

Exhibit 8
(Submitted Under Seal)

Calculation of Apple's Hypothetical Lost Profits Assuming Samsung's Market Share Is Held Constant After the Second Quarter of 2010

	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2	Total
Smartphone Market Share 1/											
Apple Units Sold	2,550,000	2,772,000	4,923,500	3,776,000	6,830,200	6,256,000	4,807,174	14,757,430	10,722,000	8,569,800	65,964,104
Apple Market Share %	20.2%	19.3%	23.7%	17.2%	29.5%	24.7%	20.0%	45.3%	38.1%	36.3%	29.1%
Samsung Units Sold	719,811	713,724	2,950,000	2,750,000	2,327,500	3,750,000	4,596,800	6,250,501	6,118,233	7,866,100	38,042,669
Samsung Market Share %	5.7%	5.0%	14.2%	12.5%	10.1%	14.8%	19.2%	19.2%	21.7%	33.3%	16.8%
Total Market Units Sold	12,652,647	14,359,080	20,806,372	21,935,460	23,158,409	25,346,720	23,999,459	32,569,133	28,146,372	23,586,935	226,560,587

Samsung Smartphone Sales at Constant 5.0% Market Share 2/											
Units Retained			1,034,189	1,090,311	1,151,098	1,259,869	1,192,903	1,618,862	1,399,027	1,172,398	9,918,658
Percent Reduction	3/		-64.9%	-60.4%	-50.5%	-66.4%	-74.0%	-74.1%	-77.1%	-85.1%	

Apple's Hypothetical Lost Profits											
Infringing Units	4/	6,230	2,073,006	1,920,062	1,776,970	4,125,528	2,670,292	2,904,950	2,486,271	1,996,354	19,959,663
Reduction Due to Constant Market Share			-64.9%	-60.4%	-50.5%	-66.4%	-74.0%	-74.1%	-77.1%	-85.1%	
Lost Units			(1,346,267)	(1,158,802)	(898,144)	(2,739,495)	(1,977,332)	(2,152,576)	(1,917,747)	(1,698,809)	(13,889,171)
Units Available for Other Market Participants			1,346,267	1,158,802	898,144	2,739,495	1,977,332	2,152,576	1,917,747	1,698,809	13,889,171
Apple's Market Share			23.7%	17.2%	29.5%	24.7%	20.0%	45.3%	38.1%	36.3%	
Apple's Market Share of Available Units			318,573	199,478	264,893	676,154	396,066	975,356	730,541	617,225	4,178,286
Further Reduction to Apple's Market Share			50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	50.0%	
Additional Units Sold by Apple			159,286	99,739	132,447	338,077	198,033	487,678	365,271	308,613	2,089,143
Apple's Incremental Profit	5/										
Apple's Hypothetical Lost Profits											

Sources/Notes:

1/ IDC WW Mobile Phone Tracker_FinalHistoricalDatabase_2012Q2_Apple.xlsx. Filtered by selecting data where: "Region" equals "USA", and "Device Type" equals "Smartphone".

2/ Calculated as 5.0% of the entire smartphone market.

3/ Calculated as the percent change between the Units Sold and the Units Retained $[(Units\ Retained - Units\ Sold) \div Units\ Sold]$.

4/ Sales of Accused Products, JX1500.

5/ Supplemental Expert of Terry L. Musika, CPA, Exhibit 32-S. Incremental profit for Q2-2012 uses the same methodology with source data per "GAAP Line of Business Reporting - iPhone", APLNDC-Y0000408220.