

VS

SAMSUNG



Apple and Samsung should compete by providing the best product possible for their customers

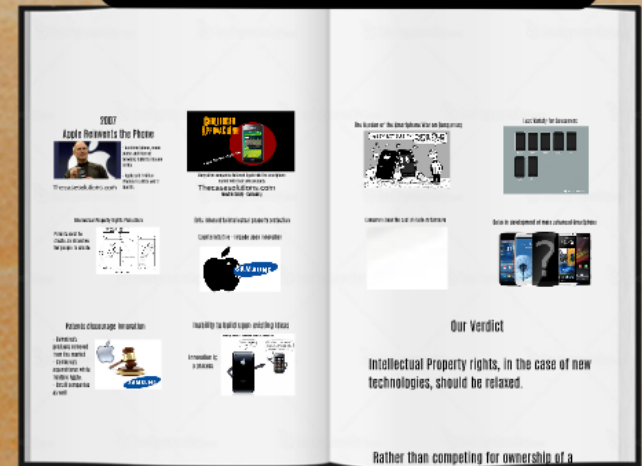
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2007

Apple Reinvents the Phone



- Combined phone, music player and internet browsing features into one device

- Apple sold 1 million iPhones in a little over 2 months

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**CHALLENGER
APPROACHING**

A new foe has appeared!



Many other companies followed Apple into the smartphone market with their own products

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Most Notably - Samsung

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The Smartphone War Begins

April 2011

Apple sues Samsung for copying iPhone design and technical features

1 design. One of the principal imitators is Samsung, which recently introduced the Galaxy line of
2 mobile phones and Galaxy Tab computer tablet, all of which use the Google Android operating
3 system, to compete with the iPhone and iPad. Instead of pursuing independent product
4 development, Samsung has chosen to slavishly copy Apple's innovative technology, distinctive
5 user interfaces, and elegant and distinctive product and packaging design, in violation of Apple's
6 valuable intellectual property rights. As alleged below in detail, Samsung has made its Galaxy
7 phones and computer tablet work and look like Apple's products through widespread patent and
8 trade dress infringement. Samsung has even misappropriated Apple's distinctive product
9 packaging. Thecasesolutions.com

10 5. By this action, Apple seeks to put a stop to Samsung's illegal conduct and obtain
11 compensation for the violations that have occurred thus far.

THE PARTIES

12
13 6. Apple is a California corporation having its principal place of business at 1 Infinite
14 Loop, Cupertino, California 95014.

15 7. Samsung Electronics Co., Ltd. (referred to individually herein as "SEC") is a
16 Korean corporation with its principal offices at 250, 2-ga, Taepyong-ro, Jung-gu, Seoul, 100-742,
17 South Korea. On information and belief, SEC is South Korea's largest company and one of
18 Asia's largest electronics companies. SEC designs, manufactures, and provides to the U.S. and
19 world markets a wide range of products, including consumer electronics, computer components
20 and myriad mobile and entertainment products.

21 8. Samsung Electronics America, Inc. (referred to individually herein as "SEA") is a
22 New York corporation with its principal place of business at 105 Challenger Road, Ridgefield
23 Park, New Jersey 07660. On information and belief, SEA was formed in 1977 as a subsidiary of
24 SEC, and markets, sells, or offers for sale a variety of consumer electronics, including TVs,
25 VCRs, DVD and MP3 players, and video cameras, as well as memory chips and computer
26 accessories, such as printers, monitors, hard disk drives, and DVD/CD-ROM drives. On
27 information and belief, SEA also manages the North American operations of Samsung

e War Begins

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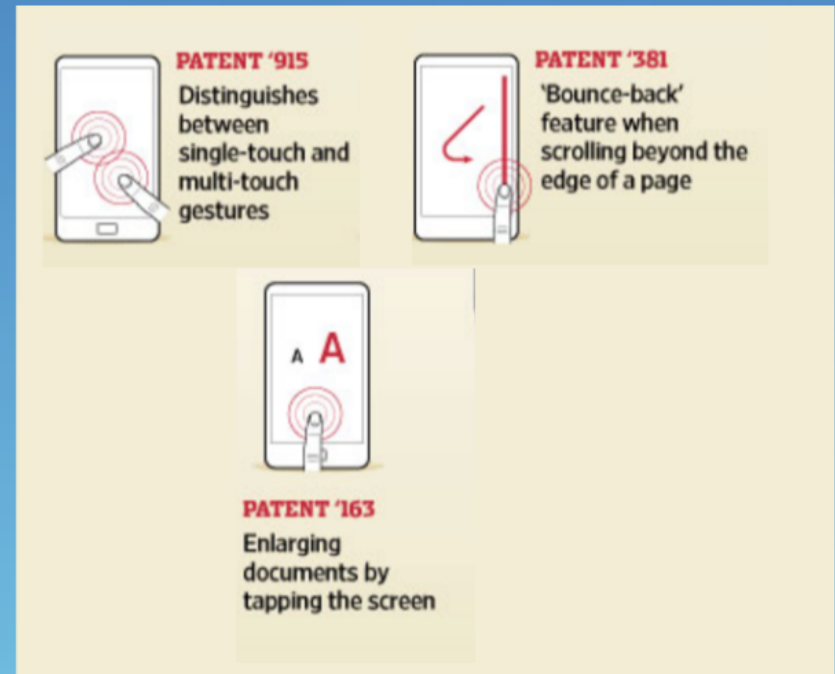
The Patents Involved

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Trade Dress - Design Patents



Technical Patents - Software and abstract Features



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Trade Dress - Design Patents

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