

# **EXHIBIT C**

**Notice Scenarios**

<b>Product</b>	<b>Scenario A Date of Notice</b>	<b>Scenario B Date of Notice</b>	<b>Scenario C Date of Notice</b>
Captivate	April 15, 2011	First Sale	June 16, 2011
Continuum	April 15, 2011	First Sale	June 16, 2011
Droid Charge	April 15, 2011	First Sale	June 16, 2011
Epic 4G	April 15, 2011	First Sale	June 16, 2011
Exhibit 4G	N/A	N/A	N/A
Fascinate	April 15, 2011	First Sale	June 16, 2011
Galaxy Ace	April 15, 2011	April 15, 2011	N/A
Galaxy Prevail	April 15, 2011	First Sale	N/A
Galaxy S (i9000)	April 15, 2011	First Sale	June 16, 2011
Galaxy S 4G	April 15, 2011	First Sale	June 16, 2011
Galaxy S II 2 (AT&T)	April 15, 2011	First Sale	June 16, 2011
Gem	June 16, 2011	June 16, 2011	June 16, 2011
Hercules / Galaxy S II (T-Mobile)	April 15, 2011	First Sale	N/A
Indulge	June 16, 2011	June 16, 2011	June 16, 2011
Infuse 4G	April 15, 2011	First Sale	June 16, 2011
Intercept	N/A	N/A	N/A
Mesmerize	April 15, 2011	First Sale	June 16, 2011
Nexus S 4G	N/A	N/A	N/A
Replenish	N/A	N/A	N/A
Showcase / Galaxy S Showcase (i500)	April 15, 2011	First Sale	June 16, 2011
Transform	N/A	N/A	N/A
Vibrant	April 15, 2011	First Sale	June 16, 2011
Epic 4G Touch / Galaxy S II (Epic 4G Touch)	April 15, 2011	First Sale	June 16, 2011
Galaxy S2 Skyrocket / Galaxy S II (Skyrocket)	April 15, 2011	First Sale	June 16, 2011
Galaxy Tab 7.0 (3G) / Galaxy Tab	N/A	N/A	N/A
Galaxy Tab 10.1 / Galaxy Tab 10.1 (WiFi)	April 15, 2011	First Sale	June 16, 2011
Galaxy Tab 10.1 LTE / Galaxy Tab 10.1 (4G LTE)	April 15, 2011	First Sale	June 16, 2011

**DEFENDANT'S EXHIBIT  
NO. 783.001**

United States District Court  
Northern District of California  
No. 11-CV-1846-LHK (PSG)  
*Apple v. Samsung*  
Date Admitted: \_\_\_\_\_ By: \_\_\_\_\_

**STA & SEA Profit and Loss, Smartphones Accused of Infringing Design IP**

	Scenario A		Scenario B		Scenario C	
	Aggregate	Per Unit	Aggregate	Per Unit	Aggregate	Per Unit
Qty	11,727,525		17,243,011		6,732,316	
Sales						
COGS						
Operating Expense						
G&A						
(Labor cost)						
(Depreciation)						
(Others)						
Sales Expenses						
(Logistics Cost)						
(Marketing)						
(Paid Commission)						
(Insurance)						
(Others)						
Others						
Operating Profit						

**Notes:**

April and June 2011 figures are prorated based on the number of allegedly infringing days in the month.

Products accused of infringement include Captivate, Continuum, Droid Charge, Epic 4G, Epic 4G Touch, Fascinate, Galaxy Ace, Galaxy Prevail, Galaxy S (i9000), Galaxy S 4G, Galaxy S II, Galaxy S II Skyrocket, Gem, Hercules, Indulge, Infuse 4G, Mesmerize, Showcase and Vibrant. Galaxy Ace, Galaxy Prevail and Hercules are excluded from Scenario C.

**Source:**

SAMNDCA00422828.

## SEC Manufacturing Profit and Loss, Smartphones Accused of Infringing Design IP

	Scenario A		Scenario B		Scenario C	
	Aggregate	Per Unit	Aggregate	Per Unit	Aggregate	Per Unit
Qty	11,776,429		17,635,390		6,616,100	
Sales						
COGS						
Material Cost						
Manufacturing Expense						
(Labor cost)						
(Royalty)						
(Depreciation)						
(Subcontracting Cost)						
(Molds Cost)						
(Others)						
GA Expense						
(Labor cost)						
(Depreciation)						
(Others)						
Sales Expense						
(Marketing)						
(Paid Commission)						
(Insurance)						
(Others)						
R&D Expense						
(Labor cost)						
(Depreciation)						
(Others)						
Operating Profit						
Add back: Litigation Expense						
(COGS)						
Operating Profit Excluding						
Litigation Expense						

## **SEC Manufacturing Profit and Loss, Smartphones Accused of Infringing Design IP**

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### **Notes:**

*April and June 2011 figures are prorated based on the number of allegedly infringing days in the month.*

*Products accused of infringement include Captivate, Continuum, Droid Charge, Epic 4G, Epic 4G Touch, Fascinate, Galaxy Ace, Galaxy Prevail, Galaxy S (i9000), Galaxy S 4G, Galaxy S II, Galaxy S II Skyrocket, Gem, Hercules, Indulge, Infuse 4G, Mesmerize, Showcase and Vibrant. Galaxy Ace, Galaxy Prevail and Hercules are excluded from Scenario C.*

### **Source:**

*SAMNDCA00422828.*

# **STA & SEA Profit and Loss, Tablets Accused of Infringing Design IP**

	Scenario A		Scenario B		Scenario C	
	Aggregate	Per Unit	Aggregate	Per Unit	Aggregate	Per Unit
Qty	712,297		712,297		642,878	
Sales						
COGS						
Operating Expense						
G&A						
(Labor cost)						
(Depreciation)						
(Others)						
Sales Expenses						
(Logistics Cost)						
(Marketing)						
(Paid Commission)						
(Insurance)						
(Others)						
Others						
Operating Profit						

**Notes:**

April and June 2011 figures are prorated based on the number of allegedly infringing days in the month.  
Products accused of infringement include Galaxy Tab 10.1 and Galaxy Tab 10.1 LTE.

**Source:**

SAMNDCA00422828.

	Scenario A		Scenario B		Scenario C	
	Aggregate	Per Unit	Aggregate	Per Unit	Aggregate	Per Unit
Qty	729,890		729,890		607,450	
Sales						
COGS						
Material Cost						
Manufacturing Expense						
(Labor cost)						
(Royalty)						
(Depreciation)						
(Subcontracting Cost)						
(Molds Cost)						
(Others)						
GA Expense						
(Labor cost)						
(Depreciation)						
(Others)						
Sales Expense						
(Marketing)						
(Paid Commission)						
(Insurance)						
(Others)						
R&D Expense						
(Labor cost)						
(Depreciation)						
(Others)						
Operating Profit						
Add back: Litigation Expense						
(COGS)						
Operating Profit Excluding						
Litigation Expense						

## SEC Manufacturing Profit and Loss, Tablets Accused of Infringing Design IP

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**Notes:**

*April and June 2011 figures are prorated based on the number of allegedly infringing days in the month.  
Products accused of infringement include Galaxy Tab 10.1 and Galaxy Tab 10.1 LTE.*

**Source:**

SAMNDCA00422828.



**STA & SEA Profit and Loss, All Products Accused of Infringing Design IP**

	Scenario A		Scenario B		Scenario C	
	Aggregate	Per Unit	Aggregate	Per Unit	Aggregate	Per Unit
Qty	12,439,822		17,955,308		7,375,194	
Sales						
COGS						
Operating Expense						
G&A						
(Labor cost)						
(Depreciation)						
(Others)						
Sales Expenses						
(Logistics Cost)						
(Marketing)						
(Paid Commission)						
(Insurance)						
(Others)						
Others						
Operating Profit						

**Notes:**

April and June 2011 figures are prorated based on the number of allegedly infringing days in the month.

Products accused of infringement include Captivate, Continuum, Droid Charge, Epic 4G, Epic 4G Touch, Fascinate, Galaxy Ace, Galaxy Prevail, Galaxy S (i9000), Galaxy S 4G, Galaxy S II, Galaxy S II Skyrocket, Gem, Hercules, Indulge, Infuse 4G, Mesmerize, Showcase, Vibrant, Galaxy Tab 10.1 and Galaxy Tab 10.1 LTE. Galaxy Ace, Galaxy Prevail and Hercules are excluded from Scenario C.

**Source:**

SAMNDCA00422828.

	Scenario A		Scenario B		Scenario C	
	Aggregate	Per Unit	Aggregate	Per Unit	Aggregate	Per Unit
Qty	12,506,319		18,365,280		7,223,550	
Sales						
COGS						
Material Cost						
Manufacturing Expense						
(Labor cost)						
(Royalty)						
(Depreciation)						
(Subcontracting Cost)						
(Molds Cost)						
(Others)						
GA Expense						
(Labor cost)						
(Depreciation)						
(Others)						
Sales Expense						
(Marketing)						
(Paid Commission)						
(Insurance)						
(Others)						
R&D Expense						
(Labor cost)						
(Depreciation)						
(Others)						
Operating Profit						
Add back: Litigation Expense						
(COGS)						
Operating Profit Excluding						
Litigation Expense						

## **SEC Manufacturing Profit and Loss, All Products Accused of Infringing Design IP**

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**Notes:**

*April and June 2011 figures are prorated based on the number of allegedly infringing days in the month.*

*Products accused of infringement include Captivate, Continuum, Droid Charge, Epic 4G, Epic 4G Touch, Fascinate, Galaxy Ace, Galaxy Prevail, Galaxy S (i9000), Galaxy S 4G, Galaxy S II, Galaxy S II Skyrocket, Gem, Hercules, Indulge, Infuse 4G, Mesmerize, Showcase, Vibrant, Galaxy Tab 10.1 and Galaxy Tab 10.1 LTE. Galaxy Ace, Galaxy Prevail and Hercules are excluded from Scenario C.*

**Source:**

SAMNDCA00422828.