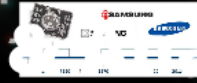


The Story of Samsung Harvard Case Solution



Analysis




Founded in 1938
 Founder: Lee Byung-Chul
 Headquarters: Samsung
 Seoul, South Korea
 Industry: Consumer Electronics
 Subsidiaries: 59 unlisted & 19 listed companies




SAMSUNG

Apple V. Samsung



- Patent war
- iOS V. Android



WHY?

- Apple did not want Samsung to enter the U.S. market
- Apple claimed Samsung stole their:
 - Pinch to Zoom
 - Slide to Unlock
 - Multi-touch
 - Slide to Open
 - Slide to Unlock

Counter-suit

- Samsung sued Apple because Apple used their
- Samsung claimed Apple violated their patents on:
 - Image storage
 - Video capture
 - Compression
 - Data transmission

Results

- Designs of phones
- Copyrights
- Violated some patents
- Neither was awarded enough to justify the cost.

Analysis

- Neither really won the suits
- Lawyers were the true winner
- Unnecessary because monopoly will delay tech.

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Apple V. Samsung



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WHY?

- Apple did not want Samsung to enter the U.S. market
- Apple claimed Samsung stole their:
 - Multi-touch
 - Pinch to Zoom
 - Shake
 - Auto Rotate
 - Slide to unlock

Counter-suit

- Samsung said Apple looked like they used their
- Samsung claimed Apple violated their patents on:
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SAMSUNG

Apple V Samsung

Contents

- 
- **History of Samsung**
 - **Major Customers**
 - **Marketing**
 - **Apple v. Samsung (Patent War)**

The Samsung logo, consisting of the word "SAMSUNG" in a bold, blue, sans-serif font, is centered within a white, horizontally-oriented oval. This oval is set against a solid blue rectangular background.

SAMSUNG

Founded in 1938

Founder: Lee Byung-Chul

Headquarters: Samsung town, Seoul, South Korea

Industry: Conglomerate

Subsidiaries: 59 unlisted & 19 listed companies



1938

Lee Byung-chul founded
a small trading company
with four employees



1950

When the Korean War
broke out, he moved to
Busan or Pusan and
refinery



i

1950-1958

**Lee founded the
largest woolen mill
company in the
country**

