

Exhibit 25

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

APPLE INC., A CALIFORNIA CORPORATION,)	C-11-01846 LHK
)	
)	SAN JOSE, CALIFORNIA
PLAINTIFF,)	
)	AUGUST 3, 2012
VS.)	
)	VOLUME
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,)	PAGES 556-930
)	
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)	
DEFENDANTS.)	

TRANSCRIPT OF PROCEEDINGS
BEFORE THE HONORABLE LUCY H. KOH
UNITED STATES DISTRICT JUDGE

APPEARANCES ON NEXT PAGE

OFFICIAL COURT REPORTER: LEE-ANNE SHORTRIDGE, CSR, CRR
CERTIFICATE NUMBER 9595

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INDEX OF WITNESSES

PLAINTIFF'S

PHILIP SCHILLER

DIRECT EXAM BY MR. MCELHINNY P. 594
(RES.)
CROSS-EXAM BY MR. PRICE P. 666
REDIRECT EXAM BY MR. MCELHINNY P. 717
RE-CROSS-EXAM BY MR. PRICE P. 721

SCOTT FORSTALL

DIRECT EXAM BY MR. MCELHINNY P. 724
CROSS-EXAM BY MR. JOHNSON P. 760
REDIRECT EXAM BY MR. MCELHINNY P. 784
RE-CROSS-EXAM BY MR. JOHNSON P. 787

JUSTIN DENISON

AS-ON CROSS-EXAM BY MR. LEE P. 790
AS-ON DIRECT EXAM BY MR. QUINN P. 839

1 ON THE CLOCK, SO YOU'RE NOT GETTING -- THEY'RE
2 GOING TO GET DOCKED THEIR TIME. IF THEY WANT TO
3 FIGHT IN FRONT OF YOU, THAT'S THEIR CHOICE.

4 OKAY. LET ME GO -- WE'RE GOING FORWARD
5 WITH MR. SCHILLER, WHO WAS HERE ON TUESDAY.

6 AND YOU'RE STILL UNDER OATH, SIR.

7 THE WITNESS: YES.

8 THE COURT: OKAY. THE TIME IS NOW 9:15.
9 GO AHEAD.

10 **PHILIP SCHILLER,**
11 BEING RECALLED AS A WITNESS ON BEHALF OF THE
12 PLAINTIFF, HAVING BEEN PREVIOUSLY DULY SWORN, WAS
13 FURTHER EXAMINED AND TESTIFIED AS FOLLOWS:

14 MR. MCELHINNY: THANK YOU, YOUR HONOR.

15 GOOD MORNING, LADIES AND GENTLEMEN.

16 **DIRECT EXAMINATION (RESUMED)**

17 BY MR. MCELHINNY:

18 Q GOOD MORNING, MR. SCHILLER.

19 A GOOD MORNING.

20 Q WHEN WE LEFT HERE TUESDAY AFTERNOON, YOU WERE
21 THE SENIOR VICE-PRESIDENT OF WORLDWIDE MARKETING
22 PRODUCTS -- PRODUCT MARKETING AT APPLE; IS THAT
23 CORRECT?

24 A YES.

25 Q AND DO YOU STILL HAVE THAT JOB?

1 Q SIR, WHAT IS THIS?

2 A THIS IS A SUMMARY OF THAT SAME WALL STREET
3 JOURNAL ARTICLE FROM JANUARY 25TH, 2010.

4 Q YOU SEE THE TITLE OF THIS ARTICLE IS "APPLE
5 TAKES A BIG GAMBLE ON THE" -- I'M SORRY. "APPLE
6 TAKES BIG GAMBLE ON NEW IPAD."

7 DO YOU SEE THAT?

8 A YES.

9 Q DID APPLE'S EXECUTIVES AGREE WITH THAT
10 CHARACTERIZATION THAT THE WALL STREET JOURNAL MADE?

11 A ABSOLUTELY.

12 Q AND WHY, WHY DID YOU CONSIDER THE IPAD A
13 GAMBLE?

14 A IT WAS A BIG GAMBLE TO INTRODUCE THE IPAD FOR
15 A COUPLE REASONS.

16 FIRST, THIS WAS A NEW CATEGORY DEVICE.
17 THE IPHONE WE WERE INVENTING, REINVENTING THE
18 PHONE. PEOPLE WERE ALREADY BUYING OVER A BILLION
19 PHONES A YEAR.

20 PEOPLE HAD TRIED TO MAKE TABLET --
21 COMPANIES HAD TRIED TO MAKE TABLET PRODUCTS BEFORE
22 AND FAILED MISERABLY AND THERE WAS NO CATEGORY OF
23 TABLET COMPUTERS SELLING IN ANY QUANTITY THAT
24 MATTERED.

25 SO IT WAS CONSIDERED A, PRETTY MUCH A

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CERTIFICATE OF REPORTER

I, THE UNDERSIGNED OFFICIAL COURT
REPORTER OF THE UNITED STATES DISTRICT COURT FOR
THE NORTHERN DISTRICT OF CALIFORNIA, 280 SOUTH
FIRST STREET, SAN JOSE, CALIFORNIA, DO HEREBY
CERTIFY:

THAT THE FOREGOING TRANSCRIPT,
CERTIFICATE INCLUSIVE, CONSTITUTES A TRUE, FULL AND
CORRECT TRANSCRIPT OF MY SHORTHAND NOTES TAKEN AS
SUCH OFFICIAL COURT REPORTER OF THE PROCEEDINGS
HEREINBEFORE ENTITLED AND REDUCED BY COMPUTER-AIDED
TRANSCRIPTION TO THE BEST OF MY ABILITY.

/S/

LEE-ANNE SHORTRIDGE, CSR, CRR
CERTIFICATE NUMBER 9595

DATED: AUGUST 3, 2012