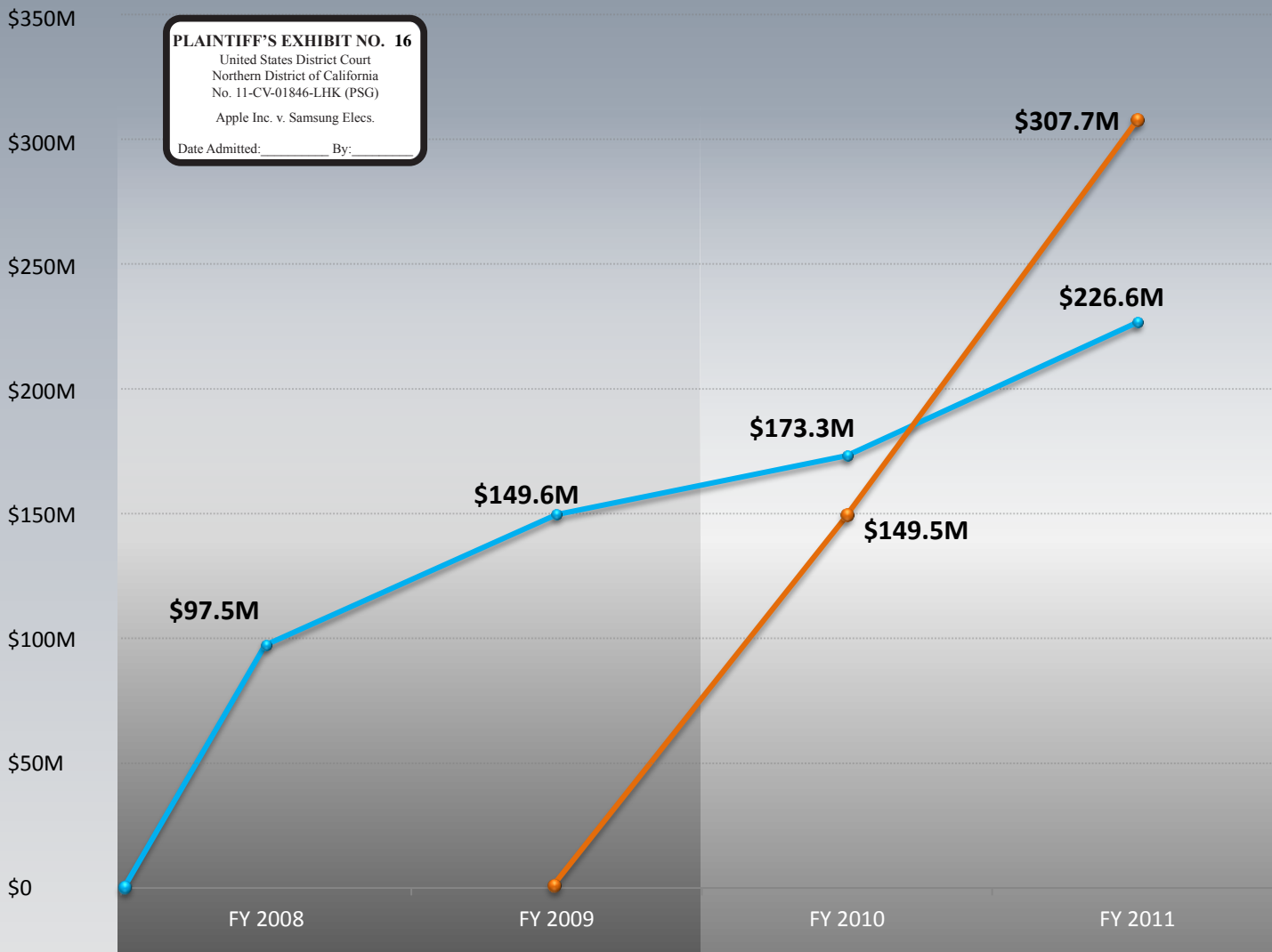


# **Estrich Declaration**

## **Exhibit 20**

# Apple's iPhone & iPad Advertising Expenditures (U.S.)



**PLAINTIFF'S EXHIBIT NO. 16**  
United States District Court  
Northern District of California  
No. 11-CV-01846-LHK (PSG)  
Apple Inc. v. Samsung Elecs.  
Date Admitted: \_\_\_\_\_ By: \_\_\_\_\_



**iPhone Total:**  
**\$647.0M**



**iPad Total:**  
**\$457.2M**