

PLAINTIFF'S EXHIBIT NO. 3001

United States District Court
Northern District of California
No. 12-CV-00630-LHK (PSG)

Apple Inc. v. Samsung Elecs.

Date Admitted: _____ By: _____

Apple v Samsung II Video DB

Denison, Justin (Vol. 01) - 07/18/2013

1 CLIP (RUNNING 00:02:14.765)

VIDEOGRAPHER: This is the start of tape 09:28 ...

DENISON JUSTIN DES 6 SEGMENTS (RUNNING 00:02:14.765)



1. PAGE 5:23 TO 5:24 (RUNNING 00:00:02.034)

23	Q. Good morning, Mr. Denison.	09:30
24	A. Good morning.	09:30

2. PAGE 6:19 TO 7:02 (RUNNING 00:00:22.945)

19	Q. What is your title at -- well, let me start with	09:30
20	this: Where do you work?	09:30
21	A. I work at Samsung Telecommunications America.	09:30
22	Q. STA?	09:30
23	A. Yes.	09:30
24	Q. Any position at SEC Samsung Electronics	09:30
25	Corporation? Do you hold a position at SEC?	09:30
00007:01	A. My understanding is STA is part of SEC, so I	09:30
02	guess the answer to that would be yes.	09:31

3. PAGE 7:21 TO 8:02 (RUNNING 00:00:17.903)

21	Q. So you understand in this case between Apple and	09:32
22	Samsung, devices that are at issue, at least from	09:32
23	Apple's point of view are smartphones and tablets and	09:32
24	perhaps MP3 players, music players. Do you understand	09:32
25	that?	09:32
00008:01	A. I do.	09:32
02	Q. Who designs those devices for Samsung?	09:32

4. PAGE 8:04 TO 8:09 (RUNNING 00:00:21.171)

04	A. I assume designers do.	09:32
05	Q. Designers working for whom?	09:32
06	A. Well, I think we've established that employees at	09:32
07	STA and SEA ultimately are part of SEC. So I would just	09:32
08	say by extension, it would be an employee within Samsung	09:32
09	Electronics Corporation.	09:32

5. PAGE 8:21 TO 9:07 (RUNNING 00:00:38.450)

21	Q. I'm not asking for any names or any groups. I	09:33
22	just want to know generally or confirm generally that it	09:33
23	is SEC, Samsung Electronics Corporation, the Korean	09:33
24	entity that actually designs the smartphones that are	09:33
25	sold by Samsung?	09:33
00009:01	A. Again, what I can say is inasmuch as my	09:33
02	understanding of the corporate structure holds, every	09:33
03	subsidiary of Samsung Electronics Corporation I can say	09:33
04	is part of Samsung Electronics Corporation. So the	09:33
05	design, regardless of which subsidiary it might occur	09:33
06	within, ultimately is part of Samsung Electronics	09:33
07	Corporation.	09:34

6. PAGE 20:07 TO 20:14 (RUNNING 00:00:32.262)

07	Q. Does STA write a check for the tablets that it	09:50
08	receives?	09:50
09	A. Again, I'm uncomfortable with the question	09:50
10	because I'm not sure it is such a -- what is almost	09:50
11	implied as an arm's length transaction. We're all part	09:50
12	of the same company. So you know, shipping a tablet	09:51
13	from what you are calling SEC to SEA or STA, we're all	09:51

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14 part of the same company.

09:51

TOTAL: 1 CLIP FROM 1 DEPOSITION (RUNNING 00:02:14.765)


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PLAINTIFF'S EXHIBIT NO. 3002

United States District Court
Northern District of California
No. 12-CV-00630-LHK (PSG)*Apple Inc. v. Samsung Elecs.*

Date Admitted: _____ By: _____

Apple v Samsung II Video DB **DiCarlo, Nick (Vol. 01) - 06/26/2013****1 CLIP (RUNNING 00:01:38.504)** Okay. So you're employed by Samsung, correct? ...**DICARLO_NICK_DES****4 SEGMENTS (RUNNING 00:01:38.504)****1. PAGE 8:09 TO 8:10 (RUNNING 00:00:05.503)**

09 So, Mr. DiCarlo, as I said, my name is
10 Mike Heyison. I'm one of the lawyers for Apple. I'm

2. PAGE 8:16 TO 8:25 (RUNNING 00:00:35.911)

16 Q. Okay. So you're employed by Samsung, correct?
17 A. Samsung Telecommunications American.
18 Q. Okay. And what is your job?
19 A. I'm the vice president of product planning and
20 product marketing.
21 Q. Okay. What are your duties and
22 responsibilities as vice president?
23 A. I work with US carriers and a local marketing
24 team and local STA staff to both plan our products and
25 market them to carriers and consumers.

3. PAGE 19:12 TO 19:16 (RUNNING 00:00:12.877)

12 Q. So who is Samsung's largest competitor among
13 the ones you named?
14 A. I think that based on market share, Apple
15 would be the largest smartphone competitor in the -- in
16 the US market.

4. PAGE 200:17 TO 201:09 (RUNNING 00:00:44.213)

17 Q. Is that one of Samsung's marketing strategies
18 is -- to get more business is switch Apple customers to
19 Samsung customers?
20 A. We've talked, you know, throughout the day
21 today that, you know, our strategies, you know, evolve
22 with the rapidly evolving market. One of the
23 dimensions, you know, in the kind of closer to today
24 time horizon has been, you know, that Apple has a large
25 population of users, and so if we can switch some of
00201:01 them, there's -- there's a benefit to us in that.
02 It's, you know, easy to say, hard to do kind of thing,
03 so ...
04 Q. So the answer would be yes, you want to
05 convert Apple --
06 A. To --
07 Q. -- customers to Samsung customers?
08 A. Today that's, you know, a viable portion of
09 our strategy, yeah.

TOTAL: 1 CLIP FROM 1 DEPOSITION (RUNNING 00:01:38.504)

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PLAINTIFF'S EXHIBIT NO. 3003

United States District Court
Northern District of California
No. 12-CV-00630-LHK (PSG)*Apple Inc. v. Samsung Elecs.*

Date Admitted: _____ By: _____

Apple v Samsung II Video DB **Lee, Jun Won (Vol. 01) - 03/05/2012**

1 CLIP (RUNNING 00:04:01.607)

 Okay. Who is your employer? ...

LEE JUN WON DES

9 SEGMENTS (RUNNING 00:04:01.607)

1. PAGE 9:01 TO 9:11 (RUNNING 00:01:00.448)

00009:01 Q Okay. Who is your employer?
 02 A Samsung Electric -- Electronics.
 03 Q Okay. Are you employed by any other Samsung
 04 entity?
 05 A No.
 06 Q What is your job title?
 07 A Director of licensing.
 08 Q What are your duties and responsibilities as
 09 director of licensing?
 10 A The licensing-related work in relation to
 11 mobile phones.

2. PAGE 27:18 TO 27:19 (RUNNING 00:00:17.734)

18 Q Okay. You testified earlier that you met with
 19 Apple; correct?

3. PAGE 27:21 TO 27:21 (RUNNING 00:00:01.793)

21 THE WITNESS: Correct.

4. PAGE 31:15 TO 31:16 (RUNNING 00:00:16.020)

15 Q Please tell me in as much detail as you can
 16 what Apple said and what Samsung said.

5. PAGE 31:18 TO 31:23 (RUNNING 00:00:50.807)

18 THE WITNESS: Samsung mostly was listening to
 19 what Apple said in the first meeting. Apple was talking
 20 about Samsung's smartphone infringed Apple phone's
 21 patents and design, so they were complaining about our
 22 infringement about Apple's patent and design in their
 23 phone.

6. PAGE 33:21 TO 33:24 (RUNNING 00:00:33.365)

21 Q Okay. So at that first meeting that you
 22 attended, Mr. Lee, do you recall Apple stating that
 23 Samsung had copied Apple's products?
 24 A Yes.

7. PAGE 37:08 TO 37:09 (RUNNING 00:00:00.927)

08 (Exhibit 1 was marked for identification by the
 09 court reporter.)

8. PAGE 37:21 TO 37:25 (RUNNING 00:00:41.410)

21 Q Mr. Lee, you testified earlier that you thought
 22 that Apple made a written presentation at the first
 23 meeting you attended.
 24 Is this the written presentation that Apple
 25 provided at that meeting?

9. PAGE 38:02 TO 38:05 (RUNNING 00:00:19.103)

02 THE WITNESS: I don't remember the contents of
 03 this document entirely, but it appears to be the one.
 04 MR. HEYISON: Okay.

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05 THE WITNESS: To my recollection.

TOTAL: 1 CLIP FROM 1 DEPOSITION (RUNNING 00:04:01.607)

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