Exhibit 50

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

APPLE INC., a California Corporation,

Plaintiff,

vs.

SAMSUNG ELECTRONICS CO., LTD., a Korean business entity; SAMSUNG ELECTRONICS AMERICA, INC., a New York corporation; SAMSUNG TELECOMMUNICATIONS AMERICA, LLC, a Delaware limited liability company,

Defendants,

No. 11-CV-01846-LHK

HIGHLY CONFIDENTIAL - ATTORNEYS EYES ONLY
DEPOSITION OF TIMOTHY BENNER
WEDNESDAY, FEBRUARY 22, 2012

REPORTED BY: JUDIE A. NICHOLAS, CSR NO. 12229
JOB NO: 46809

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

APPLE INC., a California Corporation, Plaintiff,	)
vs.	)No. 11-CV-01846-LHK
SAMSUNG ELECTRONICS CO., LTD., a Korean business entity; SAMSUNG ELECTRONICS AMERICA, INC., a New York corporation; SAMSUNG TELECOMMUNICATIONS AMERICA, LLC, a Delaware limited liability company, Defendants,	)

BE IT REMEMBERED, that on Wednesday, February 22, 2012, commencing at the hour of 9:12 a.m. thereof, at the offices of Morrison & Foerster, 755 Page Mill Road, Palo Alto, California, before me, Judie A. Nicholas, a Certified Shorthand Reporter of the State of California, there personally appeared.

TIMOTHY BENNER,

called as a witness by the Plaintiff, who, being by me first duly sworn, was thereupon examined and testified as hereinafter set forth.

relative importance. It is an aspect. 09:45

Q. Isn't it true, Mr. Benner, that surveys 09:46
that Samsung had received show that the single most 09:46
important reason why consumers purchase a 09:46
particular smartphone brand is because they like 09:46
its overall physical appearance? 09:46

MS. CARUSO: Objection: Mischaracterizes 09:46
the record; lacks foundation. 09:46

THE WITNESS: Can you show me which 09:46
surveys you're referring to? 09:46

MR. ROBINSON: Q. Do you -- did you 09:46
understand the question, sir? 09:46

A. I did understand the question. 09:46

Q. Do you not know how to answer the question 09:46
without looking at a document? 09:46

A. I have many surveys which show different 09:46
things among different consumer groups, so I cannot 09:46
answer the question as phrased because it is too 09:46
broad. 09:46

Q. Can you name, sir, one survey that Samsung 09:47
has received which shows that the physical 09:47
appearance of a particular smartphone -- strike 09:47
that. 09:47

Mr. Benner, can you name a single survey 09:47
which Samsung has received that shows that the 09:47

physical appearance of a smartphone is unimportant to consumer purchasing behavior?

MS. CARUSO: Objection: Vague.

THE WITNESS: I cannot.

MR. ROBINSON: Q. Why is that, sir?

A. Because appearance is an aspect of choice in almost every decision.

Q. Are there any surveys, to your knowledge, that show the physical appearance of a smartphone is not an important consideration driving consumer purchases of smartphones?

MS. CARUSO: Objection: Asked and answered, and vague.

THE WITNESS: I answered that question. That was the same question.

MR. ROBINSON: Q. And your answer was no; is that right?

MS. CARUSO: Objection: Mischaracterizes the prior testimony.

THE WITNESS: My answer was no to the previous question.

MR. ROBINSON: Q. The answer is no, you can't think of a single survey which shows that the physical appearance of a smartphone is unimportant to consumer purchasing decisions; is that right?

I, JUDIE A. NICHOLAS, a Certified Shorthand Reporter of the State of California, duly authorized to administer oaths, do hereby certify:

That the foregoing proceedings were taken before me at the time and place herein set forth; that any witnesses in the foregoing proceedings, prior to testifying, were duly sworn; that a record of the proceedings was made by me using machine shorthand which was thereafter transcribed under my direction; that the foregoing transcript is a true record of the testimony given.

Further, that if the foregoing pertains to the original transcript of a deposition in a Federal Case, before completion of the proceedings, review of the transcript (X) was ( ) was not required.

I further certify that I am neither financially interested in the action nor a relative or employee of any attorney or party to this action.

IN WITNESS WHEREOF, I have this date subscribed my name.

Dated: 2/23/2012

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JUDIE A. NICHOLAS, CSR #12229