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15	Attorneys for SAMSUNG ELECTRONICS	
16	CO., LTD., SAMSUNG ELECTRONICS AMERICA, INC. and SAMSUNG	
	TELECOMMUNICATIONS AMERICA, LLC	
17	AN MARKED COM A MERCA	DAGEDAGE GOLIDE
18	UNITED STATES	DISTRICT COURT
19	NORTHERN DISTRICT OF CAI	LIFORNIA, SAN JOSE DIVISION
20	APPLE INC., a California corporation,	CASE NO. 11-cv-01846-LHK
21	Plaintiff,	DECLARATION OF SAM LUCENTE IN
22	vs.	SUPPORT OF SAMSUNG'S OPPOSITION
23	SAMSUNG ELECTRONICS CO., LTD., a	TO APPLE'S MOTION FOR A PERMANENT INJUNCTION AND
24	Korean business entity; SAMSUNG ELECTRONICS AMERICA, INC., a New	DAMAGES ENHANCEMENT, AND APPLE'S MOTION FOR JUDGMENT AS
25	York corporation; SAMSUNG TELECOMMUNICATIONS AMERICA,	A MATTER OF LAW (RENEWED), NEW TRIAL, AND AMENDED JUDGMENT
26	LLC, a Delaware limited liability company,	FILED UNDER SEAL
27	Defendants.	PUBLIC REDACTED VERSION
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I, Sam Lucente, hereby declare as follows:

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- My name is Sam Lucente. I received my Bachelors of Science in Design (with high distinction) from the College of Design, Architecture, Art and Planning of the University of Cincinnati in 1981. I have worked for over thirty years as an industrial designer in the technology industry. I am currently employed as the Designer and Principal of Lucente Design, LLC. Lucente Design offers consulting and advice to clients on complex design problems. I have previously worked as a designer for IBM Corporation, Netscape Corporation and Hewlett-Packard Corporation. In addition, I have served as a consultant for numerous other companies in the information technology and consumer electronics industries. A copy of my current Curriculum Vitae is attached as Exhibit A, which contains a complete listing of my education and experience.
- 2. I am the author of several articles in the area of industrial design and I frequently lecture about design at industry conferences and universities. A partial list of my design-related publications and speaking engagements can be found on my Curriculum Vitae attached as Exhibit A.
- 3. I am a member of the Industrial Designers Society of America (IDSA), and served as the At-Large Director from 2009 to 2011.
- 4. I am also the named inventor on thirty-five technology-related patents in the United States.
- 5. I previously submitted several expert reports in this action. The first, dated March 22, 2012, concerned my opinions regarding the invalidity of several Apple design patents. My report of April 16, 2012 included my opinions regarding the non-infringement of Samsung's accused devices.
- 6. I have been asked by counsel for Samsung to offer my opinions regarding whether various Samsung mobile device designs infringe on several design patents owned by Apple namely the D618,677 and D604,305 patents.

7. 1 I understand that Apple brought claims against Samsung for infringement of the D'677 2 patent and that the jury entered a verdict of infringement as to the following Samsung products: 3 Galaxy S II (AT&T) Galaxy S II (i9100) 4 5 Galaxy S II (T-Mobile) 6 Galaxy S II (Epic 4G Touch) 7 Galaxy S II (Skyrocket) 8 Infuse 4G 9 Mesmerize 10 Fascinate 11 Galaxy S Showcase 12 Galaxy S 4G 13 Galaxy S (i9000) 14 Vibrant 15 16 8. I also understand that the jury found that the Samsung Galaxy Ace did not to infringe the D'677 patent. 17 9. 18 I understand that the Patent Act, 35 U.S.C. § 289, defines infringement as the 19 following: 20 Whoever during the term of a patent for a design, without license of the owner, 21 (1) applies the patented design, or any colorable imitation thereof, to any article of 22 manufacture for the purpose of sale, or (2) sells or exposes for sale any article of manufacture to which such design or colorable imitation has been applied shall be 23 liable to the owner to the extent of his total profit, but not less than \$250, recoverable 24 25 in any United States district court having jurisdiction of the parties. 26 10. I understand that whether design patent infringement has occurred is determined using 27 the standard stated by the Supreme Court in Gorham Co. v. White, 81 U.S. 511, 528 (1872):

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[I]f, in the eye of an ordinary observer, giving such attention as a purchaser usually gives, two designs are substantially the same, if the resemblance is such as to deceive such an observer, inducing him to purchase one supposing it to be the other, the first one patented is infringed by the other.

11. I also understand that the Federal Circuit has stated that the ordinary observer is deemed to be familiar with the prior art such that the infringement test is whether an ordinary observer, familiar with the prior art, would be deceived into believing the accused design is the same as the patented design. *Egyptian Goddess, Inc. v. Swisa Inc.*, 543 F.3d 665, 681 (Fed. Cir. 2008) (en banc) (whether accused design could "be viewed as so similar to the claimed design that a purchaser familiar with the prior art would be deceived by the similarity between the claimed and accused designs, "inducing him to purchase one supposing it to be the other."")

Design Arounds for the D'677 Patent

- 12. I have analyzed the D618,677 design patent in preparing this declaration. I have also reviewed the rebuttal expert report and trial testimony of Apple's expert, Mr. Peter Bressler.
- 13. The D'677 patent specifies that the design uses the color black and I understand that means the scope of its claim is limited to that color. From my review of transcripts in this matter, it is clear that Apple and Mr. Bressler have conceded that the D'677 is limited to covering black devices. During the design patent claim construction hearing, Apple counsel made the following statement:

It's -- just to give a simpler example, let's say that you -- and we actually have this in these patents. Let's say that you show the front face -- you have the identical design, but on one case you show the front face in black, in another case you don't have any indication of the color on the front face. In the first patent where the front face is shown in black, you are narrowing that claim to an electronic device by saying whatever else is true of the front face, it must be black. That's a limitation of this claim. In the second patent, it's identical except that the front face is not shown black, there is no claim as to what color the front face is, and a phone -- let's say we're talking about smartphones -- a device that met the claim otherwise, no matter what color it was, would meet that second claim. It wouldn't meet the first claim unless the front face was black.

1	18. Moreover, using a non-black color for the mask creates a completely different visual
2	impression on the ordinary observer that differentiates the white versions and
3	from the D'677 patent. Once a non-black color is used for the mask, the front surface
4	no longer appears as a continuous black surface as described by Mr. Bressler and as shown on the
5	D'677 patent. Rather, the impression on the ordinary observer is that of a black rectangular area
6	(display) within a border of a contrasting color (mask). So, with either non-black color the
7	observer will notice a clear demarcation between the central display element and the surrounding
8	portion of the front face that comprises the white or colored mask. The D'677
9	patent does not give this impression; rather, the overall impression is of a uniform black color
10	extending across the entire front face, including all the design elements on the front face. Unlike
11	the white and the D'677 patent does not make so clear a visual cue to the
12	observer of where the boundary is for the central display element.
13	19. The use of a non-black color for the mask area on the causes
14	the design elements in the mask region to more readily stand out to the ordinary observer. For
15	example, the receiver on the white versions and the is finished in
16	perforated polished chrome so that it stands out very distinctly from the white or gray mask area.
17	In each of these phones, it is quite noticeable that the receiver element is differently shaped,
18	protrudes slightly above the glass surface, and is much closer to the top edge of the design than is
19	the small, recessed lozenge shaped element located above the display in the D'677 patent. This
20	element in the D'677 patent is also uniform in color with the remainder of the front face, causing it
21	to blend into the overall, homogenous design. The shape of the receivers on
22	phones are also visually distinct from the D'677 design; the Galaxy S II (T-Mobile) has
23	an almost trapezoidal shape and the Galaxy S II has a longer thinner form and both have numerous
24	circular holes in them. In addition, the camera sensor apertures on the white and
25	phones appear as distinct black holes or circles against the surrounding white or
26	mask areas. These contrasting colors serve to make those elements stand out more
27	prominently to an ordinary observer as compared to the uniform black face of the D'677 patent.

20. That the ordinary observer would notice the difference between black and non-black
designs is further supported by the way that consumers purchase costly electronic devices,
especially those that are purchased in conjunction with a cellular service contract. In my
experience, ordinary consumers of expensive electronic devices, including cellular telephones and
other handheld electronic devices, typically do research for a period of time before making a
ourchase and most sales of cellular phones are assisted by a sales professional who explains
available models, features, and service plans. Also, it is common for products to be released in
different colors to suit different consumer preferences, and in my experience consumers are adept
at distinguishing between various colored models, including between black and non-black models
and even models in different shades of the same color. Indeed, the human eye is capable of
distinguishing thousands of different hues.

of the Galaxy S II (T-Mobile) (SGH-T989) and the Galaxy S II Epic 4G Touch (SPH-D710) create a substantially different overall appearance than the design shown in the D'677 patent. An ordinary observer, giving such attention as a purchaser of electronic devices usually gives, would not find the designs to be substantially the same, and would not be deceived into purchasing the white or ________ of the Galaxy S II (T-Mobile) (SGH-T989) or the Galaxy S II Epic 4G Touch (SPH-D710) thinking them to be the D'677 design.

Design Arounds for the D'305 Patent

22. Apple accused several Samsung products of infringing the D'305 patent, among other design patents related to graphical user interface designs. My rebuttal expert report in this matter contained my analysis of the D'305 patent and my opinion that the accused devices were non-infringing. Ultimately, I did not testify at trial, but I understand that the jury returned a verdict of infringement for each of the following phones, among others: Droid Charge (Model No. SCH-I510), Epic 4G (Model No. SPH-D700), and Infuse 4G (Model No. SGH-I997). I will refer to these three phones as the D'305 Accused Phones.

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analyzed the user interfaces and applications screens of the D'305 Accused Phones, along with the pictures of the Samsung phones that Apple submitted at trial, and note that Apple accused only applications screens on Accused Phones running a prior software version. That older version of the applications screen showed icons uniformly placed on colorful squares with rounded corners, sometimes called "containers." The updated version of the device software, Firmware Version 2.3.6, shows applications screens with many of the same icons, but the square containers with rounded corners have been omitted and the icons have many different shapes and a different look. This distinction can be seen in the images below of a Samsung Infuse 4G running the older software version (as pictured in Apple's trial exhibit PX7) and the same model of phone running Firmware Version 2.3.6 with redesigned icons and a substantially different overall appearance:

Apple accused only the applications screens on the D'305 Accused Phones. I have

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Allshare Angry Birds ATAT Code Scanner FamilyMap

ATAT Calculator Calendar Camera

ATAT Calculator Calendar Camera

ATAT Code ATAT FamilyMap

Clock Contacts Facebook Gallery

By Coogle Latitude Live TV

Command Coogle Latitude Live TV

Command Coogle Camera

Coogle



LEFT: Accused Version of Samsung Infuse 4G (PX7.45) RIGHT: Design Around Version of Samsung Infuse 4G (Firmware Version 2.3.6)

24. I understand that Apple only accused D'305 Accused Phones running on Firmware Version 2.3.5 or earlier, which displayed applications screens with icons having square containers. I understand that Firmware Version 2.3.6 updated those applications screens to remove the containers from behind the icons.

25. I understand that according to Apple's expert, Dr. Susan Kare, having uniform square icons with rounded corners was an integral part of the overall impression of the D'305 design, and why she believed the D'305 Accused Products infringed it. In describing the D'305 patent at trial, Dr. Kare's first comment about the overall impression of the design was that it was a "regular grid of icons that are square with rounded corners." Tr. at 1367:12-13. In describing the D'305 Accused Phones, Dr. Kare based her infringement opinion in part on the application screen having a grid of a "colorful mix of icons that are square with rounded corners." Tr. at 1375:5-6.

26. Dr. Kare's emphasis on the rounded square icon shape in the D'305 patent is further corroborated by her testimony and opinions about third party graphical user interface designs that she believed are non-infringing alternatives. For example, Dr. Kare testified that the user interface design of the Blackberry Torch 9850, pictured below, is a non-infringing alternative to the D'305 patent because it "doesn't look confusingly similar" to the patent. Tr. at 1404:16-1405:7. In particular, Dr. Kare testified that "just by having the batch of icons not on a consistent shape, it just – it looks different. You see more background." Tr. at 1404:16-1405:7.



Blackberry Torch 9850 (PX158A)

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27. Dr. Kare also identified a number of other designs in her expert report that she opined were non-infringing alternatives to the D'305 patent. For example, Dr. Kare stated that the applications screen of the Pantech Pocket phone was one of a number of "visually distinctive, alternative approaches to showing a set of icons on a phone screen." (Dkt. 1021-1 at para. 46). Dr. Kare presented this example, along with others, to argue that user interfaces for phones need not "feature icons shaped like those in the Design Patents and the iPhone Devices." Id. As can be seen in the image below, the Pantech Pocket is very similar to the updated design of the Samsung accused phones, in that it has a dock of four icons set off at the bottom of the screen and a 4 x 4 grid of icons at the top of the screen, some of which have rounded square shapes or containers and some of which do not.



Pantech Pocket (Dkt 1021-1 at Exhibit 9).

28. Dr. Kare also offered the Meizu M8 user interface design as an alternative to the D'305 patent, stating that it had an overall visual impression that was "clearly distinct" from the iPhone and Apple's design patents. See Dkt No. 1021-1 at ¶ 52.



Meizu M8 (Dkt 1021-1 at fig. 13 & ex. 13.)

- 29. Based on my own analysis of the updated interface of the D'305 Accused Phones, the D'305 patent, the iPhone designs, and the testimony, opinions, and admissions of Dr. Kare, it is my opinion that Firmware Version 2.3.6 and the updated applications screens create a substantially different overall appearance than the design shown in the D'305 patent. Thus, it is my opinion that an ordinary observer, giving such attention as a purchaser of electronic devices usually gives, would not find the designs to be substantially the same, and would not be deceived into purchasing the D'305 Accused Phones thinking them to be the D'305 design.
- 30. Finally, it is my understanding that all of the Samsung devices found to infringe D'305, including the D'305 Accused Phones discussed herein, have been discontinued and are no longer manufactured or sold by Samsung.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed October 19, 2012, at San Francisco, California.

Sam Lucente

EXHIBIT 1

Samuel Anthony Michael Lucente, II

Curriculum Vitae

ADDRESS

Lucente Design, LLC 954 Lincoln Blvd, San Francisco, CA 94129 415-706-4617 sam@lucente.com

EDUCATION

University of Cincinnati, Cincinnati, OH

College of Design, Architecture, Art and Planning (DAAP)

B.S. in Design 1981

Honors: Magna Cum Laude

Art Center College of Design

Design classes, no degree 1980

IBM Systems Research Institute

Computer Science classes, no degree 1980's

AWARDS

Fast Company's Masters of Design

University of Cincinnati's Top 100 Alumni

BusinessWeek's Champions of Innovation

America's I.D. Forty

International Design Excellence Awards including GOLD, SILVER, BRONZE

I.D. Annual Design Review Awards – Best of Category, Design Distinctions

Appliance Manufacturer Excellence in Design

Industrie Forum Awards, Germany

Ministry of International Trade and Industry, Japan

Compasso d'Oro, Italy

Smithsonian National Design Museum – permanent collection

Museum of Modern Art (MoMA), New York - permanent collection

San Francisco Museum of Modern Art SFMOMA - permanent collection

RELATED EXPERIENCE

Lucente Design, LLC

Designer and Principal

Work brings proven world class design approaches to bear on complex problems for society, organizations and the design profession at large; supports the Industrial Designers Society of America, the Design Management Institute and the Corporate Design Foundation to help articulate the value of design to business.

Expert engagement with Quinn Emanuel Urquhart & Sullivan, LLP; Apple v Samsung

2011 - Present

Samuel Anthony Michael Lucente, II

Curriculum Vitae

Consulting engagement with Crown Equipment Company; assist Crown Design in the understanding of interaction/user experience business.

Currently sits on the Design Advisory Board at Pepsico's Frito-Lay Division.

Lead designer of the Fitness Court for the National Fitness Campaign, www.nfchq.com.

Hewlett-Packard Company

Vice President, Design

Work entailed building a community of over 300 design professionals that use design as a strategic business tool; built a design practice globally touching every division based on an integrated design approach using state-of-the-art design capabilities to create experiences that inspire customers, embody the brand, drive revenue and generates operational efficiencies; managed the HP Design Council and HP's external design firms to build lasting, competitive advantage for the company.

2003 – 2010

Sam Lucente, sole proprietor d.b.a. Lucente Design, Inc.

Designer and Principal

Various design consulting work across many areas of research, development and marketing in the information technology and consumer electronics industries.

1999 – 2002

Formed a separate partnership to develop user interface designs and associated patent numbers 6,583,800 and 7559039.

Netscape Corporation

Director of User Experience in the Technology Group

Worked on the user experience of future products and technology playing a critical role in the conceptualization of 'Constellation', an advanced technology and design effort that won Best of Show at Comdex in 1996; previously, as Director of the User Experience Group, staffed and managed a team of 30 designers responsible for the user interface of client and server products including Netscape's browser and email offerings.

1996-1998

IBM Corporation

Program Manager, Strategic Design

Led the ThinkNEXT advanced design and development team which was responsible for a number of highly successful design, branding and technological innovations; was the lead industrial designer on the ThinkPad 560 and 710, also known as "The Butterfly," and pioneered the "Leapfrog" limited production concept tablet computer; worked as both designer and manager at the corporate headquarters, division and department level leading large teams of designers and human factors

1981-1996

Case5:11-cv-01846-LHK Document2057 Filed10/19/12 Page15 of 16

Samuel Anthony Michael Lucente, II

Curriculum Vitae

engineers; was the key liaison with IBM's external design consultant, Richard Sapper.

SELECTED PUBLICATIONS AND PRESENTATIONS

Frequent speaker and lecturer at conferences and universities; numerous patents assigned to Hewlett-Packard Company, IBM, self and others.

Speaker at Design Management/Europe 15, Amsterdam	2011
Keynote speaker at Seminário Internacional IDEA/Brasil 2011, São Paulo	2011
Keynote speaker at the Management Business Conference, Kellogg School of Management, Evanston, IL	2008
Keynote speaker at the WORLDDESIGN Conference, San Francisco, CA	2007
Speaker at the TED Conference, Monterey, CA	1996
The Holy Grail of Design Measurement Design Management Review Volume 22, Issue 2, pages 6–16, June 2011	2011
Designing a Natural Computer INNOVATION FALL 1993	1993

MEMBERSHIPS

Industrial Designers Society of America (At-large-director in 2009) Design Management Institute

PATENTS

Number	Date	Description
7559039	7/7/2009	Continuation-in-Part from US Patent No. 6,583,800, Method and device for finding, collecting and acting upon units of information
D574377	8/5/2008	Kiosk
D548278	8/7/2007	Printer
D523090	6/13/2006	Adhesive printable skin for a portable electronic device (2)
D522064	5/30/2006	Adhesive printable skin for a portable electronic device
D518093	3/28/2006	Printer
20060062953	3/23/2006	Adhesive cover systems for articles
7712413	2/23/2006	Printable cover systems for articles
D512736	12/13/2005	Projector
D509507	9/13/2005	Combination scanner, and camera
D508511	8/16/2005	Camera

Samuel Anthony Michael Lucente, II Curriculum Vitae

D507267	7/12/2005	Handheld computer
D504129	4/19/2005	Laptop computer
6583800	6/24/2003	Method and device for finding, collecting and acting upon units of information
D450005	11/6/2001	Kernel
D446209	8/7/2001	Netport
D384948	10/14/1997	Personal computer hinge cam
D384948	10/14/1997	Personal computer hinge cam
D380458	7/1/1997	Portable personal computer
D376352	12/10/1996	Personal computer with fractionated keyboard
D372465	8/6/1996	Personal computer with extended keyboard
D372471	8/6/1996	Keyboard
D372471	8/6/1996	Keyboard
D372472	8/6/1996	Fractionated keyboard
D371766	7/16/1996	Portable personal computer
D369789	5/14/1996	Docking station for portable personal computer
5432720	7/11/1995	Rotatable pen-based computer
D356549	3/21/1995	Computer housing
5287245	2/15/1994	Computer having ejectable keyboard ejected by damping device
D339796	9/28/1993	Combined flat panel display and folding stand with user interface control and stylus therefore
5216579	6/1/1993	Rack based packaging system for computers with cable, cooling and power management module
D291806	9/8/1987	Multiple control element unit for data processing apparatus
D290363	6/16/1987	Computer display or the like
D285445	9/2/1986	Cursor for a graphics tablet
4577187	3/18/1986	Display workstation