Exhibit 2

	Case5:11-cv-01846-LHK Document2149-4 Filed11/20/12 Page2 of 49 HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY
1	UNITED STATES DISTRICT COURT
2	NORTHERN DISTRICT OF CALIFORNIA
3	SAN JOSE DIVISION
4	
5	APPLE INC., a California
6	corporation, CASE NUMBER
7	Plaintiff, 11-CV-01846-LHK (PSG)
8	VS
9	SAMSUNG ELECTRONICS CO., LTD.,
10	a Korean business entity,
11	SAMSUNG ELECTRONICS AMERICA,
12	INC., a New York corporation,
13	et al.,
14	Defendants.
15	HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY
16	
17	VIDEOTAPED DEPOSITION OF MARYLEE ROBINSON
18	REDWOOD CITY, CALIFORNIA
19	MONDAY, NOVEMBER 5, 2012
20	VOLUME I
21	REPORTED BY:
22	THOMAS J. FRASIK
23	RPR, CSR No. 6961
	Job No. 1554075
24	
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1 UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA 2 SAN JOSE DIVISION 3 4 --000--APPLE INC., a California 5 6 corporation, CASE NUMBER 7 Plaintiff, 11-CV-01846-LHK (PSG) 8 vs SAMSUNG ELECTRONICS CO., LTD., 9 10 a Korean business entity, 11 SAMSUNG ELECTRONICS AMERICA, INC., a New York corporation, 12 13 SAMSUNG TELECOMMUNICATIONS AMERICA, LLC, a Delaware limited 14 15 liability company, Defendants. 16 17 18 19 Confidential Videotaped Deposition of MARYLEE ROBINSON, VOLUME I, at 555 Twin Dolphin Drive, 2.0 Fifth Floor, Redwood City, California, beginning at 1:01 21 22 p.m., and ending at 4:47 p.m., on Monday, November 5, 2012, before THOMAS J. FRASIK, Registered Professional 23 Reporter, Certified Shorthand Reporter No. 6961. 24 25 Page 2

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21	ALSO PRESENT:
22	GREGORY A. PINSONNEAULT, LitiNomics
23	RAMON PERAZA, Videographer
24	
25	
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1 2 3	MARYLEE ROBINSON,		INI	ОЕХ			
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<pre>3 4 Exhibit 7 Smartphone Shipments and Market 7 5 Share, US Sales (1 pg) 6 7 Exhibit 8 Expert Report of Terry L. Musika 8 8 (13 pgs) 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25</pre>	-			-		-														
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1	REDWOOD CITY, CALIFORNIA	
2	MONDAY, NOVEMBER 5, 2012, AT 1:01 P.M.	
3		
4	THE VIDEOGRAPHER: Good afternoon.	
5	We are on the record at 1:01 p.m. on	13:01:36
6	November 5th, 2012. This is the videotaped deposition	
7	of Marylee Robinson.	
8	My name is Ramon Peraza, here with court	
9	reporter, Tom Frasik. We're here from Veritext National	
10	Deposition and Litigation Services at the request of	13:01:54
11	counsel for the defendant. This deposition is being	
12	held at Quinn Emanuel in the City of Redwood Shores.	
13	The caption of the case is Apple Inc. versus Samsung	
14	Electronics Corporation.	
15	Please note that audio and video recording will	13:02:08
16	take place unless all parties have agreed to go off the	
17	record. Microphones are very sensitive and may pick up	
18	whispers, private conversations, and cellular	
19	interference.	
20	At this time, counsel, please identify	13:02:20
21	yourselves for the record and state whom you represent.	
22	MR. ALDEN: Anthony Alden from Quinn Emanuel	
23	for Samsung. With me, from LitiNomics, is	
24	Greg Pinsonneault.	
25	MR. OLSON: And Eric Olson of Morrison &	13:02:33
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1	Foerster on behalf of Apple as well as on behalf of the	
2	witness.	
3	THE VIDEOGRAPHER: The court reporter may now	
4	swear in the witness.	
5		
6	MARYLEE ROBINSON,	
7	having been duly sworn, testified on her oath as	
8	follows:	
9	EXAMINATION	
10	BY MR. ALDEN:	13:02:48
11	Q. Good afternoon, Ms. Robinson.	
12	A. Good afternoon.	
13	Q. Thank you for coming today.	
14	Ms. Robinson, have you ever had your deposition	
15	taken before?	13:02:56
16	A. I have not.	
17	Q. So we'll go over some ground rules just so it	
18	goes as smoothly as possible and we make life easier for	
19	the videographer and the court reporter.	
20	First of all, you understand that you're under	13:03:13
21	oath and the answers you give must be the truth as if	
22	you were in court	
23	A. Yes.	
24	Q before a jury?	
25	If you need to take a break at any particular	13:03:23
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1	Q. The court reporter can only transcribe sound,	
2	so when you answer a question, it has to be audible. We	
3	have a habit to shake our heads up and down or side to	
4	side, and that will be picked up by the video but not by	
5	the court reporter in the transcript. So it's important	13:04:58
б	that you answer audibly to questions.	
7	A. Yes.	
8	Q. Do you have any questions before we start?	
9	A. I do not.	
10	Q. Have you ever been qualified as an expert in	13:05:08
11	any case?	
12	A. I have not.	
13	Q. How many patent cases have you worked on?	
14	A. I would have to estimate probably at least 30.	
15	Q. Okay. Have you worked, prior to this case, on	13:05:41
16	any design patent cases?	
17	A. I have not.	
18	Q. Have you worked on any trade dress cases prior	
19	to this case?	
20	A. I have not.	13:05:54
21	Q. Have you worked on any antitrust cases prior to	
22	this case?	
23	A. No.	
24	Q. Have you worked on any breach of contract cases	
25	prior to this case?	13:06:06
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1	A. Yes.	
2	Q. Are you an expert in the field of marketing?	
3	A. No.	
4	Q. Are you an expert in the field of consumer	
5	decision-making?	13:06:19
6	A. No.	
7	Q. Are you an expert in the smartphone market?	
8	A. No.	
9	Q. Are you an expert in the tablet market?	
10	A. No.	13:06:30
11	Q. Have you ever performed any other work for	
12	Apple other than this case?	
13	A. I have not.	
14	Q. Have you ever had any engagements for Samsung?	
15	A. I have not.	13:06:53
16	Q. Did you sign the protective order that was	
17	entered in this case?	
18	A. I believe that Mr. Musika signed a protective	
19	order on behalf of the firm, although I reviewed it.	
20	That was quite some time ago.	13:07:11
21	Q. Okay. But you yourself did not sign the	
22	protective order?	
23	A. It's my recollection that he signed it and	
24	that covered all of our all the people at Invotex who	
25	worked on the case. So I don't recall personally	13:07:25
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1	signing a protective order, although it's always	
2	possible because I've certainly signed protective	
3	orders in the past.	
4	Q. Now, you submitted a declaration in this case;	
5	is that right?	13:07:42
6	A. That is right.	
7	Q. And I will have the reporter mark as	
8	Robinson Exhibit 1 a document entitled "Declaration	
9	Of Marylee Robinson In Support Of Apple's Motion For	
10	A Permanent Injunction For Damages Enhancement, For	13:08:04
11	Supplemental Damages, And For Prejudgment Interest,"	
12	filed under seal.	
13	(Deposition Exhibit 1 was marked	
14	for identification.)	
15	MR. OLSON: Anthony, I'll just note for the	13:08:32
16	benefit of the record, it appears that this is a copy of	
17	the declaration without the exhibits attached.	
18	MR. ALDEN: Correct.	
19	BY MR. ALDEN:	
20	Q. Ms. Robinson, have you had a chance to look at	13:08:53
21	the document I just handed to you?	
22	A. Yes.	
23	Q. And is that the declaration you submitted in	
24	case?	
25	A. It is.	13:09:15
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1	background research on how IDC gathers their data, and	
2	I understand they are an accepted provider of market	
3	share data in this industry.	
4	MR. ALDEN: I'd like to mark as Exhibit 5 to	
5	Ms. Robinson's deposition Exhibit 3 to Ms. Robinson's	14:46:57
6	declaration.	
7	(Deposition Exhibit 5 was marked	
8	for identification.)	
9	MR. ALDEN: I'd also like to mark as Exhibit 6	
10	to Ms. Robinson's deposition Exhibit 7 to Ms. Robinson's	14:47:38
11	declaration.	
12	(Deposition Exhibit 6 was marked	
13	for identification.)	
14	BY MR. ALDEN:	
15	Q. Ms. Robinson, I'll first ask you to look at	14:48:17
16	Exhibit 3 to your declaration, which is Exhibit 5 in the	
17	deposition, and in particular to page 3.2.	
18	A. Yes.	
19	Q. And could you describe for me what this page	
20	shows?	14:48:46
21	A. This page shows historical sales for eight	
22	products that I was able to confirm in September of 2012	
23	were still selling in the marketplace, that's the blue	
24	line. The green line is a projection of sales for those	
25	eight products.	14:49:08
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1	A. What factors into my analysis is what their	
2	share was just prior to the introduction of the	
3	infringing and diluting phones, that's the indication of	
4	how they were selling at that time. What happened two	
5	years before is what happened two years before.	14:57:13
6	Q. But you would agree, then, that Samsung could	
7	gain a market share greater than five percent without	
8	the infringing and diluting products; correct?	
9	A. Again, I think I've said it's possible.	
10	Q. Well, they did, didn't they?	14:57:39
11	A. In that prior period, before they dropped off	
12	even further.	
13	Q. Okay. So you agree that prior to introducing	
14	the infringing and diluting products, that Samsung at	
15	times did have a market share greater than five percent;	14:58:01
16	correct?	
17	A. Yes.	
18	Q. I'd like to go back to your declaration,	
19	please. And in particular, I'd like to go to paragraph	
20	27 and the third sentence in that paragraph, which	14:58:38
21	reads: "To be conservative, I used the percentage	
22	losses discussed above and assumed that any losses would	
23	be experienced proportionally across all of Samsung's	
24	smartphone product lines."	
25	Did I read that correctly?	14:59:02
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1	A. You did.	
2	Q. What evidence do you have that all of Samsung's	
3	losses would be experienced proportionally across all of	
4	Samsung's product lines?	
5	A. It really goes back to the assumption, which is	14:59:12
6	that the trade dress that the other products enjoyed	
7	the benefits or had success on the heels of the trade	
8	dress, the infringing and diluting products found to	
9	infringe the trade dress.	
10	Q. Okay. And I want to make sure I understand	14:59:53
11	your testimony.	
12	The basis for your proportional allocation is	
13	that is your assumption that the later products, the	
14	products sold after the infringing and diluting	
15	products, would benefit from the market share gained by	15:00:19
16	the infringing and diluting products; is that correct?	
17	A. Benefit from the market share and the success	
18	of those products, yes.	
19	Q. Okay. Why didn't you allocate the percentage	
20	losses solely to the infringing and diluting products?	15:00:47
21	A. Can we go to the exhibit?	
22	Q. Yes. Which exhibit?	
23	A. Exhibit 7. Is that entered here?	
24	Q. Um-hum.	
25	A. I'd like to explain, if I could, how the	15:01:17
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1	analysis actually works.	
2	Q. Okay.	
3	A. Beyond just one sentence.	
4	Q. Okay.	
5	A. So box box 2, where you see the percentage	15:01:28
6	decreases going across, those are calculated based on	
7	holding the market share constant at five percent.	
8	Q. Um-hum.	
9	A. And those reductions are applied in box 4 to	
10	the infringing units.	15:01:45
11	Q. Um-hum.	
12	A. And the difference so the difference between	
13	the two million if you're looking at third-quarter	
14	2010, the difference between the infringing units of two	
15	million and the lost units of 1.3, that difference, call	15:02:02
16	it six million, is actually going back to Samsung in	
17	this analysis to you know, based on the belief that,	
18	you know, noninfringing phones could have made those	
19	sales. So I think it's I just wanted to clarify that	
20	point.	15:02:27
21	Q. Okay. If we go to paragraph 28, you say	
22	"Apple's losses due to Samsung's sales of these 13.9	
23	million phones are substantial."	
24	A. Correct.	
25	Q. What evidence do you have that Apple suffered	15:02:42
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1	any loss as a result of Samsung's gain in market share?	
2	A. Mathematics of it. If Samsung's market share	
3	had stayed at five percent, those sales would have gone	
4	somewhere.	
5	So this analysis is looking at capturing the	15:03:13
6	magnitude of these units over time in an emerging,	
7	growing marketplace, after the infringing and diluting	
8	phones were entered into the marketplace. So we're	
9	talking about lots of units, that's where the	
10	"substantial" comes in, and the fact that market	15:03:37
11	share as Samsung's growing their market share, had	
12	they not had their market share not grown, those	
13	units would have gone elsewhere.	
14	Q. Okay. What evidence do you have of that?	
15	A. Again, it really goes back to the assumption in	15:04:01
16	the analysis to demonstrate I'm just it's what I	
17	just said. I think I've already answered the question.	
18	Q. Okay. Let me ask if I can because I'm not	
19	really understanding the answer so	
20	A. Okay.	15:04:32
21	Q let me see if I can ask it a different way.	
22	What evidence do you have that Samsung had not	
23	sold made these 3.9 million in sales, that any of	
24	them would have gone to Apple?	
25	MR. OLSON: 13.9 million?	15:04:39
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1	BY MR. ALDEN:	
2	Q. Sorry. 13.9, correct.	
3	A. That if Samsung the lost units have to go	
4	somewhere. And it's an accepted damage theory that some	
5	portion of them would be distributed to the marketplace	15:05:02
6	at the market share of the various market participants.	
7	Q. Is it possible that no one would have	
8	purchased, made these 3.9 million dollars in sales?	
9	A. I sup I believe that customers had committed	
10	to purchase a smartphone and that a smartphone would	15:05:25
11	have been purchased.	
12	Q. Okay. And what evidence do you have for that?	
13	A. I have data telling me that they purchased a	
14	smartphone.	
15	Q. Okay. And what evidence do you have that they	15:05:36
16	would have some of them would have gone to Apple	
17	instead of, for example, HTC, Motorola or Nokia?	
18	A. I don't have specific evidence that they would	
19	have gone to Apple. But I'm applying the sales at their	
20	market share, at Apple's market share, leaving plenty of	15:05:56
21	units for other participants in the marketplace to grab	
22	those sales, including Samsung.	
23	Q. Okay. In paragraph 28, you reference a	
24	"Mor-Flo analysis," correct?	
25	A. Correct.	15:06:15
		Page 78

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1	Q. Did you perform a Mor-Flo analysis?	
2	A. I performed a market share distribution of	
3	these units. It's not a true or pure Mor-Flo in that I	
4	did not remove Samsung from the market and redistribute	
5	those the shares. So in a typical Mor-Flo, you would	15:06:35
6	see an up an uptake in the market shares of	
7	participants once Samsung's removed. And in this case	
8	I used a pure market share for Apple, which would be	
9	more conservative.	
10	Q. Why didn't you use a pure Mor-Flo analysis?	15:06:52
11	A. In performing this analysis, I took a more	
12	simplistic and conservative approach to presenting the	
13	market share.	
14	Q. Why did you decide to do that?	
15	A. I felt that performing a more conservative	15:07:11
16	analysis was more appropriate.	
17	Q. Why?	
18	A. To not give not assign more units to any of	
19	the participants than necessary. It's just a built-in	
20	conservative adjustment.	15:07:46
21	Q. Does doing a pure Mor-Flo analysis allocate	
22	more units to the market participants than necessary?	
23	A. No, I'm not saying I'm not saying that. But	
24	it's this was just one way to build in conservatism	
25	to the model that I performed here.	15:08:12
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1	Q. Okay.	
2	A. It's not to say that it's inappropriate to	
3	perform a pure Mor-Flo analysis.	
4	Q. Can a pure Mor-Flo analysis itself account for	
5	price differences between accused products and embodying	15:08:27
6	products?	
7	A. The market share data does account for consumer	
8	preferences for particular devices, thus addressing	
9	price concerns.	
10	Q. So did your is your testimony that your	15:08:56
11	analysis addressed price differences?	
12	A. Yes.	
13	Q. Did you do a separate analysis of price,	
14	concerning price differences?	
15	A. No.	15:09:16
16	Q. When calculating lost profits, Mr. Musika did a	
17	Mor-Flo analysis; correct?	
18	A. Correct.	
19	Q. And he did that by carrier; correct?	
20	A. Correct.	15:09:28
21	Q. Why didn't you do that?	
22	A. In performing this analysis, I took other	
23	adjustments that ultimately resulted in a number of	
24	units assigned to Apple that was consistent with the	
25	percentages of units that Mr. Musika assigned.	15:09:55
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1	Q. Did you do a carrier adjustment like	
2	Mr. Musika?	
3	A. I did not do a specific carrier adjustment, but	
4	I feel that my other adjustments captured the necessary	
5	overall reductions to units that are necessary.	15:10:11
6	Q. Do you know well, do you know who which	
7	carrier sold the Galaxy Prevail?	
8	A. Not off the top of my head, no.	
9	Q. Okay. If I told you it was Sprint and Boost	
10	Mobile, would you have any reason to disagree with that?	15:10:43
11	A. No.	
12	Q. Okay. Are you aware that Sprint did not carry	
13	an iPhone until October 2011?	
14	A. Yes.	
15	Q. Did you do a capacity analysis?	15:10:57
16	A. I did consider capacity in performing this	
17	analysis.	
18	Q. Okay. Did you do a capacity analysis?	
19	A. I relied upon the analysis that Mr. Musika	
20	relied upon in his report.	15:11:15
21	Q. Okay. So if we can go to the fourth sentence	
22	in paragraph 28, you say "Using the more conservative	
23	assumption, Apple would have sold more than four million	
24	additional products."	
25	Do you see that?	15:11:40
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1	A. Yes.	
2	Q. Okay. Did Apple have the capacity to sell four	
3	million additional products?	
4	A. I did not I did not consider whether they	
5	had the capacity or I don't recall whether they had the	15:11:55
6	capacity to sell four million. I recall considering	
7	whether they had capacity to sell two million units.	
8	Q. So you don't know whether they could have sold	
9	four million additional units; correct?	
10	A. I do not know one way or the other.	15:12:12
11	Q. Okay. Then you say "To make this calculation	
12	even more conservative, I further assumed that Apple	
13	would capture only half of these sales."	
14	Do you see that?	
15	A. Yes.	15:12:24
16	Q. Why did you assume that Apple would only	
17	capture half of the sales?	
18	A. To build further conservative adjustment to	
19	this analysis and ensure that I wasn't awarding too many	
20	units to Apple.	15:12:44
21	Q. Did Apple have the capacity to make 2,089,143	
22	additional iPhone sales during the period?	
23	A. Yes.	
24	Q. Are these the same sales that Mr. Musika	
25	presented in his lost profits analysis?	15:12:59
		Page 82

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1	MR. OLSON: Objection. Vague.	
2	THE WITNESS: Are the two million lost sales	
3	here the same as what's in Mr. Musika's analysis?	
4	BY MR. ALDEN:	
5	Q. Mr. Musika testified that Apple would have sold	15:13:18
6	an additional two million iPhones; correct?	
7	A. I don't recall the specific number of units	
8	but	
9	Q. Okay. Well	
10	A. I	15:13:33
11	MR. OLSON: Don't guess. If you've got the	
12	number	
13	MR. ALDEN: I'll mark as Exhibit 8 excerpts	
14	from the Expert Report of Terry L. Musika, CPA.	
15	(Deposition Exhibit 8 was marked	15:14:30
16	for identification.)	
17	MR. OLSON: Anthony, as excerpts, are you able	
18	to give any more information about what the scope or	
19	nature of the excerpts are?	
20	MR. ALDEN: They go from page 38 to	15:15:01
21	Mr. Musika's March 22nd, 2012 report, to page 46.	
22	MR. OLSON: Perhaps I should put it	
23	differently.	
24	I take it you've chosen this. Are you able to	
25	give us what that is or maybe it will be obvious when I	15:15:15
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1	review it but	
2	MR. OLSON: I believe it's Mr. Musika's lost	
3	profits analysis or narrative explanation of his lost	
4	profits analysis.	
5	Let me know when you are ready, Ms. Robinson.	15:15:39
6	THE WITNESS: Okay.	
7	BY MR. ALDEN:	
8	Q. So if we go to page 40, paragraph 124?	
9	A. Yes.	
10	Q. And if you wish to read the entire paragraph,	15:16:00
11	that's fine. Let me know when you're ready.	
12	A. Okay.	
13	Q. So you see at lines 10 to 11, Mr. Musika says,	
14	in his report, there are 8,230,472 accused units?	
15	A. I believe it says 18.	15:16:44
16	Q. I'm sorry. 18,230,472 accused units.	
17	"I calculated lost profits on only 2,197,534 of	
18	the total (approximately 12 percent). "	
19	A. Correct. I see that.	
20	Q. Are the approximately two million lost units	15:17:00
21	that Mr. Musika was referring to and on which he	
22	calculated lost profits	
23	A. Right.	
24	Q the same two million units that you're	
25	referring to in paragraph 28 of your declaration?	15:17:19
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1 A. They're not, in substance, the same units. 2 Q. Okay. How are they different? 3 A. My analysis covers a longer time period than 4 Mr. Musika's analysis did. This report was issued in 5 March and based on data through I believe December 31st 15:17:43 6 or possibly Pebruary, I can't recall, but it certainly 7 didn't go past March. And this analysis that I've 8 conducted for this declaration included data, I 9 believe yeah, so at least yeah, June 30th, 10 June 30th. 15:18:21 11 O. Okay. 15:18:21 12 A. Just drawing attention to the fact that we're 15:18:21 13 not talking about apples to apples. 15:18:31 14 O. Okay. So Mr. Musika opined 15:18:31 15 MR. OLSON: Sorry. 15:18:31 16 EY MR. ALDEN: 15:18:44 17 Q. Mr. Musika opined that Apple had lost 15:18:44 18 approximately two million dollars worth of sales; correct? 19 A. Correct. Q Q. And you are opining that Apple has lost 15:18:44 <t< th=""><th></th><th></th><th></th></t<>			
3 A. My analysis covers a longer time period than 4 Mr. Musika's analysis did. This report was issued in 5 March and based on data through I believe December 31st 15:17:43 6 or possibly February, I can't recall, but it certainly 7 didn't go past March. And this analysis that I've 8 conducted for this declaration included data, I 9 believe yeah, so at least yeah, June 30th, 10 June 30th. 15:18:21 11 Q. Okay. 12 A. Just drawing attention to the fact that we're 13 not talking about apples to apples. 14 Q. Okay. So Mr. Musika opined 15 MR. OLSON: Sorry. 15:18:31 16 BY MR. ALDEN: . 17 Q. Mr. Musika opined that Apple had lost approximately two million units worth of sales; correct? 19 A. Correct. Q. And you are opining that Apple has lost 15:18:44 21 approximately two million dollars worth of sales; correct? 22 MR. OLSON: Objection. You meant two million units. 23 THE WITNESS: Two million units. 15:18:53	1	A. They're not, in substance, the same units.	
4 Mr. Musika's analysis did. This report was issued in 5 March and based on data through I believe December 31st 15:17:43 6 or possibly February, I can't recall, but it certainly 7 didn't go past March. And this analysis that I've 8 conducted for this declaration included data, I 9 believe yeah, so at least yeah, June 30th, 10 June 30th. 15:18:21 11 Q. Okay. 12 A. Just drawing attention to the fact that we're 13 not talking about apples to apples. 14 Q. Okay. So Mr. Musika opined 15 MR. OLSON: Sorry. 16 BY MR. ALDEN: 17 Q. And you are opining that Apple had lost 18 approximately two million units worth of sales; correct? 19 A. Correct. 20 Q. And you are opining that Apple has lost 15:18:44 approximately two million dollars worth of sales; correct? 23 MR. OLSON: Objection. You meant two million 24 units. 15:18:53	2	Q. Okay. How are they different?	
5 March and based on data through I believe December 31st 15:17:43 6 or possibly February, I can't recall, but it certainly 7 didn't go past March. And this analysis that I've 8 conducted for this declaration included data, I 9 believe yeah, so at least yeah, June 30th, 10 June 30th. 15:18:21 11 0. Okay. 15:18:21 12 A. Just drawing attention to the fact that we're not talking about apples to apples. 13 not talking about apples to apples. . 14 0. Okay. So Mr. Musika opined . 15 MR. OLSON: Sorry. 15:18:31 16 BY MR. ALDEN: . 17 0. Mr. Musika opined that Apple had lost approximately two million units worth of sales; correct? 19 A. Correct. . . 20 0. And you are opining that Apple has lost 15:18:44 21 approximately two million dollars worth of sales; . 22 MR. OLSON: Objection. You meant two million . 23 THE WITNESS: Two million units. 15:18:53	3	A. My analysis covers a longer time period than	
 or possibly February, I can't recall, but it certainly didn't go past March. And this analysis that I've conducted for this declaration included data, I believe yeah, so at least yeah, June 30th, June 30th. 15:18:21 Q. Okay. A. Just drawing attention to the fact that we're not talking about apples to apples. Q. Okay. So Mr. Musika opined MR. OLSON: Sorry. 15:18:31 EY MR. ALDEN: Q. Mr. Musika opined that Apple had lost approximately two million units worth of sales; correct? A. Correct. Q. And you are opining that Apple has lost 15:18:44 approximately two million dollars worth of sales; correct? MR. OLSON: Objection. You meant two million units. THE WITNESS: Two million units. 15:18:53 	4	Mr. Musika's analysis did. This report was issued in	
7 didn't go past March. And this analysis that I've 8 conducted for this declaration included data, I 9 believe yeah, so at least yeah, June 30th, 10 June 30th. 15:18:21 11 0. Okay. 15:18:21 12 A. Just drawing attention to the fact that we're 1 13 not talking about apples to apples. 1 14 0. Okay. So Mr. Musika opined 15:18:31 15 MR. OLSON: Sorry. 15:18:31 16 BY MR. ALDEN: 1 17 Q. Mr. Musika opined that Apple had lost approximately two million units worth of sales; correct? 19 A. Correct. Q. And you are opining that Apple has lost 15:18:44 approximately two million dollars worth of sales; correct? 23 MR. OLSON: Objection. You meant two million 24 MR. OLSON: Objection. You meant two million 25 THE WITNESS: Two million units. 15:18:53	5	March and based on data through I believe December 31st	15:17:43
8 conducted for this declaration included data, I 9 believe yeah, so at least yeah, June 30th, 10 June 30th. 15:18:21 11 Q. Okay. 1 12 A. Just drawing attention to the fact that we're 13 not talking about apples to apples. 14 Q. Okay. So Mr. Musika opined 15 MR. OLSON: Sorry. 16 BY MR. ALDEN: 17 Q. Mr. Musika opined that Apple had lost 18 approximately two million units worth of sales; correct? 19 A. Correct. 10 Q. And you are opining that Apple has lost 15:18:44 approximately two million dollars worth of sales; correct? 23 MR. OLSON: Objection. You meant two million 24 units. 15:18:53	6	or possibly February, I can't recall, but it certainly	
9believe yeah, so at least yeah, June 30th,15:18:2110June 30th.15:18:2111Q. Okay.12A. Just drawing attention to the fact that we're13not talking about apples to apples.14Q. Okay. So Mr. Musika opined15MR. OLSON: Sorry.16BY MR. ALDEN:17Q. Mr. Musika opined that Apple had lost18approximately two million units worth of sales; correct?19A. Correct.20Q. And you are opining that Apple has lost21I5:18:4422correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.	7	didn't go past March. And this analysis that I've	
10June 30th.15:18:21110. Okay.12A. Just drawing attention to the fact that we're13not talking about apples to apples.140. Okay. So Mr. Musika opined15MR. OLSON: Sorry.16EY MR. ALDEN:170. Mr. Musika opined that Apple had lost18approximately two million units worth of sales; correct?19A. Correct.200. And you are opining that Apple has lost15:18:4421approximately two million dollars worth of sales;22Correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.15:18:53	8	conducted for this declaration included data, I	
11Q. Okay.12A. Just drawing attention to the fact that we're13not talking about apples to apples.14Q. Okay. So Mr. Musika opined15MR. OLSON: Sorry.1515:18:3116BY MR. ALDEN:17Q. Mr. Musika opined that Apple had lost18approximately two million units worth of sales; correct?19A. Correct.20Q. And you are opining that Apple has lost21approximately two million dollars worth of sales;22correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.2615:18:53	9	believe yeah, so at least yeah, June 30th,	
12A. Just drawing attention to the fact that we're13not talking about apples to apples.14Q. Okay. So Mr. Musika opined15MR. OLSON: Sorry.16EY MR. ALDEN:17Q. Mr. Musika opined that Apple had lost18approximately two million units worth of sales; correct?19A. Correct.20Q. And you are opining that Apple has lost15:18:4421approximately two million dollars worth of sales;22correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.15:18:53	10	June 30th.	15:18:21
 not talking about apples to apples. Q. Okay. So Mr. Musika opined MR. OLSON: Sorry. 15:18:31 BY MR. ALDEN: Q. Mr. Musika opined that Apple had lost approximately two million units worth of sales; correct? A. Correct. Q. And you are opining that Apple has lost 15:18:44 approximately two million dollars worth of sales; correct? MR. OLSON: Objection. You meant two million units. THE WITNESS: Two million units. 15:18:53 	11	Q. Okay.	
14Q. Okay. So Mr. Musika opined15MR. OLSON: Sorry.16BY MR. ALDEN:17Q. Mr. Musika opined that Apple had lost18approximately two million units worth of sales; correct?19A. Correct.20Q. And you are opining that Apple has lost15:18:4421approximately two million dollars worth of sales;22correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.2615:18:53	12	A. Just drawing attention to the fact that we're	
15MR. OLSON: Sorry.15:18:3116BY MR. ALDEN:	13	not talking about apples to apples.	
16BY MR. ALDEN:17Q. Mr. Musika opined that Apple had lost18approximately two million units worth of sales; correct?19A. Correct.20Q. And you are opining that Apple has lost15:18:4421approximately two million dollars worth of sales;22correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.15:18:53	14	Q. Okay. So Mr. Musika opined	
17Q. Mr. Musika opined that Apple had lost18approximately two million units worth of sales; correct?19A. Correct.20Q. And you are opining that Apple has lost15:18:4421approximately two million dollars worth of sales;22correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.15:18:53	15	MR. OLSON: Sorry.	15:18:31
18approximately two million units worth of sales; correct?19A. Correct.20Q. And you are opining that Apple has lost15:18:4421approximately two million dollars worth of sales;22correct?23MR. OLSON: Objection. You meant two million24units.25THE WITNESS: Two million units.2615:18:53	16	BY MR. ALDEN:	
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20Q. And you are opining that Apple has lost15:18:4421approximately two million dollars worth of sales;2222correct?2323MR. OLSON: Objection. You meant two million24units.15:18:5325THE WITNESS: Two million units.15:18:53	18	approximately two million units worth of sales; correct?	
<pre>21 approximately two million dollars worth of sales; 22 correct? 23 MR. OLSON: Objection. You meant two million 24 units. 25 THE WITNESS: Two million units. 15:18:53</pre>	19	A. Correct.	
22 correct? 23 MR. OLSON: Objection. You meant two million 24 units. 25 THE WITNESS: Two million units. 15:18:53	20	Q. And you are opining that Apple has lost	15:18:44
23 MR. OLSON: Objection. You meant two million 24 units. 25 THE WITNESS: Two million units. 15:18:53	21	approximately two million dollars worth of sales;	
24 units. 25 THE WITNESS: Two million units. 15:18:53	22	correct?	
25 THE WITNESS: Two million units. 15:18:53	23	MR. OLSON: Objection. You meant two million	
	24	units.	
Page 85	25	THE WITNESS: Two million units.	15:18:53
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1	BY MR. ALDEN:	
2	Q. Two million units; correct?	
3	A. Yes, under this construct, yes.	
4	Q. Okay. And how many of the units overlap? In	
5	other words, what I'm trying to get at is how many of	15:19:12
6	them are the same units, in essence? I mean, there are	
7	a certain number of sales during a period	
8	A. Right.	
9	Q correct, whether it's Mr. Musika's period or	
10	a period you're using.	15:19:23
11	You've said Apple has lost two million units	
12	worth of sales and Mr. Musika has said Apple has lost	
13	two million units worth of sales.	
14	How many of them are the same sales?	
15	A. Well, so on a whole, the two million are	15:19:37
16	similar and overlap. But my analysis is taking you	
17	know, is really about these five products that were	
18	found guilty of infringing and diluting and looking at	
19	the units that weren't found to be guilty of infringing	
20	and diluting to see what kind of damage was sustained on	15:20:01
21	the heels of the success of those products. So if you	
22	compare, for instance, just the five products for	
23	lost that were awarded damage in the case, as	
24	Mr. Wagner's looked at in his approach, you would see	
25	that there's not a double-counting taking place.	15:20:31
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	moner contributine - Arrowiers eres oner	
1	Q. So let me unpack this.	
2	What was Samsung's sales of the five products?	
3	A. Over this period?	
4	Q. Yes.	
5	A. Can I review back to my declaration, please?	15:21:16
6	Q. Yes.	
7	A. I don't believe I have that information at my	
8	disposal.	
9	MR. OLSON: If you want it, Anthony, it's in	
10	Exhibit 9 to her report.	15:22:03
11	BY MR. ALDEN:	
12	Q. Okay. Do you know whether Samsung sold more	
13	than or less than two million phones during the of	
14	the five diluting and infringing phones during the	
15	period?	15:22:16
16	A. I would have to refer back to the sales data	
17	presented in JX 1500.	
18	Q. So Mr. Musika presented an opinion that Apple	
19	lost two million sales; correct?	
20	A. Right.	15:22:48
21	Q. Okay. And you would agree that the jury	
22	awarded damages or awarded lost profits on some of those	
23	sales; correct?	
24	A. I don't have an opinion as to what specific	
25	type of damage the jury awarded for those particular	15:23:03
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1	products.	
2	Q. Okay. Did you review Mr. Wagner's analysis of	
3	the jury's verdict?	
4	A. Yes.	
5	Q. Okay. Do you disagree with his analysis of the	15:23:15
6	jury's verdict?	
7	A. I believe it's mathematically correct, I find	
8	no errors in the math.	
9	Q. Okay. Do you so would you agree that the	
10	jury awarded \$91 million in lost profits on these five	15:23:31
11	products that the jury found to infringe and dilute?	
12	A. I don't know specifically whether the jury	
13	awarded lost profits. I don't know what the jury did.	
14	I know that on the verdict form they put damage amount	
15	for each product.	15:23:52
16	Q. So it's possible that for every product that	
17	that the jury found infringed the design patent, for	
18	example, the entire amount of the jury's award could be	
19	Samsung's profits?	
20	A. I believe that could be possible.	15:24:08
21	Q. And it's possible that for the five phones that	
22	the jury found infringed the design patent and diluted	
23	trade dress, that the jury's entire award could be	
24	infringer's profits under Section 289 for design patent	
25	infringement; correct?	15:24:35
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1	A. I believe that's possible.	
2	Q. For the purposes of his lost profits analysis,	
3	Mr. Musika assumed that Samsung would have designed	
4	around all of Apple's asserted intellectual property by	
5	May 2011; correct?	15:25:29
6	A. Correct.	
7	Q. And Mr. Musika assumed that Samsung would have	
8	designed around the '381 Patent in one month; correct?	
9	A. I believe that's correct.	
10	Q. Mr. Musika assumed that Samsung would have	15:25:38
11	designed around the '163 Patent in one month; correct?	
12	A. I believe that's correct.	
13	Q. Mr. Musika assumed that Samsung would have	
14	designed around the '915 Patent in six months; correct?	
15	A. I believe that is correct.	15:25:52
16	Q. Okay. You didn't make any assumptions	
17	concerning design-around; correct?	
18	A. I did not.	
19	Q. Mr. Musika also assumed that Samsung would have	
20	reentered the market and obtained a hundred percent of	15:26:05
21	its previous market share after designing around;	
22	correct?	
23	A. He did, yes.	
24	Q. Okay. Your analysis assumed that Samsung's	
25	infringing products have an effect on Apple's sales	15:26:18
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1	after May 2011; correct?	
2	A. Yes.	
3	Q. What other differences are there between	
4	Mr. Musika's lost profits analysis and your analysis?	
5	A. I believe you've identified all the	15:26:40
6	differences.	
7	Q. If we go to paragraph 29, the last sentence,	
8	you say let me know when you're there.	
9	A. Yes.	
10	Q. "Multiplying the lost sales by quarter times	15:27:26
11	per unit."	
12	THE VIDEOGRAPHER: Ms. Robinson, you are	
13	covering your mic.	
14	BY MR. ALDEN:	
15	Q. "Multiplying the lost sales by quarter times	15:27:40
16	per unit incremental profits by quarter, Apple's lost	
17	profits for the 2.1 million in additional sales are	
18	702,868,901, as shown on Exhibit 8."	
19	Did I read that correctly?	
20	A. Correct.	15:27:56
21	Q. You're aware that, at trial, Mr. Musika opined	
22	that Apple's lost profits were approximately \$490	
23	million; correct?	
24	A. Yes.	
25	Q. And that \$490 million is included in the 702	15:28:07
		Page 90

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1	million that you have concluded and that you've arrived	
2	at in paragraph 29; correct?	
3	MR. OLSON: Objection. Misstates prior	
4	testimony.	
5	THE WITNESS: I would just say that Mr. Musika	15:28:22
6	and I did not look at that time exact, same number of	
7	units, so it's not exactly the same number of units but,	
8	yes, there is an overlap.	
9	BY MR. ALDEN:	
10	Q. Given that Apple's, in your opinion, lost	15:28:48
11	profits well, it's your opinion that Apple's lost	
12	profits were approximately \$700 million; correct?	
13	A. It's my opinion, under this analysis and this	
14	construct, that that's the amount of lost units that	
15	I've calculated under the assumption that after the	15:29:05
16	infringing and diluting products entered the	
17	marketplace, that Samsung was able to enjoy success on	
18	the heels of those products and, as a result, the damage	
19	was 700 million.	
20	Q. So it's your opinion that Apple lost	15:29:39
21	\$700 million; correct?	
22	A. Built upon the model that we've described and	
23	the assumptions built into it, yes.	
24	Q. Then why is Apple seeking \$400 million for the	
25	five infringing and diluting products as opposed to	15:30:03
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1		
1	\$700 million?	
2	A. I can't speak specifically to a determination	
3	that was made for the \$400 million enhancement. I'm	
4	providing context here as to whether that number is in	
5	line with the type of damage that Apple has sustained.	15:30:33
6	Q. Why didn't Apple seek \$700 million in lost	
7	profits at trial?	
8	MR. OLSON: Objection. Asked and answered.	
9	Oh, sorry, "at trial." Sorry.	
10	THE WITNESS: Mr. Musika prepared his opinion	15:30:46
11	of lost profits built upon a construct that was not	
12	you know, that's not 100 percent the same as this	
13	analysis. They're two different types of analysis.	
14	BY MR. ALDEN:	
15	Q. Why did you do a different analysis to	15:31:10
16	Mr. Musika?	
17	A. I have facts at my disposal that Mr. Musika	
18	didn't have, for instance, that five specific products	
19	launched in early you know, in the 2010 time frame	
20	were found to be infringing trade dress. Mr. Musika	15:31:29
21	didn't have that information at his disposal when	
22	preparing his lost profits analysis.	
23	Q. Well, Mr. Musika made that assumption, didn't	
24	he?	
25	A. What assumption?	15:31:53
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1	Q. That those five products infringed trade dress.	
2	A. He assumed that all intellectual property	
3	asserted was valid and infringed, yes.	
4	Q. Okay. So then what difference does it make?	
5	A. A finding of infringement and an assumption of	15:32:08
6	infringement I believe are two different things.	
7	Q. Okay. And so why did a finding of infringement	
8	lead you to adopt a different methodology for	
9	calculating lost profits than Mr. Musika?	
10	A. I'm performing this analysis to demonstrate the	15:32:23
11	magnitude of sales that Apple lost sales that Apple	
12	was not compensated for under the jury's verdict.	
13	Q. And how do you know that Apple wasn't	
14	compensated for them?	
15	A. In I know that the jury awarded damages for	15:32:47
16	specifically five products that were found guilty of	
17	infringing and diluting the trade dress. The other	
18	products that were asserted as infringing or asserted in	
19	this case were found guilty of infringing other types of	
20	intellectual property.	15:34:19
21	However, what my analysis here is looking at is	
22	assuming those products enjoyed success and sales based	
23	on the success and the historical sales of these other	
24	devices that were found guilty of infringing, those	
25	this is capturing that, the magnitude of those units.	15:34:46
		Page 93

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1	So it's I'm trying to provide an analysis that looks	
2	at the magnitude at which Apple was not compensated,	
3	fully compensated at trial.	
4	MR. OLSON: Anthony, before you ask another	
5	question, we've been going I think it's close to an hour	15:35:08
6	and a half. I'd like the benefit of the break.	
7	MR. ALDEN: Yes, just after I finish this line,	
8	a couple minutes.	
9	MR. OLSON: Well, I'd actually like to have a	
10	break right now, but if you have a couple more	15:35:21
11	questions, let's see what we can do.	
12	BY MR. ALDEN:	
13	Q. Okay. So it's your opinion under this model	
14	that Apple lost 700 approximately \$703 million;	
15	correct?	15:35:32
16	A. Yes.	
17	Q. Okay. And how much of that how do you know	
18	that that amount wasn't included in the jury's verdict?	
19	MR. OLSON: Object on asked and answered.	
20	THE WITNESS: I believe I've already answered	15:35:51
21	that question.	
22	BY MR. ALDEN:	
23	Q. I'm sorry. I didn't understand the answer, so	
24	if you could explain it to me again?	
25	MR. OLSON: Objection. Asked and answered.	15:36:06
		Page 94

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1	THE WITNESS: Okay. This amount this	
2	analysis is providing context for Apple's willfulness	
3	request of 400 million	
4	BY MR. ALDEN:	
5	Q. Right.	15:36:49
6	A under the Lanham Act, tied to trade dress.	
7	I performed this analysis specific to these five	
8	products with the assumption that those five products	
9	received a benefit or the other products received a	
10	benefit over time related to those sales in that initial	15:37:09
11	period, capturing shares capturing units here.	
12	This number, this 700 million that's here,	
13	is providing context to the three I believe it's the	
14	approximate 382 million and which was awarded on those	
15	specific five products.	15:37:31
16	Q. So is the 700, approximately 703 million,	
17	relating to the lost sales of other products, not the	
18	five products; is that correct?	
19	MR. OLSON: Objection. Misstates the	
20	testimony.	15:37:46
21	THE WITNESS: The 700 is going to include units	
22	beyond the five products.	
23	BY MR. ALDEN:	
24	Q. Okay. Did the jury already award damages on	
25	those units?	15:38:05
		Page 95

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1	A. Which units?	
2	Q. The units	
3	A. The five	
4	Q. No. On the units that are included in the 700	
5	million number.	15:38:17
6	A. On the jury provided an award for certain	
7	products based on the findings of infringement.	
8	Q. And did any of that award was any of that	
9	award for units that are on which you base	
10	\$700 million number in paragraph 29?	15:38:49
11	A. I don't think I'm in a position to dissect the	
12	jury's award.	
13	Q. Okay. So you don't know?	
14	A. I know they awarded a damage award on you	
15	know, on certain products, but I don't think I'm in a	15:39:32
16	position to dissect their award.	
17	Q. Okay. So it's possible that the jury awarded	
18	damages on units on which at least some units on	
19	which you calculated the \$700 million; you just don't	
20	know?	15:39:46
21	MR. OLSON: Objection. Asked and answered.	
22	THE WITNESS: Without dissecting the award, I	
23	can't offer an opinion as to what specific units the	
24	jury gave an award on, beyond taking what I've done in	
25	this analysis and what I've done, you know, in this	15:40:42
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1	report or this declaration.	
2	As to I'm going to take it back again one	
3	more time to what the purpose of this analysis was,	
4	which was to provide context to Apple's request for \$400	
5	million and willfulness damages that relate to the	15:41:14
6	Lanham Act and the five products that were found guilty	
7	of infringing the trade dress.	
8	MR. ALDEN: Okay. Let's take a break.	
9	THE VIDEOGRAPHER: We are off the record at	
10	3:51 p.m.	15:41:26
11	(Recess held.)	
12	THE VIDEOGRAPHER: We are back on the record	
13	at 3:58 p.m.	
14	MR. OLSON: So, Anthony, just very quickly,	
15	because I don't want to take more time: I told	15:58:52
16	Mr. Alden during the break that I may have some	
17	re-direct questions, that I would ask him to reserve	
18	time, and because that, if he didn't, I would	
19	potentially argue that the record's closed within the	
20	three-hour limit.	15:59:08
21	I intend to ask a very small number of	
22	questions. My understanding is that reserving all	
23	objections to this procedure and that his time shouldn't	
24	be docked under the circumstances, that you're asking	
25	that the time be identified when you have ten minutes	15:59:20
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1	left and I'll ask my questions. We'll give the time	
2	back to you and we'll see where we go.	
3	MR. ALDEN: Correct.	
4	I'll just state for the record that I object	
5	to the redirect under these circumstances. It's new	15:59:32
6	testimony, new direct testimony by Ms. Robinson,	
7	potentially not within the scope of her declaration.	
8	The court gave Samsung three hours to depose	
9	Ms. Robinson about her declaration, not about new	
10	testimony that's being offered subsequent to her	15:59:49
11	declaration.	
12	Having said that, you know, to avoid engaging	
13	in dispute right now, as Mr. Olson said, I'll reserve	
14	ten minutes to for re-cross, if necessary.	
15	Otherwise, I'd like Mr. Olson has agreed that ten	16:00:09
16	minutes can otherwise be used by me as I see fit if I	
17	don't have any re-cross. We'll take it from there.	
18	MR. OLSON: I think that's fine. Why don't you	
19	pick up the questioning.	
20	BY MR. ALDEN:	16:00:26
21	Q. So I'd like to turn now, Ms. Robinson, to	
22	supplemental damages.	
23	A. Okay.	
24	Q. And your supplemental damages opinion was based	
25	on projected sales for eight products for the third	16:00:35
		Page 98

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1	quarter of 2012 and the fourth quarter of 2012; correct?	
2	A. Correct.	
3	Q. And have you read Mr. Kerstetter's declaration?	
4	A. Yes.	
5	Q. Would you now accept that your projections are	16:00:55
б	inaccurate?	
7	MR. OLSON: Objection. Vague.	
8	THE WITNESS: I accept for the three months at	
9	which Mr. Kerstetter provided sales for those specific	
10	products that his the numbers he has presented are	16:01:18
11	different than the numbers I projected for those three	
12	months.	
13	BY MR. ALDEN:	
14	Q. Do you have any reason to doubt	
15	Mr. Kerstetter's numbers for the third quarter of 2012?	16:01:27
16	A. In light of the record in this case of	
17	inaccurate or changing concerns regarding sales data	
18	historically, having eight files produced in the course	
19	of discovery, it would be my preference not to. I'm not	
20	saying there's I'm not saying that Mr. Kerstetter is	16:01:53
21	misrepresenting himself. But it would be my preference	
22	to review ordinary course sales files of Samsung for all	
23	of the products, not just the eight products that	
24	Mr. Kerstetter has provided sales data for.	
25	Q. Did you ask for that information prior to	16:02:11
		Page 99

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-		
1	providing your declaration?	
2	A. I'm not sure if Apple asked for that prior to	
3	my declaration or not. Certainly it would be my	
4	preference to have that at hand.	
5	Q. Did you ask counsel to get you third-quarter	16:02:29
6	sales, Samsung sales data prior to preparing your	
7	declaration?	
8	A. I believe there was a discussion of "Are we	
9	going to get third quarter sales data," and the answer	
10	was "No, you're going to need to do a projection."	16:02:49
11	Q. Okay. Did you my question is a little	
12	different. Did you ask counsel to get you third-quarter	
13	sales data?	
14	MR. OLSON: Objection. Asked and answered.	
15	THE WITNESS: I asked if I was going to receive	16:03:02
16	it.	
17	BY MR. ALDEN:	
18	Q. Okay.	
19	A. I don't I mean, it's not typical for me	
20	you know, I don't really see the distinction.	16:03:09
21	I asked "Will I be receiving it?" Of course I	
22	want it. "Will I be receiving it?" "No" was the	
23	answer.	
24	Q. Okay. Are you aware that Apple never asked for	
25	that data	16:03:20
		Page 100

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1	MR. OLSON: Objection. Misstates	
2	BY MR. ALDEN:	
3	Q prior to your declaration?	
4	A. I have no I don't have any knowledge one way	
5	or the other.	16:03:28
6	MR. OLSON: So, Mr. Alden, I don't want there	
7	to be any confusion.	
8	We have very distinctly asked for it recently	
9	and it has been refused to us. Is there a change in	
10	Samsung's position on that point?	16:03:39
11	MR. ALDEN: I'm going to continue with my	
12	questioning.	
13	Were you aware that Apple did not ask for	
14	third-quarter sales data prior to submitting your	
15	declaration?	16:03:48
16	THE WITNESS: I had no knowledge of whether	
17	they asked for it or not.	
18	BY MR. ALDEN:	
19	Q. Was it of concern to you that you didn't get	
20	third-quarter Samsung sales data?	16:03:58
21	A. It would be preferred to have the data, but in	
22	instances, particularly in a litigation environment	
23	where you're not you don't have access to	
24	information, it's customary to provide projections.	
25	Q. Are you preparing revised projections?	16:04:27
		Page 101

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1	A. Not at this time.	
2	Q. Do you expect to submit a supplemental	
3	declaration revising your supplemental damages analysis?	
4	A. I believe if Samsung produces I believe I	
5	understand that Apple has requested comprehensive sales	16:04:48
6	data for all 26 products. Should that data be provided,	
7	is my understanding I will be asked to update my	
8	analysis.	
9	Q. But if that data is not provided, you will not	
10	be updating your analysis; is that correct?	16:05:04
11	A. Yes, that is my understanding.	
12	Q. Are you will you be submitting a	
13	supplemental declaration either on the subjects of a	
14	permanent injunction or enhancement?	
15	A. I	16:05:33
16	MR. OLSON: Let me stop.	
17	Is the only information you'd have on that some	
18	communication you've had with an attorney at	
19	Morrison & Foerster?	
20	THE WITNESS: Yes.	16:05:45
21	MR. OLSON: Okay. At this point, I would	
22	instruct you not to answer pursuant to the parties'	
23	stipulation on expert discovery.	
24	BY MR. ALDEN:	
25	Q. Do you agree that if the court were to grant	16:06:07
		Page 102

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1	Samsung's remunerative motion in whole or in part that	
2	your supplemental damages calculation would need to be	
3	revised?	
4	MR. OLSON: Can I have that read back?	
5	I can't read it on here.	16:06:34
6	BY MR. ALDEN:	
7	Q. I'll ask a different question.	
8	If the court grants Samsung's remunerative	
9	motion in whole or in part, what impact would that have	
10	on your supplemental damages calculation?	16:06:43
11	MR. OLSON: Objection. Incomplete	
12	hypothetical.	
13	THE WITNESS: I believe there's many things	
14	contained in that motion that Samsung has filed and I'm	
15	not certain how that would impact my analysis.	16:07:04
16	BY MR. ALDEN:	
17	Q. If the court were to reduce the jury's damages	
18	verdict, would that impact your supplemental damages	
19	analysis?	
20	MR. OLSON: Objection. Incomplete	16:07:17
21	hypothetical.	
22	THE WITNESS: I suppose if the total verdict	
23	amount was reduced, then the numerator involved in the	
24	calculation of the \$50.40 per unit could potentially be	
25	revised per unit amount.	16:07:45
		Page 103

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1	MR. ALDEN: Objection. Beyond the scope of her	
2	declaration. Leading. Lacks foundation.	
3	THE WITNESS: Parties who get a head-start in	
4	the marketplace and obtain market share, particularly in	
5	a market that's growing like the smartphone market,	16:22:12
б	are have an opportunity or are able to capitalize on	
7	that early market share. As more and more adopters come	
8	along, they are influenced by those who carry who	
9	have greater market share in the marketplace.	
10	BY MR. OLSON:	16:22:40
11	Q. There were some questions asked to you about	
12	some numbers provided by Mr. Kerstetter of Samsung in	
13	connection with your supplemental damages analysis. Do	
14	you recall the general area that I'm talking about right	
15	now?	16:22:56
16	A. Yes.	
17	Q. Has Mr. Kerstetter provided the sales	
18	information for all of the infringing products?	
19	A. He has not.	
20	Q. Why would it be important to have all of the	16:23:03
21	infringing products?	
22	A. It would be important to verify that it	
23	would be important because I would want to capture all	
24	sales that took place of all of the infringing devices	
25	and to verify, particularly based on the record in this	16:23:23
		Page 113

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1	case where information that has been presented or	
2	provided by Samsung for sales data has had various	
3	discrepancies in it over time or concerns.	
4	Additionally, we've seen periods where products maybe	
5	stopped selling and then came back onto the market. And	16:23:45
6	we would want to I would want to see and verify that	
7	the information that Mr. Kerstetter is presenting in his	
8	declaration can be verified by and provided for all	
9	products.	
10	Q. So do you consider the material provided by	16:24:03
11	Mr. Kerstetter incomplete?	
12	A. It's incomplete as to providing it does not	
13	provide sales for all infringing devices.	
14	Q. And is it your understanding that Apple has	
15	requested the complete information for all the products?	16:24:19
16	A. Yes.	
17	Q. Is it your understanding that Samsung has	
18	refused?	
19	A. Yes.	
20	MR. OLSON: Do you believe withdrawn.	16:24:47
21	I'll pass the witness.	
22	///	
23	///	
24	///	
25	///	16:24:52
		Page 114
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1	EXAMINATION (CONTINUED)	
2	BY MR. ALDEN:	
3	Q. How much does Apple seek in supplemental	
4	damages?	
5	A. Combined, 535 I'm sorry. Supplemental?	16:25:08
6	Q. Yes.	
7	A. Sorry. I thought you said "enhanced."	
8	Can I refer back to my declaration?	
9	Q. Sure. Would it help if I told you it was	
10	approximately \$121 million?	16:25:56
11	MR. OLSON: If it helps, to move things along,	
12	I think if you look at paragraph 12.	
13	THE WITNESS: Yes, that's where I'm looking at.	
14	It's 121 million.	
15	BY MR. ALDEN:	16:26:10
16	Q. And that was for eight products; correct?	
17	A. That calculation was derived off of eight	
18	products, but the intent beyond the intent of that	
19	calculation is to represent all infringing devices.	
20	Q. Okay. Did Apple ask for any additional amounts	16:26:26
21	beyond \$121 million for any other infringing devices?	
22	A. The 121 is intended to capture all infringing	
23	devices for the supplemental period.	
24	Q. And you testified that it's your understanding	
25	that Samsung refused to provide information for all	16:27:04
		Page 115

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1	products; correct?	
2	A. Yes.	
3	Q. How do you have that understanding?	
4	A. From counsel.	
5	Q. What did counsel say to you?	16:27:11
6	A. That they the information's been requested	
7	and Samsung will not will not be providing the data.	
8	Q. Did counsel explain to you why Samsung isn't	
9	providing the data?	
10	A. We did not discuss that.	16:27:29
11	Q. Did counsel explain to you that Apple did not	
12	request the data prior to the time you submitted your	
13	declaration and Apple moved for \$121 million in	
14	supplemental damages?	
15	MR. OLSON: Objection. Asked and answered.	16:27:43
16	THE WITNESS: I have no knowledge of whether	
17	the information was requested prior to the issuance of	
18	my report.	
19	I had a discussion about whether we would I	
20	would be receiving the data and I was told no. There	16:27:59
21	was no discussion about whether it had been requested.	
22	BY MR. ALDEN:	
23	Q. I believe you testified in response to	
24	Mr. Olson's questions that Samsung's in your opinion,	
25	Samsung's infringing and diluting sales gave it a	16:28:13
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1	provided a declaration that's addressed timing of	
2	products, last importation and so forth.	
3	BY MR. ALDEN:	
4	Q. And you're aware that Mr. Kerstetter has	
5	testified that Samsung will not be selling all those	16:42:24
б	eight products through December 30th, 2012?	
7	MR. OLSON: Anthony, did you say "all those	
8	eight products"?	
9	MR. ALDEN: Correct.	
10	THE WITNESS: Yes. I'm aware that he has	16:42:36
11	represented that.	
12	BY MR. ALDEN:	
13	Q. Do you have any reason to doubt that	
14	representation?	
15	A. I don't have any reason to doubt it. I would	16:42:42
16	like to verify the sales records I would like to	
17	verify that representation through the sales records of	
18	Samsung.	
19	Q. And to do so, it would be necessary to get	
20	those sales records through December 31st, 2012;	16:42:59
21	correct?	
22	A. Yes.	
23	Q. Your projections do not break out projected	
24	sales by product; correct?	
25	A. Right. The projection's done on a whole.	16:43:14
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1	DEPOSITION REPORTER'S CERTIFICATION
2	
3	I, the undersigned, a California Certified
4	Shorthand Reporter, do hereby certify:
5	That the foregoing proceedings were taken
6	before me at the time and place herein set forth, at
7	which time the witness was administered the oath; that
8	the testimony of the witness and all objections made by
9	counsel at the time of the proceedings were recorded
10	stenographically by me, and were thereafter transcribed
11	under my direction; that the foregoing transcript
12	contains a full, true, and accurate record of all
13	proceedings.
14	I further certify that I am neither financially
15	interested in the action nor a relative or employee of
16	any attorney or party to this action.
17	IN WITNESS WHEREOF, I have this date subscribed
18	my name, dated this 6th day of November, 2012.
19	
20	
21	
22	
23	
24	THOMAS J. FRASIK, CSR No. 6961
25	
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