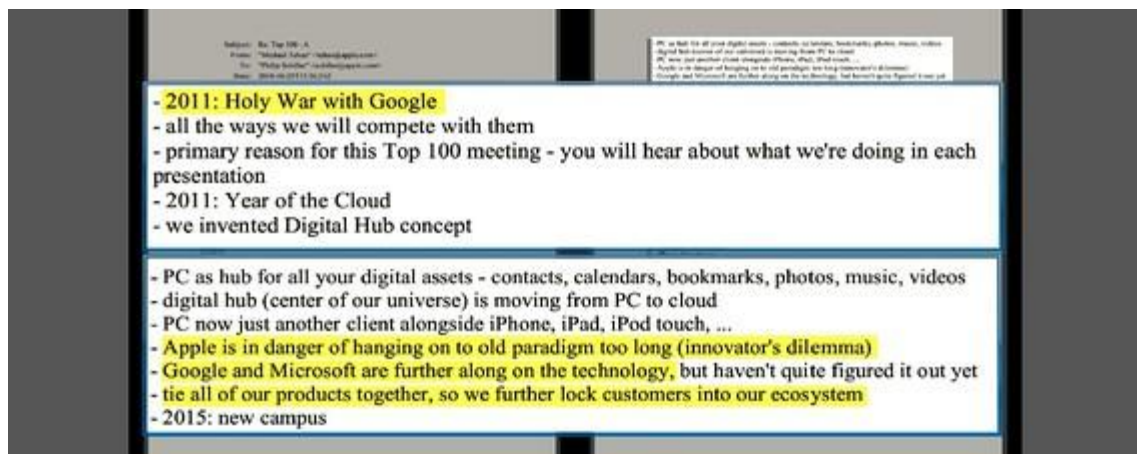
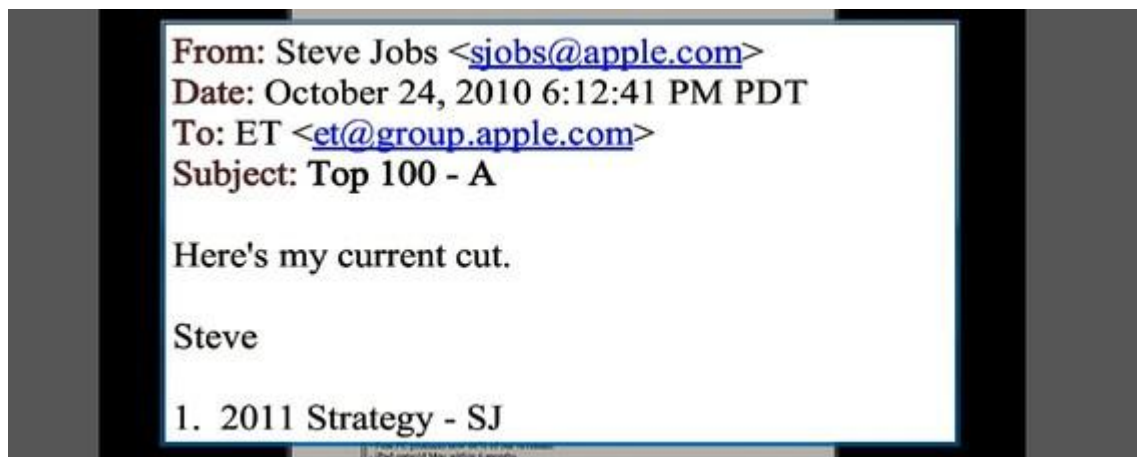
Associated Press

For AppleAAPL -1.29%'s former CEO Steve Jobs, the competition with GoogleGOOG -4.67% and its Android operating system for smartphones and tablets wasn't merely business rivalry, it was a "holy war," according to emails revealed in Apple's patent-infringement suit with Samsung Electronics.

The emails were disclosed by Samsung's lawyers as the two companies offered opening arguments in the latest round of the long-running feud between Apple and Samsung in U.S. District Court in San Jose, Calif.

In an October 2010 email to Apple's 100 top employees ahead of an annual retreat, Jobs outlined discussion points for the meeting, including "2011: Holy War with Google."

In other talking points, Jobs said "Apple is in danger of hanging on to old paradigm for too long (innovator's dilemma)" and "Google and Microsoft are further along on the technology" to connect and synchronize contacts, calendars, photos, music, videos and bookmarks across all devices using online services.



The e-mails came at a time when Jobs was coming to grips with the reality that Google, once a key Apple partner for the iPhone, was becoming a feared competitor with its Android operating system. By licensing Android for free, Google developed software for most of Apple's main smartphone and tablet manufacturing rivals.

In the same email, Jobs identified issues for the executives overseeing Apple's iOS mobile software. He said the company "needed to catch up to Android where we are behind." He cited "notifications, tethering and speech" as three areas, while writing that Apple could leapfrog Android with features like Siri, Apple's speech-recognizing digital assistant.

Samsung's lead attorney John Quinn revealed the emails from Apple's co-founder to highlight a key point of Samsung's legal strategy: that Apple's real fight is with Google. Google's prominence in the case has introduced a new element to this latest round of the Apple-Samsung battle.

Samsung said four of the five patents that Apple accuses it of infringing are features that Google developed independently as part of Android. Samsung said Apple is targeting it for being the most successful manufacturer of Android smartphones.

Apple disputed the claim. "Don't be misled by that. This case is not about Google," said Apple's lawyer Harold McElhinny in his opening statement.