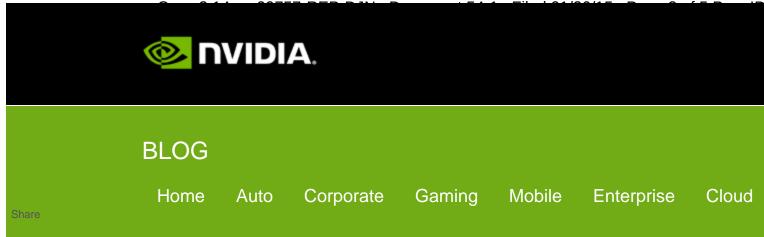
## **EXHIBIT 1**

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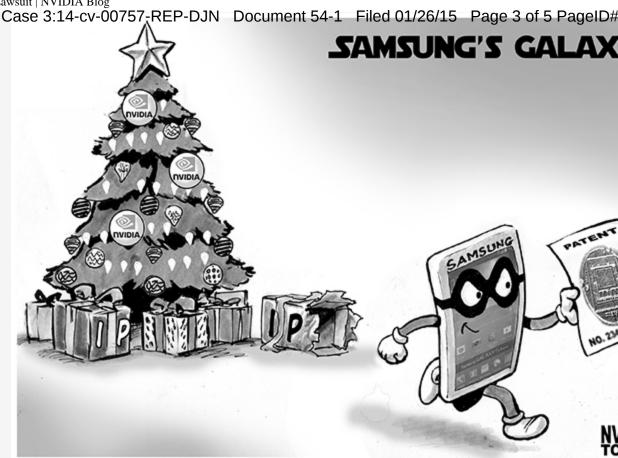


You've seen this story before.

Back in September, we filed a patent lawsuit in U.S. District Court against Samsung and Qualcomm f our GPU technology patents without compensation. Two months later, Samsung countersued us, dra along for good measure Velocity Micro, a small customer of ours based in Virginia, who has nothing this fight.



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When we submitted that lawsuit, we also filed a second case in the International Trade Commission, to block Samsung from shipping into the U.S. Galaxy phones and tablets that improperly use our pat Predictably enough, Samsung went to the ITC last month to countersue us there, too, dragging along other small partners of ours who also have nothing to do with this fight. Today, the ITC announced as it will hear our case against Samsung, it will allow Samsung's case against us to proceed.

This is typical legal ping pong. But amid the positioning, it's important not to lose track of a few bas principles that guide our commitment to protect our IP.

First, over the past two decades, NVIDIA has invested more than \$9 billion to create the world's best computing technology portfolio, comprising 7,000 patents issued and pending. Despite several years our licensing team was repeatedly unable to obtain any compensation from Samsung for using our to



## SameSeg 3:14-cv-00757-REP-DJN Document 54-1 Filed 01/26/15 Page 4 of 5 PageID#

Third, Samsung's cynical measure to blame our partners is unfair to these third parties and will crea negative fallout for the company. In the case of Velocity Micro, a small family business was named someone Samsung could attempt to get its case heard in the fast-moving local district court. As Velocity's CE a blog, "...(Samsung is) all too willing to throw a private company under the proverbial bus for their strategic reasons. It's simply wrong...." In Samsung's new ITC case, a dozen other companies are natalso have nothing to do with Samsung's use of NVIDIA's IP.

Among all these cases, we still expect that the first to be decided will be our suit against Samsung in And we look forward to that.

NVIDIA remains focused on ensuring that we receive fair compensation from Samsung for using our to in Galaxy phones and tablets. We won't allow ourselves to get sidetracked by the company's attem intimidate our partners who have nothing to do with the unlicensed use of our IP. We look forward court setting this right.

Categories: Corporate

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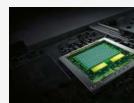
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