

# **EXHIBIT B**

# Summary of Apple's Damages Calculations

Prepared by Invotex Group

**PLAINTIFF'S EXHIBIT NO.25A**

United States District Court  
Northern District of California  
No. 11-CV-01846-LHK (PSG)

Apple Inc. v. Samsung Elecs.

Date Admitted:\_\_\_\_\_ By:\_\_\_\_\_

Apple Inc. v. Samsung Electronics Co., LTD., et al.

**Table of Four Damages Scenarios****Apple's Lost Profits, Samsung's Profits, and Reasonable Royalty**

	<b>NOTICE PERIOD 1 1/</b>	<b>NOTICE PERIOD 2 2/</b>
Apple's Lost Profits Portion	\$ 488,777,933	\$ 717,153,309
Samsung's Profits Portion	2,240,567,255	2,141,009,095
Reasonable Royalty Portion	21,244,907	16,978,469
<b>Total</b>	<b>\$ 2,750,590,095</b>	<b>\$ 2,875,140,873</b>

**Samsung's Profits and Reasonable Royalty**

	<b>NOTICE PERIOD 1 1/</b>	<b>NOTICE PERIOD 2 2/</b>
Samsung's Profits Portion	\$ 2,481,102,629	\$ 2,451,001,389
Reasonable Royalty Portion	22,844,274	18,596,767
<b>Total</b>	<b>\$ 2,503,946,903</b>	<b>\$ 2,469,598,156</b>

**Source/Notes:**

1/ Damages calculated from start of violation of unregistered trade dress; for registered trade dress, design patents and utility patents damages calculated as of the first unlawful sale occurring on or after August 4, 2010.

2/ Damages calculated from start of violation of unregistered trade dress; August 4, 2010 for the '381 Patent; April 15, 2011 for '915, patent, 'D677 design patent, and '983 registered trade dress; and June 16, 2011 for the '163 patent, 'D087, 'D305, and 'D889 design patents.

## Samsung Accused Products vs. Apple's Asserted Intellectual Property

Trade Dress			
iPhone 3G	iPhone / iPhone 3G / iPhone 4	iPad and iPad 2	'983
			
X	X		X
X	X		X
X	X		X
X	X		X
X	X		X
	X		
X	X		X
X	X		X
X	X		X
X	X		X
X	X		X
X	X		X
X	X		X
X	X		X
X	X		X
		X	
		X	
X	X		X
X	X		X
X	X		X

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## Apple's Damages Per Samsung Product

### (Apple's Lost Profits, Samsung's Profits, and Reasonable Royalty)

See Damages Period Below 1/

Product	Apple's Lost Profits	Samsung's Profits Design and Trade Dress	Reasonable Royalty	Total
Captivate	\$204,416,141	\$80,875,138		\$285,291,279
Continuum	\$6,968,546	\$38,394,243		\$45,362,789
Droid Charge	\$37,618,271	\$106,195,729		\$143,814,000
Epic 4G	\$31,188,642	\$306,955,837		\$338,144,479
Exhibit 4G	\$0		\$2,163,641	\$2,163,641
Fascinate	\$47,703,423	\$239,589,391		\$287,292,814
Galaxy Ace	\$0	\$0		\$0
Galaxy Prevail	\$8,573,370	\$142,893,684		\$151,467,054
Galaxy S (i9000)	\$0	\$0		\$0
Galaxy S 4G	\$13,856,419	\$148,720,623		\$162,577,042
Galaxy S II (AT&T)	\$0	\$101,235,891		\$101,235,891
Galaxy S II (Epic 4G Touch)	\$0	\$250,817,469		\$250,817,469
Galaxy S II (i9100)				\$0
Galaxy S II (Skyrocket)	\$0	\$80,683,895		\$80,683,895
Galaxy S II (T-Mobile)	\$0	\$209,479,270		\$209,479,270
Galaxy S Showcase (i500)	\$850,630	\$52,878,789		\$53,729,419
Galaxy Tab	\$19,758,093		\$2,985,072	\$22,743,164
Galaxy Tab 10.1 (4G LTE)	\$0	\$23,157,629		\$23,157,629
Galaxy Tab 10.1 (WiFi)	\$604,391	\$34,468,520		\$35,072,911
Gem	\$4,772,044	\$9,812,539		\$14,584,583
Indulge	\$3,997,563	\$37,990,715		\$41,988,278
Infuse 4G	\$44,404,466	\$91,228,491		\$135,632,957
Intercept	\$11,103,621		\$4,296,259	\$15,399,880
Mesmerize	\$9,667,526	\$108,640,214		\$118,307,740
Nexus S 4G	\$9,126,938		\$3,463,885	\$12,590,824
Replenish	\$7,266,720		\$6,547,080	\$13,813,800
Transform	\$7,846,846		\$1,788,970	\$9,635,816
Vibrant	\$19,054,281	\$176,549,189		\$195,603,469
<b>Total</b>	<b>\$488,777,933</b>	<b>\$2,240,567,255</b>	<b>\$21,244,907</b>	<b>\$2,750,590,095</b>

**Sources/Notes:**

1/ Damages calculated from start of violation of unregistered trade dress; for registered trade dress, design patents and utility patents damages calculated as of the first unlawful sale occurring on or after August 4, 2010.

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## Apple's Damages Per Samsung Product (Samsung's Profits and Reasonable Royalty)

See Damages Period Below 1/

Product	Samsung's Profits Design and Trade Dress	Reasonable Royalty	Total
Captivate	\$202,100,404		\$202,100,404
Continuum	\$40,997,793		\$40,997,793
Droid Charge	\$126,682,172		\$126,682,172
Epic 4G	\$325,452,234		\$325,452,234
Exhibit 4G	\$0	\$2,163,641	\$2,163,641
Fascinate	\$267,735,061		\$267,735,061
Galaxy Ace	\$0		\$0
Galaxy Prevail	\$144,668,457		\$144,668,457
Galaxy S (i9000)	\$0		\$0
Galaxy S 4G	\$155,204,780		\$155,204,780
Galaxy S II (AT&T)	\$101,235,891		\$101,235,891
Galaxy S II (Epic 4G Touch)	\$250,817,469		\$250,817,469
Galaxy S II (i9100)	\$0		\$0
Galaxy S II (Skyrocket)	\$80,683,895		\$80,683,895
Galaxy S II (T-Mobile)	\$209,479,270		\$209,479,270
Galaxy S Showcase (i500)	\$53,518,267		\$53,518,267
Galaxy Tab	\$0	\$3,933,382	\$3,933,382
Galaxy Tab 10.1 (4G LTE)	\$23,157,629		\$23,157,629
Galaxy Tab 10.1 (WiFi)	\$34,504,887		\$34,504,887
Gem	\$10,188,963		\$10,188,963
Indulge	\$40,027,960		\$40,027,960
Infuse 4G	\$111,982,436		\$111,982,436
Intercept	\$0	\$4,484,025	\$4,484,025
Mesmerize	\$114,099,746		\$114,099,746
Nexus S 4G	\$0	\$3,656,594	\$3,656,594
Replenish	\$0	\$6,700,512	\$6,700,512
Transform	\$0	\$1,906,120	\$1,906,120
Vibrant	\$188,565,314		\$188,565,314
<b>Total</b>	<b>\$2,481,102,629</b>	<b>\$22,844,274</b>	<b>\$2,503,946,903</b>

**Sources/Notes:**

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## Apple's Damages Per Samsung Product

### (Apple's Lost Profits, Samsung's Profits, and Reasonable Royalty)

See Damages Period Below 1/

Product	Apple's Lost Profits	Samsung's Profits Design and Trade Dress	Reasonable Royalty	Total
Captivate	\$224,055,985	\$85,259,173		\$309,315,158
Continuum	\$18,147,484	\$36,419,091		\$54,566,575
Droid Charge	\$62,164,253	\$94,958,921		\$157,123,174
Epic 4G	\$30,073,879	\$308,175,023		\$338,248,903
Exhibit 4G	\$5,793,341		\$1,928,627	\$7,721,968
Fascinate	\$43,441,974	\$247,170,124		\$290,612,098
Galaxy Ace	\$0	\$0		\$0
Galaxy Prevail	\$28,232,355	\$139,122,176		\$167,354,532
Galaxy S (i9000)	\$0	\$0		\$0
Galaxy S 4G	\$11,346,145	\$152,147,202		\$163,493,347
Galaxy S II (AT&T)	\$34,512,460	\$79,421,905		\$113,934,365
Galaxy S II (Epic 4G Touch)	\$0	\$250,817,469		\$250,817,469
Galaxy S II (i9100)				\$0
Galaxy S II (Skyrocket)	\$0	\$80,683,895		\$80,683,895
Galaxy S II (T-Mobile)	\$5,214,811	\$206,981,721		\$212,196,532
Galaxy S Showcase (i500)	\$850,630	\$52,878,789		\$53,729,419
Galaxy Tab	\$24,854,133		\$2,166,550	\$27,020,683
Galaxy Tab 10.1 (4G LTE)	\$6,749,809	\$15,272,112		\$22,021,921
Galaxy Tab 10.1 (WiFi)	\$33,221,986	\$22,041,404		\$55,263,390
Gem	\$5,522,010	\$4,163,196	\$688,586	\$10,373,793
Indulge	\$1,603,295	\$15,060,312	\$290,148	\$16,953,756
Infuse 4G	\$120,163,628	\$64,499,359		\$184,662,987
Intercept	\$6,391,594		\$3,111,309	\$9,502,904
Mesmerize	\$9,488,949	\$109,352,440		\$118,841,389
Nexus S 4G	\$9,682,088		\$2,607,751	\$12,289,839
Replenish	\$13,354,424		\$5,606,772	\$18,961,195
Transform	\$3,490,907		\$578,726	\$4,069,633
Vibrant	\$18,797,167	\$176,584,781		\$195,381,947
<b>Total</b>	<b>\$717,153,309</b>	<b>\$2,141,009,095</b>	<b>\$16,978,469</b>	<b>\$2,875,140,873</b>

**Sources/Notes:**

1/ Damages calculated from start of violation of unregistered trade dress; August 4, 2010 for the '381 Patent; April 15, 2011 for '915, patent, 'D677 design patent, and '983 registered trade dress; and June 16, 2011 for the '163 patent, 'D087, 'D305, and 'D889 design patents.

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## Apple's Damages Per Samsung Product (Samsung's Profits and Reasonable Royalty)

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Captivate	\$202,100,404		\$202,100,404
Continuum	\$40,997,793		\$40,997,793
Droid Charge	\$126,682,172		\$126,682,172
Epic 4G	\$325,452,234		\$325,452,234
Exhibit 4G		\$2,044,683	\$2,044,683
Fascinate	\$267,735,061		\$267,735,061
Galaxy Ace	\$0		\$0
Galaxy Prevail	\$144,668,457		\$144,668,457
Galaxy S (i9000)	\$0		\$0
Galaxy S 4G	\$155,204,780		\$155,204,780
Galaxy S II (AT&T)	\$101,235,891		\$101,235,891
Galaxy S II (Epic 4G Touch)	\$250,817,469		\$250,817,469
Galaxy S II (i9100)	\$0		\$0
Galaxy S II (Skyrocket)	\$80,683,895		\$80,683,895
Galaxy S II (T-Mobile)	\$209,479,270		\$209,479,270
Galaxy S Showcase (i500)	\$53,518,267		\$53,518,267
Galaxy Tab		\$3,149,250	\$3,149,250
Galaxy Tab 10.1 (4G LTE)	\$23,157,629		\$23,157,629
Galaxy Tab 10.1 (WiFi)	\$34,504,887		\$34,504,887
Gem	\$4,434,398	\$720,882	\$5,155,279
Indulge	\$15,681,286	\$290,148	\$15,971,434
Infuse 4G	\$111,982,436		\$111,982,436
Intercept		\$3,183,406	\$3,183,406
Mesmerize	\$114,099,746		\$114,099,746
Nexus S 4G		\$2,754,517	\$2,754,517
Replenish		\$5,836,708	\$5,836,708
Transform		\$617,173	\$617,173
Vibrant	\$188,565,314		\$188,565,314
<b>Total</b>	<b>\$2,451,001,389</b>	<b>\$18,596,767</b>	<b>\$2,469,598,156</b>

**Sources/Notes:**

1/ Damages calculated from start of violation of unregistered trade dress; August 4, 2010 for the '381 Patent; April 15, 2011 for '915, patent, 'D677 design patent, and '983 registered trade dress; and June 16, 2011 for the '163 patent, 'D087, 'D305, and 'D889 design patents.



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**Summary of Samsung Accused Products**

#	Accused Products	Model No.	Model No. per Samsung Sales Data 1/	Carrier 2/
1	Captivate	SGH-I897	Captivate (SGH-I897)	AT&T
2	Continuum	SCH-I400	Continuum (SCH-I400)	Verizon
3	Droid Charge	SCH-I510	Droid Charge (SCH-I510)	Verizon
4	Epic 4G	SPH-D700	Epic 4G (SPH-D700)	Sprint
5	Exhibit 4G	SGH-T759	Exhibit 4G (SGH-T759)	T-Mobile
6	Fascinate	SCH-I500	Fascinate (SCH-I500)	Verizon
7	Galaxy Ace	GT-S5830	Galaxy Ace (GT-S5830, GT-S5838, SCH-I579, SCH-I589, SHW-M240S)	n/a
8	Galaxy Prevail	SPH-M820	Galaxy Prevail (SPH-M820)	Sprint & Boost
9	Galaxy S (i9000)	GT-I9000	Galaxy S (I9000) (GT-I9000, GT-I9001, GT-I9008, GT-I9018, SCH-I909, SGH-N013, SHW-M110S)	n/a
10	Galaxy S 4G	SGH-T959	Galaxy S 4G (SGH-T959)	T-Mobile
11	Galaxy S II (AT&T)	SGH-I777	Galaxy S II/2 (GT-I9100, GT-I9108, SGH-I177, SGH-N033, SHW-M250K, SHW-M250S)	AT&T
12	Galaxy S II (i9100)	GT-I9100	n/a	n/a
13	Galaxy S II (T-Mobile)	SGH-T989	Hercules (SGH-T989)	T-Mobile
14	Galaxy S II (Epic 4G Touch)	SPH-D710	Epic 4G Touch (SPH-D710)	Sprint
15	Galaxy S II (Skyrocket)	SGH-I727	Galaxy S2 Skyrocket (SGH-I727)	AT&T
16	Galaxy S Showcase (i500)	SCH-I500	Showcase (SCH-I500)	Cell South & Other
17	Galaxy Tab	P1, P2	Galaxy Tab 7.0 (3G) (P1, P2)	AT&T, Sprint, T-Mobile, Verizon, USC, Other
18	Galaxy Tab 10.1 (WiFi)	GT-P7510	Galaxy Tab 10.1 (GT-P7510, GT-P7511, SHW-M380W)	Sprint, Verizon, Other
19	Galaxy Tab 10.1 (4G LTE)	SCH-I905	Galaxy Tab 10.1 LTE (SCH-I905, SGH-N014)	Verizon, USC
20	Gem	SCH-I100	Gem (SCH-I100)	Verizon, USC, Others
21	Indulge	SCH-R910	Indulge (SCH-R910)	Metro PCS
22	Infuse 4G	SGH-I997	Infuse 4G (SGH-I997)	AT&T
23	Intercept	SPH-M910	Intercept (SPH-M910)	Sprint & Virgin Mobile
24	Mesmerize	SCH-I500	Mesmerize (SCH-I500)	USC
25	Nexus S 4G	SPH-D720	Nexus S 4G (SPH-D720)	Sprint
26	Replenish	SPH-M580	Replenish (SPH-M580)	Sprint & Boost
27	Transform	SPH-M920	Transform (SPH-M920)	Sprint
28	Vibrant	SGH-T959	Vibrant (SGH-T959)	T-Mobile

**Source/Notes:**

1/ SAMNDCA00402075.

2/ SAMNDCA00402076.

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**Mor-Flo Analysis - Tablets**

<i>(Units in Thousands)</i>	<b>2010 Q2</b>	<b>2010 Q3</b>	<b>2010 Q4</b>	<b>2011 Q1</b>	<b>2011 Q2</b>	<b>2011 Q3</b>	<b>2011 Q4</b>
<b>Tablet Market Share 1/</b>							
Apple Units Sold	2,217	1,957	3,606	1,941	4,308	3,791	6,173
Apple Market Share %	96.8%	79.1%	75.0%	71.2%	73.0%	60.0%	73.7%
Samsung Units Sold	-	-	560	235	121	135	166
Samsung Market Share %	0.0%	0.0%	11.6%	8.6%	2.1%	2.1%	2.0%
Other Manufacturer Units Sold	72	518	643	551	1,473	2,392	2,036
Other Manufacturer Market Share %	3.2%	20.9%	13.4%	20.2%	25.0%	37.9%	24.3%
Total Market Units Sold	2,289	2,476	4,809	2,728	5,901	6,318	8,375
Total Market Share %	100%	100%	100%	100%	100%	100%	100%

<b>Samsung Accused Tablet Unit Sales to Be Deducted</b>							
Samsung Accused Unit Sales	-	-	262	77	266	293	347
% of Samsung IDC Estimates	0.0%	0.0%	46.8%	32.8%	219.3%	216.4%	209.1%
% of Total Market	0.0%	0.0%	5.4%	2.8%	2.1%	2.1%	2.0%

<b>Tablet Market Share After Mor-Flo Adjustments 2/</b>							
Apple Units Sold	2,217	1,957	3,606	1,941	4,308	3,791	6,173
Apple Market Share %	96.8%	79.1%	79.3%	73.2%	74.5%	61.3%	75.2%
Samsung Units Sold	-	-	298	158	-	-	-
Samsung Market Share %	0.0%	0.0%	6.6%	6.0%	0.0%	0.0%	0.0%
Other Manufacturer Units Sold	72	518	643	551	1,473	2,392	2,036
Other Manufacturer Market Share %	3.2%	20.9%	14.1%	20.8%	25.5%	38.7%	24.8%
Total Market Units Sold	2,289	2,476	4,547	2,651	5,780	6,183	8,209
Total Market Share %	100%	100%	100%	100%	100%	100%	100%

**Sources/Notes:**

- 1/ IDC Worldwide Quarterly Media Tablet Tracker, Q4 2011 , tab "Pivot Table" (APLNDC-Z00000000003). Data was filtered by 'Product Category: Media Tablet' and 'Region: USA'.
- 2/ Tablet Market Share after Mor-Flo is calculated after subtracting accused Samsung tablet units from Samsung units in the market. For 2011 Q2, 2011 Q3 and 2011 Q4, there are more Samsung accused tablet units than IDC estimates, thus Samsung units sold after the deduction of accused units was changed to 0 (from a negative units calculation).

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**Mor-Flo Analysis - Smartphones**

<i>(Units in Thousands)</i>	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1
<b>Smartphone Market Share 1/</b>									
Apple Units Sold	2,550	2,772	4,924	3,776	6,830	6,256	4,807	14,757	10,722
<i>Apple Market Share %</i>	20.2%	19.3%	23.7%	17.2%	29.5%	24.7%	20.0%	45.3%	38.1%
Samsung Units Sold	720	714	2,950	2,750	2,328	3,750	4,597	6,251	6,118
<i>Samsung Market Share %</i>	5.7%	5.0%	14.2%	12.5%	10.1%	14.8%	19.2%	19.2%	21.7%
Other Manufacturer Units Sold	9,383	10,873	12,933	15,409	14,001	15,341	14,595	11,561	11,306
<i>Other Manufacturer Market Share %</i>	74.2%	75.7%	62.2%	70.2%	60.5%	60.5%	60.8%	35.5%	40.2%
Total Market Units Sold	12,653	14,359	20,806	21,935	23,158	25,347	23,999	32,569	28,146
<i>Total Market Share %</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%

<b>Samsung Accused Smartphone Unit Sales to Be Deducted</b>									
Samsung Accused Unit Sales	-	90	2,539	2,228	1,938	4,272	2,673	2,975	2,535
<i>% of Samsung IDC Estimates</i>	0.0%	12.6%	86.1%	81.0%	83.2%	113.9%	58.1%	47.6%	41.4%
<i>% of Total Market</i>	0.0%	0.6%	12.2%	10.2%	8.4%	14.8%	11.1%	9.1%	9.0%

<b>Smartphone Market Share After Mor-Flo Adjustment 2/</b>									
Apple Units Sold	2,550	2,772	4,924	3,776	6,830	6,256	4,807	14,757	10,722
<i>Apple Market Share %</i>	20.2%	19.4%	27.0%	19.2%	32.2%	29.0%	22.5%	49.9%	41.9%
Samsung Units Sold	720	623	411	522	390	-	1,924	3,275	3,583
<i>Samsung Market Share %</i>	5.7%	4.4%	2.2%	2.7%	1.8%	0.0%	9.0%	11.1%	14.0%
Other Manufacturer Units Sold	9,383	10,873	12,933	15,409	14,001	15,341	14,595	11,561	11,306
<i>Other Manufacturer Market Share %</i>	74.2%	76.2%	70.8%	78.2%	66.0%	71.0%	68.4%	39.1%	44.1%
Total Market Units Sold	12,653	14,269	18,267	19,708	21,221	21,597	21,327	29,594	25,611
<i>Total Market Share %</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%

**Sources/Notes:**

- 1/ IDC Worldwide Quarterly Mobile Phone Tracker, Q1 2012, tab "Historical Pivot" (APLNDC-Y00000408211). Data was filtered by setting Country to "USA" and Device Type to "Smartphone."
- 2/ Smartphone Market Share after Mor-Flo is calculated after subtracting accused Samsung smartphone units from the Samsung units in the market. For 2011 Q2, there are more Samsung accused smartphone units than IDC estimates, thus Samsung units sold after the deduction of accused units was changed to 0 (from a negative units calculation).

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Outside Counsel Eyes' Only

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**Smartphone Market Share by Carrier 1/ 2/**

Carrier & Manufacturer		2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4
<b>AT&amp;T</b>	Apple	60%	65%	68%	63%	58%	52%	44%	63%
	Samsung	3%	0%	4%	6%	6%	10%	11%	12%
	Others	37%	35%	29%	32%	36%	38%	45%	24%
	<i>AT&amp;T Total</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>
<b>Verizon Wireless</b>	Apple	0%	0%	0%	0%	38%	32%	34%	54%
	Samsung	3%	3%	2%	16%	9%	13%	13%	12%
	Others	97%	97%	98%	84%	53%	55%	53%	34%
	<i>Verizon Wireless Total</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>
<b>T-Mobile</b>	Apple	0%	0%	0%	0%	0%	0%	0%	0%
	Samsung	6%	4%	13%	15%	15%	28%	33%	45%
	Others	94%	96%	87%	85%	85%	72%	67%	55%
	<i>T-Mobile Total</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>
<b>Sprint</b>	Apple	0%	0%	0%	0%	0%	0%	0%	36%
	Samsung	21%	22%	39%	28%	25%	42%	41%	32%
	Others	79%	78%	61%	72%	75%	58%	59%	32%
	<i>Sprint Total</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>
<b>Other Carriers</b>	Apple	0%	0%	0%	0%	0%	1%	1%	3%
	Samsung	7%	13%	20%	10%	8%	15%	10%	20%
	Others	93%	87%	80%	90%	92%	84%	89%	77%
	<i>Other Carriers Total</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>	<i>100%</i>

**Sources/Notes:**

- 1/ Strategy Analytics, "USA Smartphone Vendor & OS Shipments by Operator: Q4 2010" and "USA Smartphone Vendor & OS Shipments by Operator: Q4 2011."
- 2/ According to a Strategy Analytics representative, Sprint CMDA does not include their iDEN network which has been included in Other Carriers. Additionally, carriers such as Boost Mobile and Virgin Mobile are included within their parent company Sprint.

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**Smartphone Mor-Flo Analysis - AT&T**

<i>(Units In Thousands)</i>	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4
<b>Manufacturer Market Share 1/</b>								
Apple Units Sold	2,800	3,300	5,400	4,400	3,700	3,600	2,750	6,500
Apple Market Share	59.9%	64.5%	67.6%	62.8%	58.4%	51.6%	44.4%	63.4%
Samsung Units Sold	150	-	300	400	350	700	650	1,250
Samsung Market Share	3.2%	0.0%	3.8%	5.7%	5.5%	10.0%	10.5%	12.2%
Others Units Sold	1,723	1,814	2,290	2,209	2,281	2,681	2,790	2,500
Others Market Share	36.9%	35.5%	28.7%	31.5%	36.0%	38.4%	45.1%	24.4%
AT&T Total Units Sold	4,673	5,114	7,990	7,009	6,331	6,981	6,190	10,250
AT&T Total	100%	100%	100%	100%	100%	100%	100%	100%

<b>Samsung Accused Smartphone Unit Sales To Be Deducted 2/</b>								
Total Units	-	-	481	251	229	458	652	882
% of Strategy Analytic Estimates	0.0%	0.0%	160.5%	62.8%	65.5%	65.4%	100.3%	70.5%
% of Total Market	0.0%	0.0%	3.8%	3.6%	3.6%	6.6%	10.5%	8.6%

<b>Manufacturer Market Share After Mor-Flo Adjustment 3/</b>								
Apple Units Sold	2,800	3,300	5,400	4,400	3,700	3,600	2,750	6,500
Apple Market Share	59.9%	64.5%	70.2%	65.1%	60.6%	55.2%	49.6%	69.4%
Samsung Units Sold	150	-	-	149	121	242	-	368
Samsung Market Share	3.2%	0.0%	0.0%	2.2%	2.0%	3.7%	0.0%	3.9%
Others Units Sold	1,723	1,814	2,290	2,209	2,281	2,681	2,790	2,500
Others Market Share	36.9%	35.5%	29.8%	32.7%	37.4%	41.1%	50.4%	26.7%
AT&T Total Units Sold	4,673	5,114	7,690	6,758	6,102	6,523	5,540	9,368
AT&T Total	100%	100%	100%	100%	100%	100%	100%	100%

**Sources/Notes:**

- 1/ Strategy Analytics, "USA Smartphone Vendor & OS Shipments by Operator: Q4 2010" and "USA Smartphone Vendor & OS Shipments by Operator: Q4 2011."
- 2/ Sales limited to smartphones sold at AT&T, which include Captivate, Galaxy S II (Skyrocket), Galaxy S II (AT&T Edition, 4G) and Infuse 4G (see p. 8).
- 3/ Manufacturer Market Share percentage after Mor-Flo adjustment is calculated by subtracting accused Samsung AT&T smartphone units from AT&T sales estimated by Strategy Analytics. For the second and third quarter of 2010 and 2011, Samsung sold more AT&T smartphone units than Strategy Analytics estimates, thus Samsung Units Sold after accused unit deductions was changed to 0 (from a negative units calculation) to reflect this event.

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**Smartphone Mor-Flo Analysis - Verizon Wireless**

<i>(Units In Thousands)</i>	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4
<b>Manufacturer Market Share 1/</b>								
Apple Units Sold	-	-	-	-	2,600	2,200	2,000	4,300
Apple Market Share	0.0%	0.0%	0.0%	0.0%	38.1%	31.7%	33.6%	53.8%
Samsung Units Sold	100	100	100	800	600	900	800	950
Samsung Market Share	2.8%	2.6%	2.4%	15.7%	8.8%	13.0%	13.4%	11.9%
Others Units Sold	3,447	3,714	4,040	4,295	3,630	3,830	3,150	2,750
Others Market Share	97.2%	97.4%	97.6%	84.3%	53.1%	55.3%	52.9%	34.4%
Verizon Total Units Sold	3,547	3,814	4,140	5,095	6,830	6,930	5,950	8,000
Verizon Total	100%	100%	100%	100%	100%	100%	100%	100%

<b>Samsung Accused Smartphone Unit Sales To Be Deducted 2/</b>								
Total Units	-	-	541	660	168	710	283	92
% of Strategy Analytic Estimates	0%	0%	541.0%	82.5%	28.0%	78.9%	35.4%	9.6%
% of Total Market	0%	0%	2.4%	12.9%	2.5%	10.2%	4.8%	1.1%

<b>Manufacturer Market Share After Mor-Flo Adjustment 3/</b>								
Apple Units Sold	-	-	-	-	2,600	2,200	2,000	4,300
Apple Market Share	0.0%	0.0%	0.0%	0.0%	39.0%	35.4%	35.3%	54.4%
Samsung Units Sold	100	100	-	140	432	190	517	858
Samsung Market Share	2.8%	2.6%	0.0%	3.2%	6.5%	3.1%	9.1%	10.9%
Others Units Sold	3,447	3,714	4,040	4,295	3,630	3,830	3,150	2,750
Others Market Share	97.2%	97.4%	100.0%	96.8%	54.5%	61.6%	55.6%	34.8%
Verizon Total Units Sold	3,547	3,814	4,040	4,435	6,662	6,220	5,667	7,908
Verizon Total	100%	100%	100%	100%	100%	100%	100%	100%

**Sources/Notes:**

- 1/ Strategy Analytics, "USA Smartphone Vendor & OS Shipments by Operator: Q4 2010" and "USA Smartphone Vendor & OS Shipments by Operator: Q4 2011".
- 2/ Sales limited to smartphones sold at Verizon include Continuum, Droid Charge and Fascinate (see p. 8).
- 3/ Manufacturer Market Share percentage after Mor-Flo adjustment is calculated by subtracting accused Samsung Verizon smartphone units from Verizon sales estimated by Strategy Analytics. For the third quarter of 2010, Samsung sold more Verizon smartphone units than Strategy Analytics estimates, thus Samsung Units Sold after accused unit deductions was changed to 0 (from a negative units calculation) to reflect this event.

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**Smartphone Mor-Flo Analysis - Sprint**

<i>(Units In Thousands)</i>	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4
<b>Manufacturer Market Share 1/</b>								
Apple Units Sold	-	-	-	-	-	-	-	1,800
Apple Market Share	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	36.0%
Samsung Units Sold	300	400	900	800	700	1,700	1,600	1,600
Samsung Market Share	21.2%	22.3%	38.7%	27.7%	25.4%	42.0%	41.0%	32.0%
Others Units Sold	1,112	1,391	1,425	2,085	2,055	2,343	2,300	1,600
Others Market Share	78.8%	77.7%	61.3%	72.3%	74.6%	58.0%	59.0%	32.0%
Sprint Total Units Sold	1,412	1,791	2,325	2,885	2,755	4,043	3,900	5,000
Sprint Total	100%	100%	100%	100%	100%	100%	100%	100%

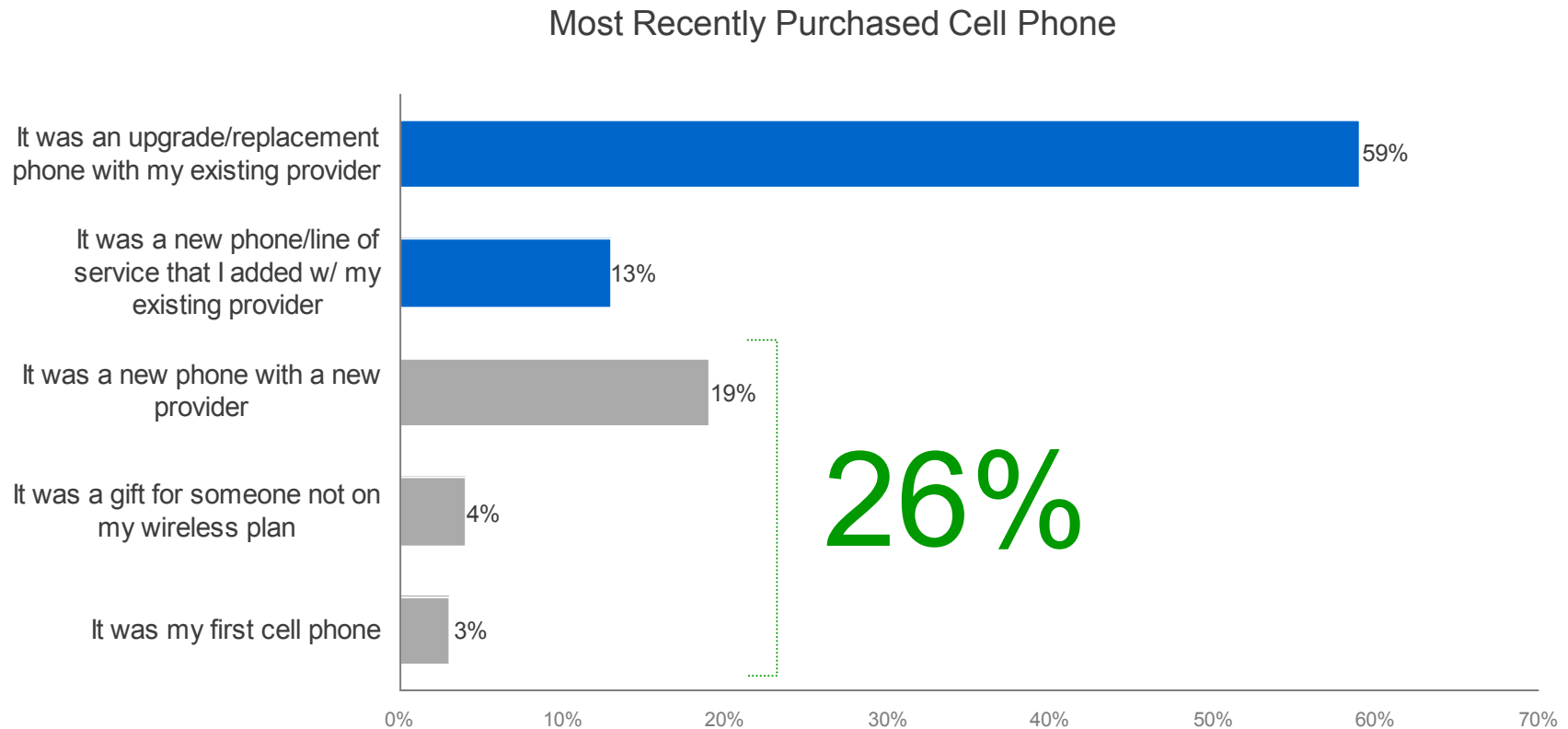
<b>Samsung Accused Smartphone Unit Sales To Be Deducted 2/</b>								
Total Units	-	84	882	833	717	2,288	1,008	1,047
% of Strategy Analytic Estimates	0%	21.0%	98.0%	104.1%	102.5%	134.6%	63.0%	65.5%
% of Total Market	0%	4.7%	37.9%	27.7%	25.4%	42.0%	25.8%	20.9%

<b>Manufacturer Market Share After Mor-Flo Adjustment 3/</b>								
Apple Units Sold	-	-	-	-	-	-	-	1,800
Apple Market Share	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	45.5%
Samsung Units Sold	300	316	18	-	-	-	592	553
Samsung Market Share	21.2%	18.5%	1.2%	0.0%	0.0%	0.0%	20.5%	14.0%
Others Units Sold	1,112	1,391	1,425	2,085	2,055	2,343	2,300	1,600
Others Market Share	78.8%	81.5%	98.8%	100.0%	100.0%	100.0%	79.5%	40.5%
Sprint Total Units Sold	1,412	1,707	1,443	2,085	2,055	2,343	2,892	3,953
Sprint Total	100%	100%	100%	100%	100%	100%	100%	100%

**Sources/Notes:**

- 1/ Strategy Analytics, "USA Smartphone Vendor & OS Shipments by Operator: Q4 2010" and "USA Smartphone Vendor & OS Shipments by Operator: Q4 2011."
- 2/ Sales limited to smartphones sold at Sprint, which include Epic 4G, Galaxy Prevail, Galaxy S II (Epic 4G Touch), Intercept, Nexus S 4G, Replenish, and Transform (see p. 8).
- 3/ Manufacturer Market Share percentage after Mor-Flo is calculated by subtracting accused Samsung Sprint smartphone units from Sprint sales estimated by Strategy Analytics. For the fourth quarter of 2010 and the first and second quarter of 2011, Samsung sold more Sprint smartphone units than Strategy Analytics estimates, thus Samsung Units Sold after accused unit deductions was changed to 0 (from a negative units calculation) to reflect this event.

# 26% of Phone Purchasers Chose a New Carrier



Q. Which of the following statements best describes your most recently purchased cell phone? (Total Respondents=2961)  
Source: Google/Compete Wireless Shopper 2.0 Study, January 2010.



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iPhone Capacity Analysis (Units in Thousands)									
	BOH	FYQ2'10	FYQ3'10	FYQ4'10	FYQ1'11	FYQ2'11	FYQ3'11	FYQ4'11	FYQ1'12
Beginning Inventory	1/								
iPhone 3G									
iPhone 3GS									
iPhone 4									
iPhone 4S									
Total									
Maximum Manufacturing Capacity	2/								
iPhone 3G									
iPhone 3GS									
iPhone 4									
iPhone 4S									
Total									
Units Sold	2/								
iPhone 3G									
iPhone 3GS									
iPhone 4									
iPhone 4S									
Total		8,752	8,398	14,103	16,234	18,648	20,337	17,072	37,049
Ending Potential Inventory	3/								
iPhone 3G									
iPhone 3GS									
iPhone 4									
iPhone 4S									
Total									
Adjustments for Capacity Available for Lost Profits 4/									
Quarterly Additional Capacity Created (Used)	5/								
iPhone 3GS									
iPhone 4									
iPhone 4S									
Total									
Excess Inventory (2 Weeks)	6/								
iPhone 3GS									
iPhone 4									
iPhone 4S									
Total									
Excess Unused Capacity	7/								
iPhone 3GS									
iPhone 4									
iPhone 4S									
Total									

**Sources/Notes:**

1/ Equal to the prior quarter's Ending Potential Inventory.

2/ Based on Apple's worksheet entitled: iPhone Supply and Sales: 2010 - 2011 : K Units (APLNDC-Y0000055417), sections titled Installed Capacity Saleable Units - Cumulative and Units Sold In - Cumulative. Non-cumulative numbers were calculated by subtracting prior quarter's data from the current quarter.

3/ Based on Apple's worksheet entitled: iPhone Supply and Sales: 2010 - 2011 : K Units (APLNDC-Y0000055417), section titled Installed Capacity Units Unsold - Cumulative.

4/ [REDACTED]

5/ Calculated by subtracting the prior quarter's Ending Potential Inventory from the current quarter.

[REDACTED]

7/ Equal to Quarterly Additional Capacity Created (Used) less Excess Inventory. Where capacity is used in future periods, that capacity was deducted from the preceding quarter which had excess capacity. This maintains the excess capacity which was actually sold by Apple in future periods.

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iPad Capacity Analysis								
(Units in Thousands)								
		FYQ3'10	FYQ4'10	FYQ1'11	FYQ2'11	FYQ3'11	FYQ4'11	FYQ1'12
Beginning Inventory	1/							
iPad								
iPad 2								
Total								
Maximum Manufacturing Capacity	2/							
iPad								
iPad 2								
Total								
Units Sold	2/							
iPad								
iPad 2								
Total		3,270	4,187	7,303	4,651	9,184	11,092	15,289
Ending Potential Inventory	3/							
iPad								
iPad 2								
Total								
Adjustments for Capacity Available for Lost Profits								
Quarterly Additional Capacity Created (Used)	4/							
iPad								
iPad 2								
Total								
Excess Inventory (2 Weeks)	5/							
iPad								
iPad 2								
Total								
Excess Unused Capacity	6/							
iPad								
iPad 2								
Total								

**Sources/Notes:**

1/ Equal to the prior quarter's Ending Potential Inventory.

2/ Based on Apple's worksheet entitled: iPad Supply and Sales: 2010 - 2011 : K Units (APLNDC-Y0000055416), sections titled Installed Capacity Saleable Units - Cumulative and Units Sold In - Cumulative. Non-cumulative numbers were calculated by subtracting prior quarter's data from the current quarter.

3/ Based on Apple's worksheet entitled: iPad Supply and Sales: 2010 - 2011 : K Units (APLNDC-Y0000055416), section titled Installed Capacity Units Unsold - Cumulative.

4/ Calculated by subtracting the prior quarter's Ending Potential Inventory from the current quarter.

6/ Equal to Quarterly Additional Capacity Created (Used) less Excess Inventory. Where capacity is used in future periods, that capacity was deducted from the preceding quarter which had excess capacity. This maintains the excess capacity which was actually sold by Apple in future periods.

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**Reasonable Royalty Rates**

Patent/Registration #		Reference Range			Final Per Unit Royalty Rate 4/
		Market 1/	Income 2/	Cost 3/	
7,469,381	Smartphones	No Market Rate	\$0.52-\$4.03	\$ 0.85	\$ 2.02
	Tablets	No Market Rate	\$0.52-\$4.03	\$ 0.98	
7,844,915	Smartphones	No Market Rate	\$0.80-\$6.20	\$ 1.30	\$ 3.10
	Tablets	No Market Rate	\$0.80-\$6.20	\$ 1.50	
7,864,163	Smartphones	No Market Rate	\$0.52-\$4.03	\$ 0.85	\$ 2.02
	Tablets	No Market Rate	\$0.52-\$4.03	\$ 0.98	
D604,305 D618,677 D504,889 D593,087	Smartphones and Tablets	No Market Rate.	\$9.00-\$24.00 per Unit.	Smartphones \$19.50	\$ 24.00
iPhone 3G iPhone / iPhone 3G / iPhone 4 iPad and iPad 2 3,470,983				Tablets \$22.50	

**Sources/Notes:**

1/ The market approach to the valuation of intellectual property is based on the consideration of other market comparable transactions. I have reviewed and analyzed both Apple and Samsung's licensing activity and searched the public domain for market comparable rates specific to or comparable to the Apple Intellectual Property in Suit.

2/ The income approach to the value of the patents at issue is based on the future profitability of the products embodying the patented technology. The actual profits are known and available and represent a conservative measure of anticipated profits at the time of the hypothetical negotiation.

3/ The cost basis approach is generally based on the cost to an entity to develop or replace the specific technology in question. The basis of my cost reference point for Samsung is the total cost of replacing or removing the accused element from Samsung's accused smartphones and tablets when and if deemed possible.

4/ Final reasonable royalty rate determined after consideration of the fifteen Georgia-Pacific factors and their relative weight.