

Exhibit B

Apple Inc.

v.

**Samsung Electronics Co., Ltd.,
Samsung Electronics America, Inc.,
Samsung Telecommunications America, LLC**



Case No. 11-cv-01846-LHK (PSG)

July 31, 2012









2007 Macworld

January 9, 2007



The iPhone Redefined the Smartphone

January 9, 2007



Apple Macintosh



Apple iPod



2007 Macworld

January 9, 2007



The iPhone Redefined the Smartphone

Apple Waves Its Wand at the Phone - New York Times

Page 1 of 4

The New York Times

WATER NOW
THIS PISTON
IS MISSING

JANUARY 11, 2007

STATE OF THE ART

Apple Waves Its Wand at the Phone

By DAVID POGUE

SAN FRANCISCO

Remember the fairy godmother in "Cinderella" and utilitarian object, like a pumpkin or a mouse like a carriage or fully accessorized coachman.

Evidently, she lives in some back room at Apple.

Every time Steve Jobs spies some hopelessly old Apple touch — computers, say, or music players.

At the annual Macworld Expo in San Francisco, Mr. Jobs demonstrated the latest result of godmother wand-waving. He granted the wishes of millions of Apple followers and rumormongers by turning the ordinary cellphone into ... the iPhone.

At the moment, the iPhone is in an advanced prototype stage, available for only an hour, the finished product will be available in June, or in Europe until the fourth quarter. So far, the iPhone is in an advanced prototype stage.

Already, though, one thing is clear: the name iPhone is so packed with possibilities that the interesting part.

As Mr. Jobs pointed out in his keynote presentation, the iPhone is a phone, a wide-screen iPod, a communicator. That helps to explain its price: \$199 (plus \$129 for the 8GB model).

As you'd expect of Apple, the iPhone is gorgeous. It's made of brushed stainless steel. The back is textured with a fine, woven pattern. It has a megapixel camera and a mirrored Apple logo. It's called the iPhone, but much thinner (4.5 by 2.4 by 0.13 inches).

You won't complain about too many buttons on the iPhone. The front is dominated by a touch-sensitive screen.

The New York Times

January 11, 2007

Apple Waves Its Wand at the Phone

By DAVID POGUE

“Remember the fairy godmother in “Cinderella”? She’d wave her wand and turn some homely and utilitarian object, like a pumpkin or a mouse, into something glamorous and amazing, like a carriage or fully accessorized coachman.

...

At the annual Macworld Expo in San Francisco, Mr. Jobs demonstrated the latest result of godmother wand-waving. He granted the wishes of millions of Apple followers and rumormongers by turning the ordinary cellphone into ... the iPhone.”

<http://www.nytimes.com/2007/01/11/technology/11pogue.html?pagewanted=all> 1/11/2007

APLND-0000235973

PX. 133

iPhone Acclaim



“From the phone that has changed phones forever... a dazzling display of ingenuity”

“1. The iPhone is pretty”

PX. 135

iPhone Acclaim

IDSA



Design &
Art Direction



J.D. Power



iPhone Acclaim

“Patent Office Highlights Jobs’s Innovations”

The New York Times

PX. 142

“The Patents and Trademarks of Steve Jobs – Art and Technology that Changed the World”



Samsung's Response to the iPhone

September 2007

iPhone Effect Analysis

"Easy and intuitive UI that covers all user classes, including male, female, old and young"

Feasibility Review on Standalone AP Business
for Smart Phone Market

2007.9.

SYSTEM LSI

"Beautiful design"

"Competing with iPhone one way or the other is inevitable."

"HW portion: Easy to copy"

Highly Confidential - Attorneys' Eyes Only

SAMNDCA10809390

PX. 34 at 15-16

Samsung Saw the iPhone's Impact

December 17, 2008

Touch Portfolio Rollout Strategy

“Users universally comment that the iPhone has changed their notion of what a phone can and should be.”

“Consumers don’t see the iPhone as simply usable; they see it as enjoyable, engaging and cool.”

“Fun: Gestures like the two fingered pinch and flick add a game-like quality to interactions”

“Whimsical: Lists bounce . . . the iPhone has a sense of whimsy”

PX. 36 at 22, 36

Samsung's Response to the iPhone

February 10, 2010

TRANSLATION

Email from: Dong-Hye Kim <dhkim@samsung.com>
Date: Wednesday, 2/10/2010 Thursday (2/10)
Title: Fwd: Fwd: Summary of Executive-Level Meeting Supervised by Head of Division (February 10)

For your reference:

-----Original Message-----
Sender: Eun-Jung Ko <koej@samsung.com>
Electronics
Date: 2010-02-11 16:17 (GMT+09:00)
Title: Fwd: Summary of Executive-Level Meeting Supervised by Head of Division (February 10)

Mobile Communications Division, Samsung
Mobile Design Team, UX Design

Eun Jung Ko (Lead)

*Address: Seochon Tower, 12th Floor, Seochon 3-Dong, Eunpyeong-Gu, Seoul, Korea
*Tel: 02-2255-5401
*Anycall (mobile): 016-787-2926
*Fax: 02-2255-5499
*Email: koej@samsung.com

-----Original Message-----
Sender: Eun Jung Ko <koej@samsung.com>
Electronics
Date: 2010-02-10 13:42 (GMT+09:00)
Title: Fwd: Summary of Executive-Level Meeting Supervised by Head of Division (February 10)

I attended the meeting described below. The

... Serve to realize UX that is easy to use and
UX that flows like water in its shape and
coming out of it as you get ready to leave for
... To this the Senior Vice President said, "I
I am not saying do that for everything."

Highly Confidential | Attorneys' Eyes Only

Summary of Executive-Level Meeting Supervised by Head of Division

"I hear things like this: **Let's make something like the iPhone.**"

"When everybody (both consumers and the industry) talk about UX, they weigh it against the iPhone. **The iPhone has become the standard.** That's how things are already.

Do you know how difficult the Omnia is to use? When you compare the 2007 version of the iPhone with our current Omnia, can you honestly say the Omnia is better? **If you compare the UX with the iPhone, it's a difference between Heaven and Earth.**"

"It's a crisis of design"

PX. 40 at 1-5

Samsung Omnia



Samsung's Response to the iPhone

February 10, 2010

TRANSLATION

Email from: Dong-Hye Kim <dhkim@samsung.com>
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Mobile Communications Division, Samsung
Mobile Design Team, UX Design

Eun Jung Ko (Lead)

*Address: Seochon Tower, 12th Floor, Seochon 3-Dong, Eunpyeong-Gu, Seoul, Korea
*Tel: 02-2255-5401
*Anycall (mobile): 016-787-2926
*Fax: 02-2255-5499
*Email: koej@samsung.com

-----Original Message-----
Sender: Eun Jung Ko <koej@samsung.com>
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Highly Confidential | Attorneys' Eyes Only

Summary of Executive-Level Meeting Supervised by Head of Division

"I hear things like this: **Let's make something like the iPhone.**"

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Do you know how difficult the Omnia is to use? When you compare the 2007 version of the iPhone with our current Omnia, can you honestly say the Omnia is better? **If you compare the UX with the iPhone, it's a difference between Heaven and Earth.**"

"It's a crisis of design"

PX. 40 at 1-5

Timeline of Samsung Smartphones

Samsung Products Before iPhone



i700
Mar. 2004



i730
Jul. 2005



i830
Jan. 2006



BlackJack i607
Nov. 2006



Apple iPhone
Announced
Jan. 9, 2007

2004

2005

2006

2007

PX. 3

Timeline of Samsung Smartphones

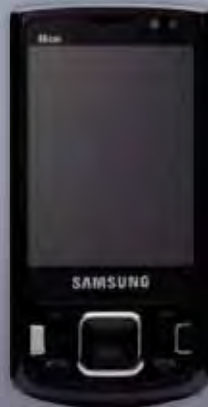
Samsung Products After iPhone



Apple iPhone
Announced
Jan. 9, 2007



F700
Dec. 2007



i8510 INNOV8
Sep. 2008



i8910 Omnia HD
May 2009



M7600 Beat DJ
May 2009



Jet S8000
Jun. 2009



i5700 Galaxy Spica
Nov. 2009

2007

2008

2009

PX. 3

Timeline of Samsung Smartphones



PX. 3

Samsung Copies the iPhone

June 29, 2010

PCWorld

Samsung Galaxy S: How Does It Measure Up to the Competition?

Samsung's legion of Galaxy S phones will hit all four carriers this summer. We got a version of the original Galaxy S...

By Gary Minar Jun 29, 2010 5:42 PM



This spring, Samsung introduced the Droids (both Motorola's and HTC's) and shores this summer in four different original European Galaxy S and did...

Design and Display

When I first picked up the Galaxy S, I looked. The design is actually very iPhone-like. It is thinner than both the EVO 4G (0.37-inch) and the iPhone 4 (0.37-inch). It is the lightest of...

Samsung Galaxy S: How Does It Measure Up to the Competition?

“When I first picked up the Galaxy S, I was amazed with how thin and lightweight it was. I was also surprised by **how familiar it looked. The design is actually very iPhone 3GS-like . . .**”

PX. 175



APLND-0000233445

Samsung Copies the iPhone

July 15, 2010



First Look: Samsung Vibrant **Rips Off** iPhone 3G Design

“Samsung’s latest phone, the Vibrant, has the **body of an iPhone**”

“The Vibrant’s industrial design is **shockingly similar** to the iPhone 3G: The rounded curves at the corners, the candybar shape, the glossy, black finish and the chrome-colored metallic border around the display. The Vibrant even has its volume and ringer buttons in almost the same spot as the iPhone 3G.”

“But there’s little to make the phone notable, apart from its **striking similarity** to the iPhone”

“**derivative design**”

PX. 174

The iPad Redefined the Tablet



January 27, 2010



iPad Acclaim

November 11, 2010

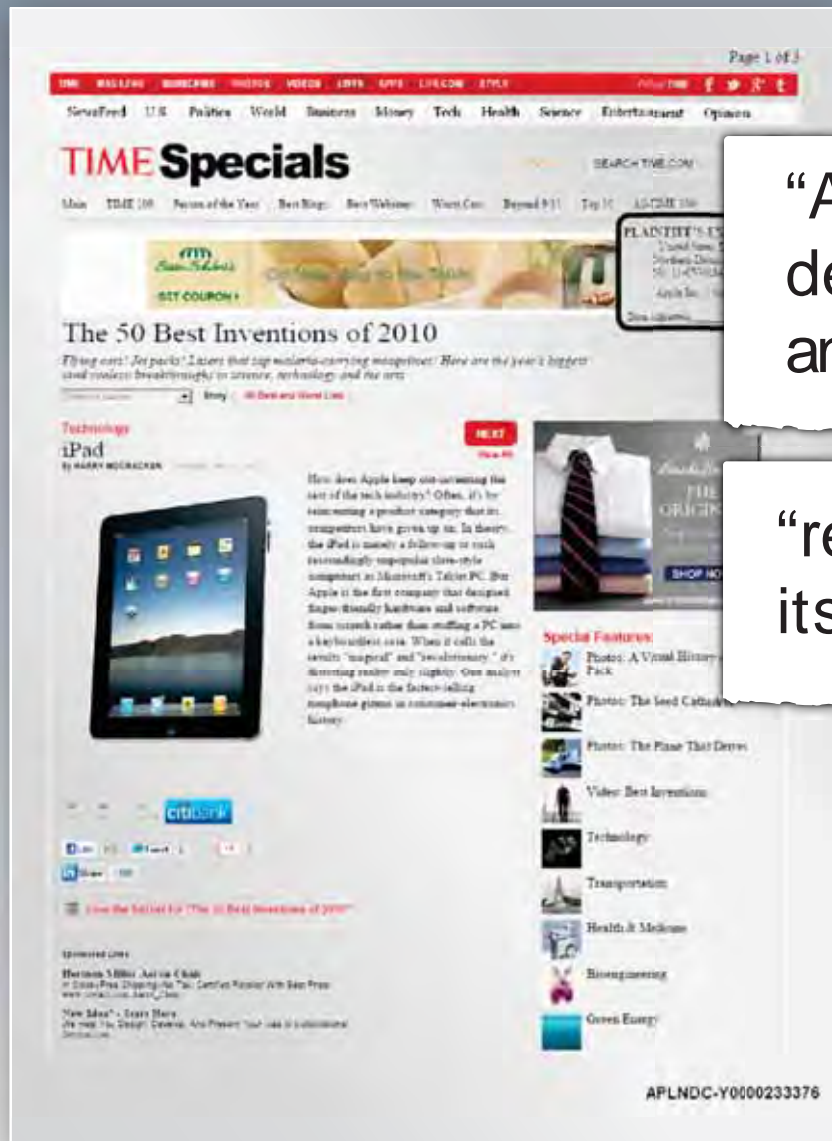
TIME

“Apple is the first company that designed finger-friendly hardware and software from scratch”

“reinventing a product category that its competitors have given up on”

“magical”

“revolutionary”



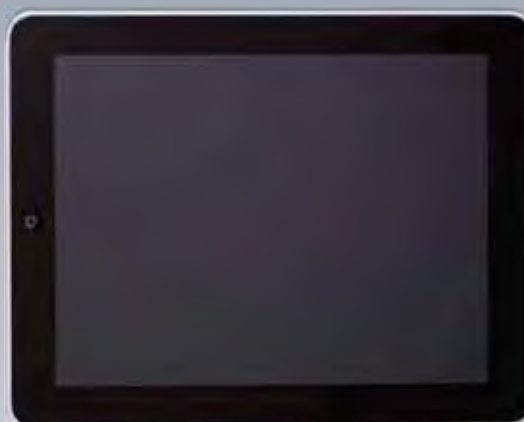
PX. 139

Timeline of Samsung Tablets

Before iPad



May 2006
Samsung Q1



Apr. 2010
Apple iPad

After iPad



Jun. 2011
Samsung Galaxy Tab 10.1

Samsung Copies the iPad

March 22, 2011

FAST COMPANY

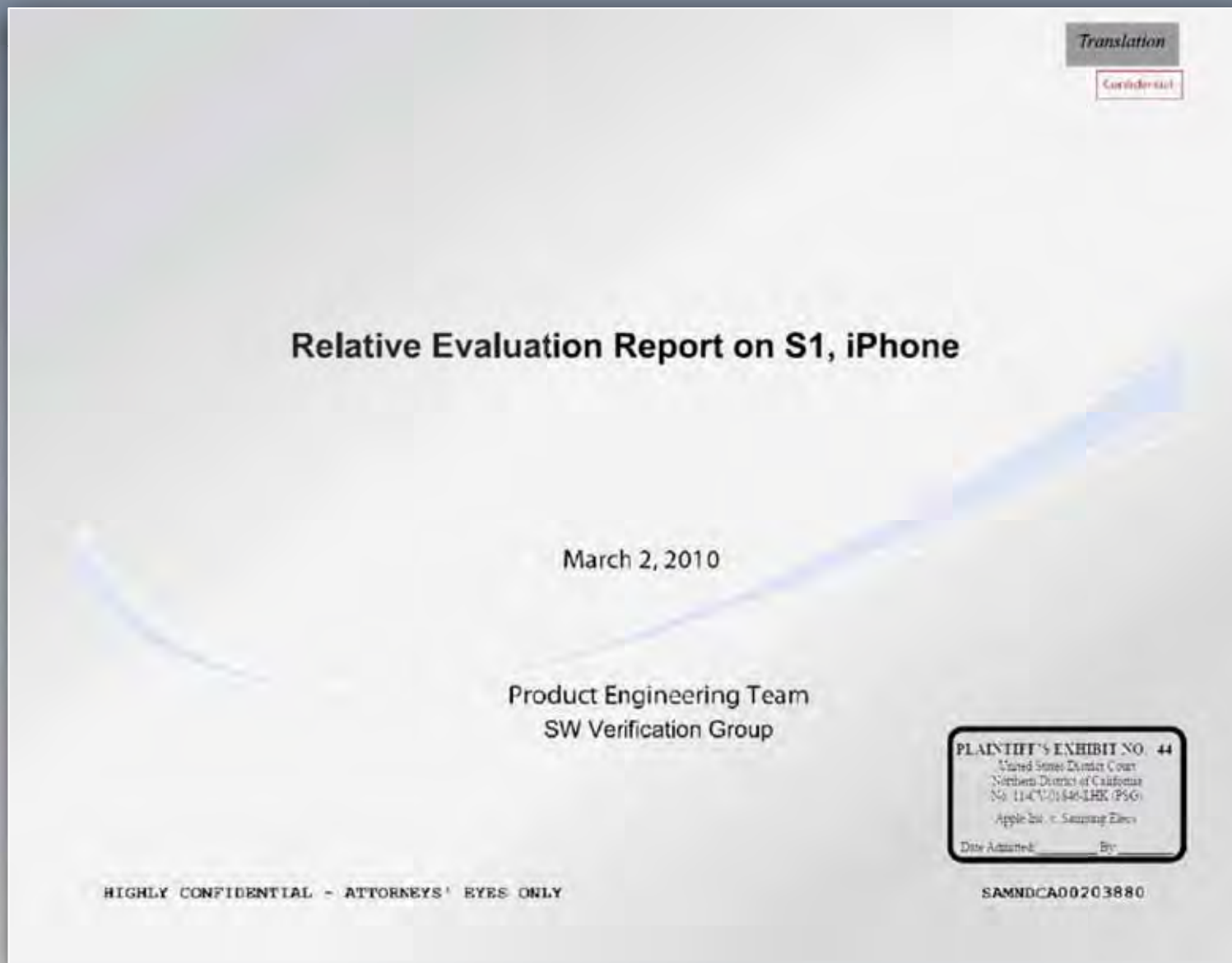
Samsung's Anti-iPad 2 Policy: Clone the Heck Out of It

In what may be a perfect "if you can't beat 'em, join 'em" maneuver, Samsung has just revealed its answer to the iPad 2—a new set of Galaxy Tab tablets. In terms of specs, they're pretty much **clones of Apple's offering**.

In other words, **Samsung has thrown in the towel on innovative tablet design, and has realized it has to match Apple's successful design** and pricing recipe (to the extent it's even tweaked its design plans) to **capture any meaningful market share**.

PX. 172

Samsung Copies Apple



PX. 44

Samsung Copies Apple

122. Visual Interaction Effect _ Icon

Plaintiffs Exhibit No. 44.127

Translation

Confidential

☐ Usage of indistinguishable icons for different functions makes for difficult differentiation

- i-Phone : Instant recognizability due to highly intuitive icon usage.
- S1 : Difficult differentiation due to icons that are duplicative or are intuitively deficient.

i-Phone	GT-i9000
 <p>Minimize replicate icons; can feel icons were made in consideration of the user, for instant recognition and ease for the user</p>	 <p>Confusion can result from indistinguishable icons like Message and e-mail.</p>
<p>Directions for Improvement</p>	<p>Change replicate icons and select and use highly intuitive icons. For apps that have long names, change long names to simple ones or change the long name so it can be expressed at once for ease of recognition.</p>

- 127 / 132 -

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SAMNDCA00204006

PX. 44

Samsung Copies Apple

TRANSLATION

P5 Usability Evaluation Results

2011. 4. 9

S/W Verification Group |

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

PLAINTIFF'S EXHIBIT NO. 57
United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)
Apple Inc. v. Samsung Elec.
Date Submitted By

SAMNDCA00176053

PX. 57

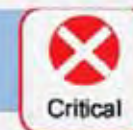
Samsung Copies Apple

Plaintiff's Exhibit No. 57.5

TRANSLATION

CONFIDENTIAL

Font_Menu Screen



- Legibility is not good as the icon label is too small in proportion to the large screen

P5



Legibility is poor because icon labels are too small despite the fact that there is plenty of space on the screen

[GA lab Evaluation Content] Nam-Jo Huh, Lead

iPad2/Proposed Improvement



When enlarged to the same proportion as iPad2, the size of icons and labels is large

- Increase the size of icons and labels

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

SAMNDCA00176057

PX. 57



Samsung Corporate Representative Justin Denison



09/21/2011 J. Denison 30(b)(6) Dep. at 135:3-17

Samsung Corporate Representative Justin Denison



Page 135

00 have you what's the only thing with Apple's first,
01 why the product that is on the display is not the
02 Apple's design in the center of the display and it
03 doesn't draw direct comparisons or what

09/21/2011 J. Denison 30(b)(6) Dep. at 135:3-17



D'087 Patent

(12) **United States Design Patent**
Andre et al.

(10) Patent No.:

US D593,087 S

(54) ELECTRONIC DEVICE

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)



FIG. 41

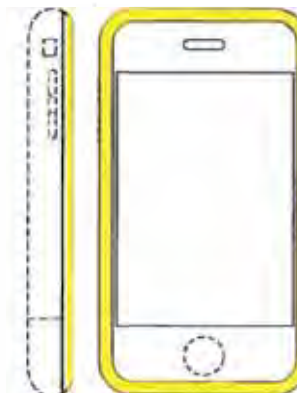
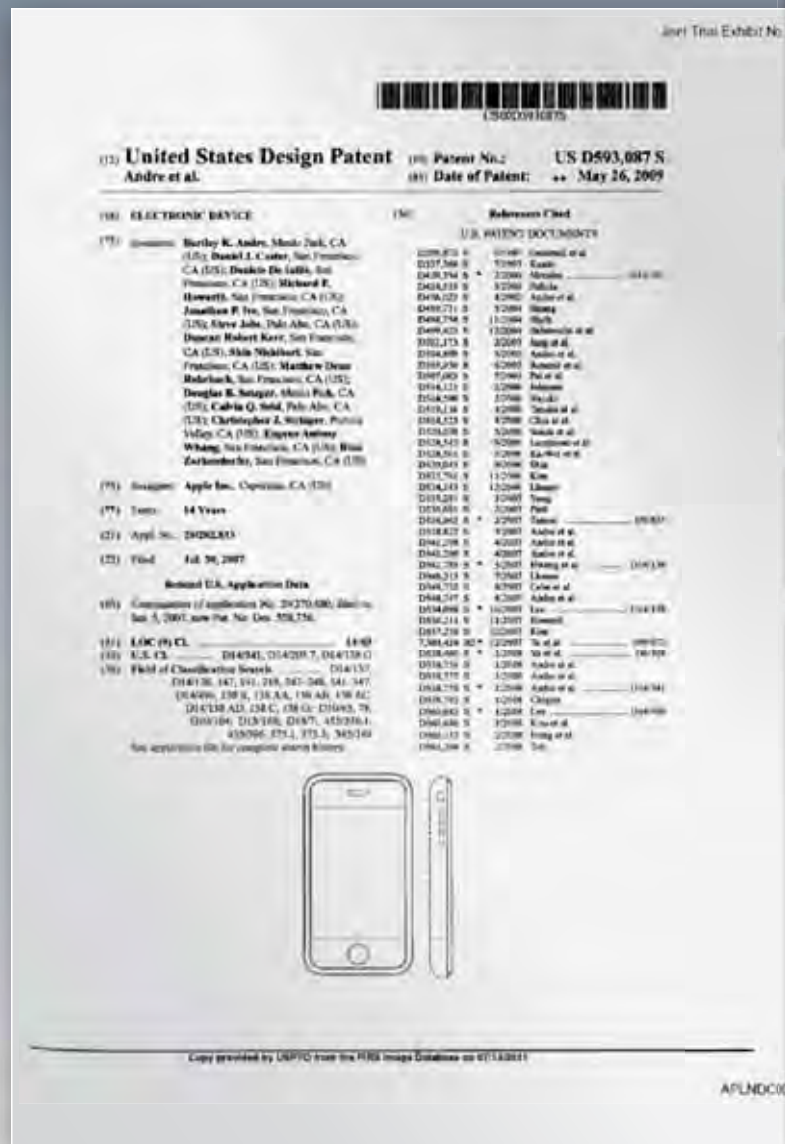


FIG. 47

FIG. 43

JX. 1041

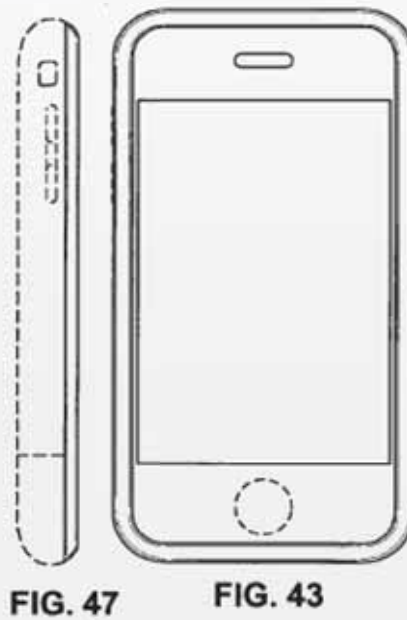


D'087 Patent

iPhone
(Original)



D'087



Vibrant



D'677 Patent

(12) United States Design Patent Andre et al.

(10) Patent No.: **US D618,677 S**

(54) ELECTRONIC DEVICE

(73) Assignee: **Apple Inc., Cupertino, CA (US)**

(12) United States Design Patent
Andre et al.

(10) Patent No.: US D618,677 S
(45) Date of Patent: Jun. 29, 2010

(54) ELECTRONIC DEVICE

(75) Inventors: Bartley K. Andre, Menlo Park, CA (US); David J. Cooper, San Francisco, CA (US); Danilo De Iulio, San Francisco, CA (US); Richard P. Howarth, San Francisco, CA (US); Jonathan R. Iyer, San Francisco, CA (US); Steve Jobs, Palo Alto, CA (US); Duncan Robert Kerr, San Francisco, CA (US); Shin Nishitani, Potomac Valley, CA (US); Matthew Dean Rohrbach, San Francisco, CA (US); Douglas B. Sotagor, Menlo Park, CA (US); Calvin Q. Seid, Palo Alto, CA (US); Christopher J. Stinger, Woodside, CA (US); Eugene Anthony Whang, San Francisco, CA (US); Riko Zerkander, San Francisco, CA (US)

(71) Assignee: Apple Inc., Cupertino, CA (US)

(*) Notice: This patent is subject to a terminal disclaimer.

(**) Term: 14 Years

(21) Appl. No.: 29/228,018

(22) Filed: Nov. 16, 2008

Related U.S. Application Data

(90) Division of application No. 29/282,854, filed on Jul. 30, 2007, now Pat. No. 7,821,927, which is a continuation of application No. 29/279,898, filed on Jan. 5, 2007, now Pat. No. 7,518,738.

(51) LOC (9) CL: 14-02

(52) U.S. CL: D14/241; D14/248; D14/203.7

(58) Field of Classification Search: D14/141; D14/242; 345, 344, 345, 346, 347, 426, 424, D14/227, 320, 130, 138, 250, 380, 147, 218, D14/247, 248, 156; D10/55, 104; D13/168; D18/6, 7; D21/528, 686; 455/96.3, 556.1, 455/556.2, 575.1, 575.3, 575.4, 370/433.01, 370/433.04, 433.06, 433.07, 301/014, 341/22, 345/189, 179, D6/516, 601, 609
See application file for complete search history.

References Cited

U.S. PATENT DOCUMENTS

5,198,775 S 5/1987 Gensell et al.

(Continued)

FOREIGN PATENT DOCUMENTS

834 8006037740015 5/2006

(Continued)

OTHER PUBLICATIONS

U.S. Appl. No. 29/282,851, Andre et al., Electronic Device, filed Jul. 30, 2007.

(Continued)

Primary Examiner—Calvin C. Brooks

Assistant Examiner—Angela J. Lee

(74) Attorney, Agent, or Firm—Strom, Kassirer, Goldfarb & Fox PLLC

(57) CLAIM

The ornamental design of an electronic device, as shown and described.

DESCRIPTION

FIG. 1 is a front perspective view of an electronic device in accordance with the present invention.

FIG. 2 is a rear perspective view thereof.

FIG. 3 is a front view thereof.

FIG. 4 is a rear view thereof.

FIG. 5 is a top view thereof.

FIG. 6 is a bottom view thereof.

FIG. 7 is a left side view thereof, and

FIG. 8 is a right side view thereof.

The claimed surface of the electronic device is illustrated with the color designation for the color black.

The electronic device is not limited to the scale shown herein.

As indicated in the title, the article of manufacture to which the ornamental design has been applied is an electronic device, media player (e.g., music, video and/or game player), media storage device, a personal digital assistant, a communication device (e.g., cellular phone), a novelty item, or toy.

1 Claim, 2 Drawing Sheets



FIG. 1

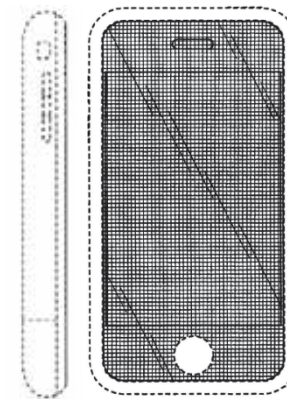


FIG. 7

FIG. 3

Copy provided by USPTO from the PDS image Database on 04/25/2011

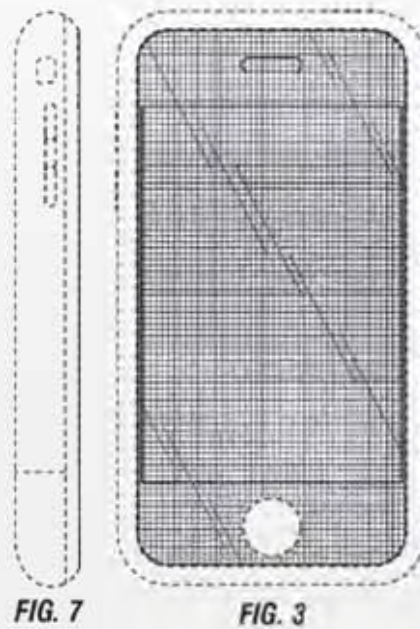
APLNDCC

D'677 Patent

iPhone
(Original)



D'677



Fascinate



(10) **Patent No.:** **US D604,305 S**

(54) **GRAPHICAL USER INTERFACE FOR A
DISPLAY SCREEN OR PORTION THEREOF**

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)



FIG. 1

D'305 Patent

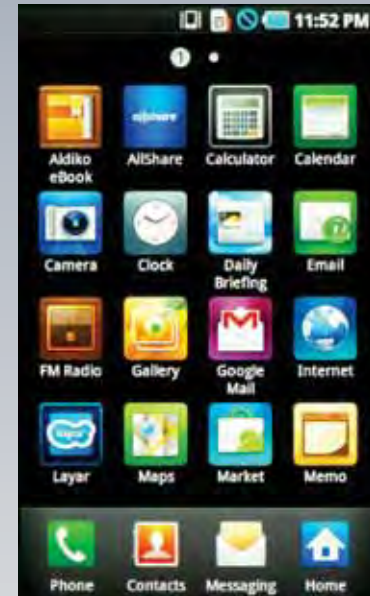
iPhone



D'305



Galaxy S (i9000)



D'889 Patent

(12) United States Design Patent Andre et al.

(10) Patent No.: **US D504,889 S**

(54) **ELECTRONIC DEVICE**

(73) Assignee: **Apple Computer, Inc., Cupertino, CA (US)**

(12) United States Design Patent
Andre et al.

(10) Patent No.: **US D504,889 S**
(21) Date of Patent: **May 10, 2005**

(54) **ELECTRONIC DEVICE**

(75) Inventors: **Burley K. Andre**, Menlo Park, CA (US); **Daniel J. Coster**, San Francisco, CA (US); **Dominic De Launay**, San Francisco, CA (US); **Richard P. Howarth**, San Francisco, CA (US); **Jonathan P. Ive**, San Francisco, CA (US); **Steve Jobs**, Palo Alto, CA (US); **Shih-Niuhort**, San Francisco, CA (US); **Douglas Robert Kerr**, San Francisco, CA (US); **Matthew Dean Ratzbach**, San Francisco, CA (US); **Douglas B. Setzer**, Menlo Park, CA (US); **Calvin Q. Smith**, Palo Alto, CA (US); **Christopher J. Stringer**, Portola Valley, CA (US); **Enos Anthony Whang**, San Francisco, CA (US); **Rico Zirkendierfer**, San Francisco, CA (US)

(77) Assignee: **Apple Computer, Inc.**, Cupertino, CA (US)

(*) Term: **14 Years**

(21) Appl. No.: **28/281,000**

(22) Filed: **Mar. 17, 2004**

(51) LOC. (7) CL. **14-02**

(52) U.S. CL. **D14/341**

(53) Field of Search **D14/341-346**

D14/378, 424, D14/325, 38, 60, 343/104,

156, 186, 173, 434/387 & 396, 398, 397,

176/003, 349/17

(50) **References Cited**

U.S. PATENT DOCUMENTS

10/050,000 * 5/1999 Andre et al. **D14/341**

D396,452 S * 5/1998 Suzuki **D16/424**
D451,825 S * 12/2002 Iwata et al. **D16/341**
D403,433 S * 3/2002 Chen **D14/378**
D408,252 S * 6/2002 Pato et al. **D16/341**

OTHER PUBLICATIONS

Andre et al., U.S. Appl. No. 29/180,558 entitled "Electronic Device", filed Mar. 17, 2004.

"HP Compaq Tablet PC s1100", downloaded Aug. 27, 2004.

"Tablet PC V1100", downloaded Aug. 27, 2004.

"ViewPad 1000", downloaded Aug. 27, 2004.

* cited by examiner

Primary Examiner—Frieda S. Nain

(74) Attorney, Agent, or Firm—Rogers, Munier & Thomas, LLP

CLAIM

We claim the ornamental design for an electronic device, substantially as shown and described.

DESCRIPTION

FIG. 1 is a top perspective view of an electronic device in accordance with the present design;

FIG. 2 is a bottom perspective view thereof;

FIG. 3 is a top view thereof;

FIG. 4 is a bottom view thereof;

FIG. 5 is a left side view thereof;

FIG. 6 is a right side view thereof;

FIG. 7 is an upper side view thereof;

FIG. 8 is a lower side view thereof; and,

FIG. 9 is an exemplary diagram of the use of the electronic device thereof the features being shown for illustrative purposes only and form no part of the claimed design.

1 Claim, 4 Drawing Sheets

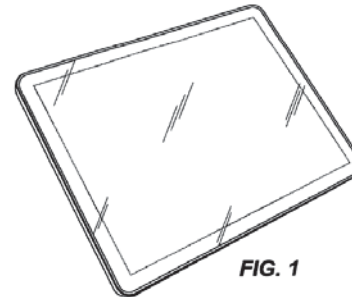


FIG. 1

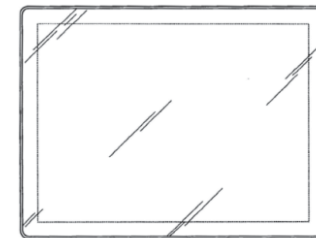


FIG. 3



FIG. 6

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APLNDCC

D'889 Patent

iPad 2



D'889

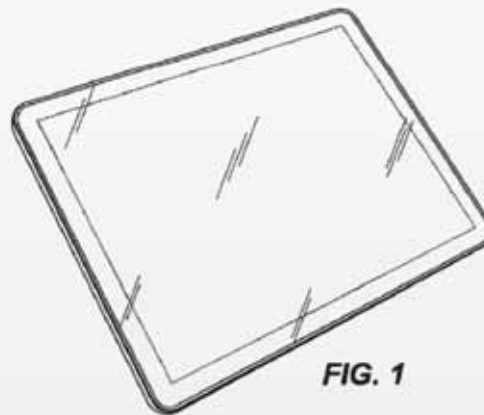


FIG. 1



FIG. 6

Galaxy Tab 10.1



'381 Patent

(12) United States Patent Ording

(10) Patent No.: **US 7,469,381 B2**
(45) Date of Patent: **Dec. 23, 2008**

(54) **LIST SCROLLING AND DOCUMENT
TRANSLATION, SCALING, AND ROTATION
ON A TOUCH-SCREEN DISPLAY**

6,485,951 B1 12/2002 Wong et al. 345/173
6,567,162 B2 3/2003 Rong. 345/400

(73) Inventor: **Ben Ording**, San Francisco, CA (US)

(71) Assignee: **Apple Inc.**, Cupertino, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(a) by 0 days.

(Continued)
FOREIGN PATENT DOCUMENTS
EP 0 631 779 A1 1/1995

(21) Appl. No.: **11/956,960**

(22) Filed: **Dec. 14, 2007**

(32) **Prior Publication Data**
US 2008/0158404 A1 Jul. 10, 2008

(Continued)
OTHER PUBLICATIONS
Microsoft Word 2003 Screen Shots. *

Related U.S. Application Data

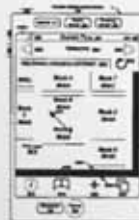
(66) Provisional application No. 60/937,093, filed on Jan. 28, 2007; provisional application No. 60/946,871, filed on Jan. 28, 2007; provisional application No. 60/945,878, filed on Jan. 22, 2007; provisional application No. 60/979,455, filed on Jan. 8, 2007; provisional application No. 60/983,801, filed on Jan. 7, 2007; provisional application No. 60/939,233, filed on Jan. 7, 2007.

Primary Examiner—Doris Patis
(24) Attorney, Agent, or Firm—Morgan, Lewis & Bockius LLP

(37) **ABSTRACT**

In accordance with some embodiments, a computer implemented method for use in conjunction with a device with a touch screen display is disclosed. In the method, a movement of an object on or near the touch screen display is detected. In response to detecting the movement, an electronic document displayed on the touch screen display is translated in a first direction. If an edge of the electronic document is reached while translating the electronic document in the first direction while the object is still detected on or near the touch screen display, an area beyond the edge of the document is displayed. After the object is no longer detected on or near the touch screen display, the document is translated in a second direction until the area beyond the edge of the document is no longer displayed.

20 Claims, 38 Drawing Sheets



(12) **United States Patent
Ording**

(10) **Patent No.: US 7,469,381 B2**

(54) **LIST SCROLLING AND DOCUMENT
TRANSLATION, SCALING, AND ROTATION
ON A TOUCH-SCREEN DISPLAY**

(73) **Assignee: Apple Inc., Cupertino, CA (US)**

JX. 1045

APLND000022458

'381 Patent: Claim 19

A device, comprising:

a touch screen display;

one or more processors;

memory; and

one or more programs, wherein the one or more programs are stored in the memory and configured to be executed by the one or more processors, the programs including:

instructions for displaying a first portion of an electronic document;

instructions for detecting a movement of an object on or near the touch screen display;

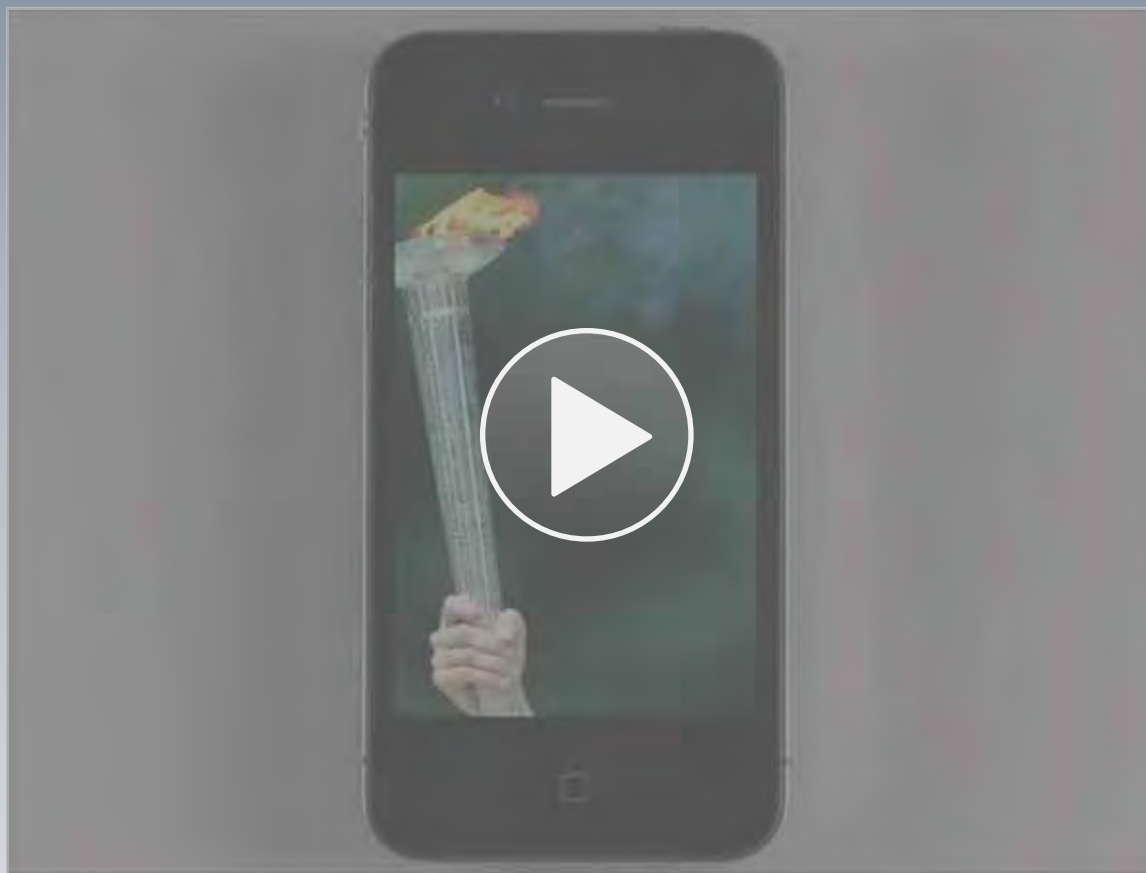
instructions for **translating the electronic document** displayed on the touch screen display in a first direction to display a second portion of the electronic document, wherein the second portion is different from the first portion, in response to detecting the movement;

instructions for **displaying an area beyond an edge of the electronic document** and displaying a third portion of the electronic document, wherein the third portion is smaller than the first portion, **in response to the edge of the electronic document being reached** while translating the electronic document in the first direction while the object is still detected on or near the touch screen display; and

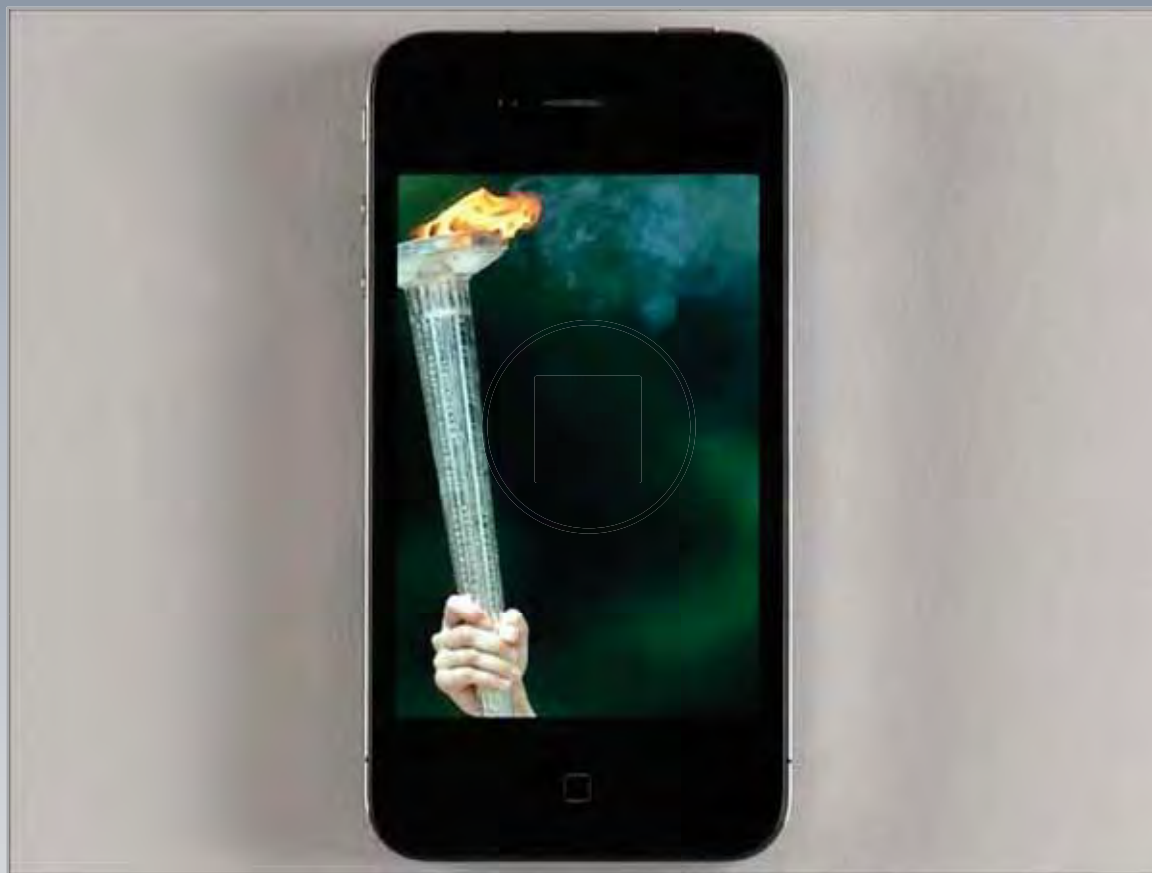
instructions for **translating the electronic document in a second direction until the area beyond the edge of the electronic document is no longer displayed** to display a fourth portion of the electronic document, wherein the fourth portion is different from the first portion, in response to detecting that the object is no longer on or near the touch screen display.

JX. 1045

iPhone



iPhone



'381 Patent

Highly Confidential - Attorneys' Eyes Only

SAMNDCAO0508318

Translation

CONFIDENTIAL

「Behold3」 Usability Evaluation Results

2010. 5. 10

S/W Verification Group

PLAINTIFF'S EXHIBIT NO. 46
United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)
Apple Inc. v. Samsung Elecs.
Date Admitted: _____ By: _____

PX. 46

'381 Patent

Plaintiff's Exhibit No. 46.66

Highly Confidential - Attorneys' Eyes Only

Transition

Google Concept

47. Aesthetics_Browsing

[Perceived Satisfaction Interview Results]

☐ No visual effects provided when a web page is dragged to its endpoint

- Behold3: Even when web page is dragged to its end, only information is provided without any effect
- iPhone: Generates fun for the user with a visual element that seems to bounce.

CONFIDENTIAL

Behold3

iPhone



Plain because no special effects are provided when dragging web page to the bottommost or side edges.



If a web page is dragged to the edge and the hand is released, a bouncing visual effect is provided.

Direction of Improvement

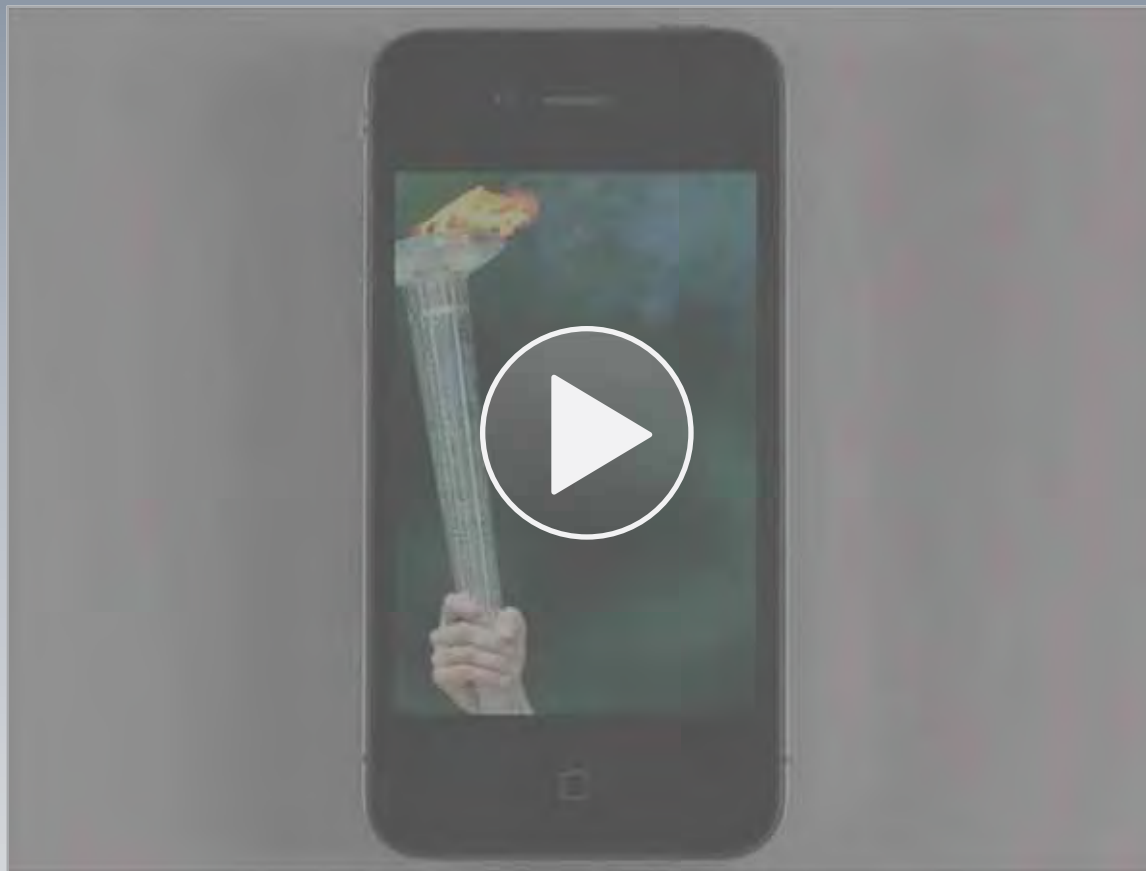
Provide a fun visual effect when dragging a web page
=> Corresponding effect not supported, issue shared by [Browser] Android Eclair

SAMNDCA00508383

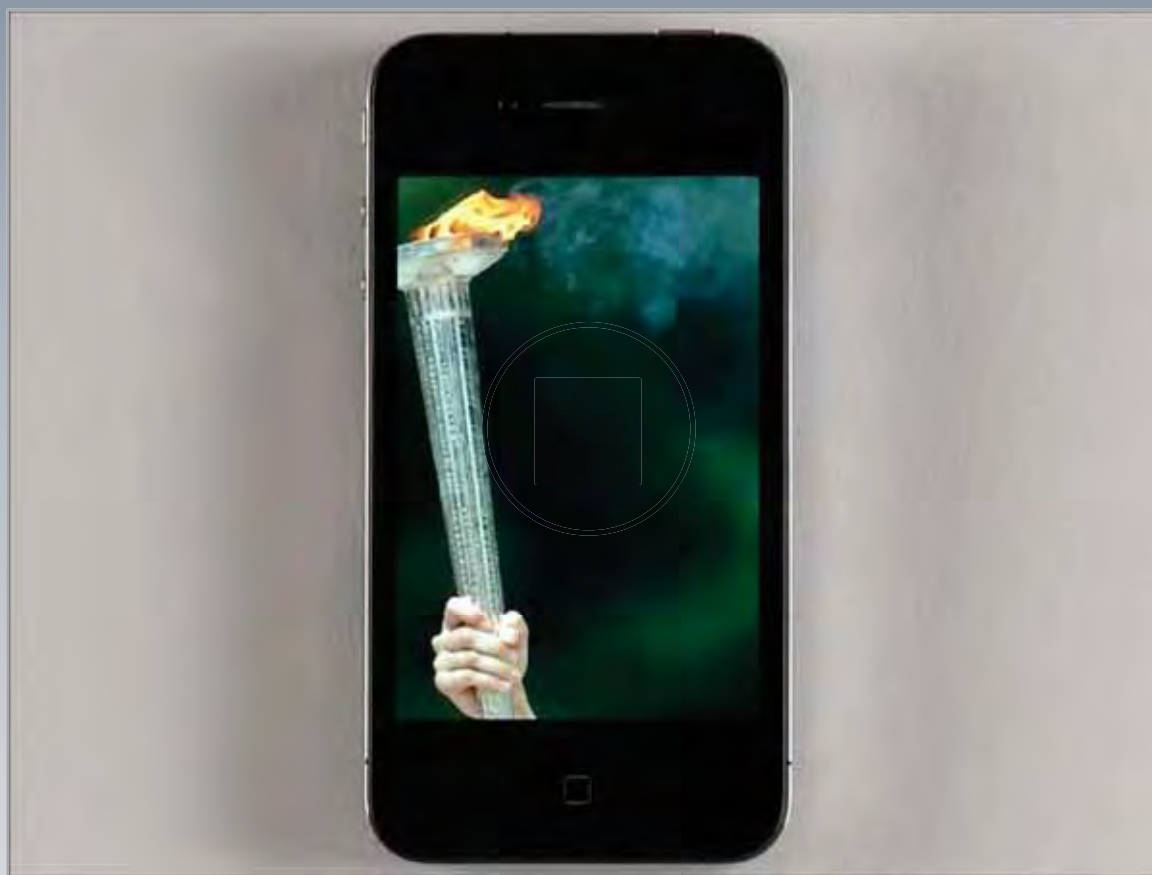
- 66 - 94 -

PX. 46 at 66

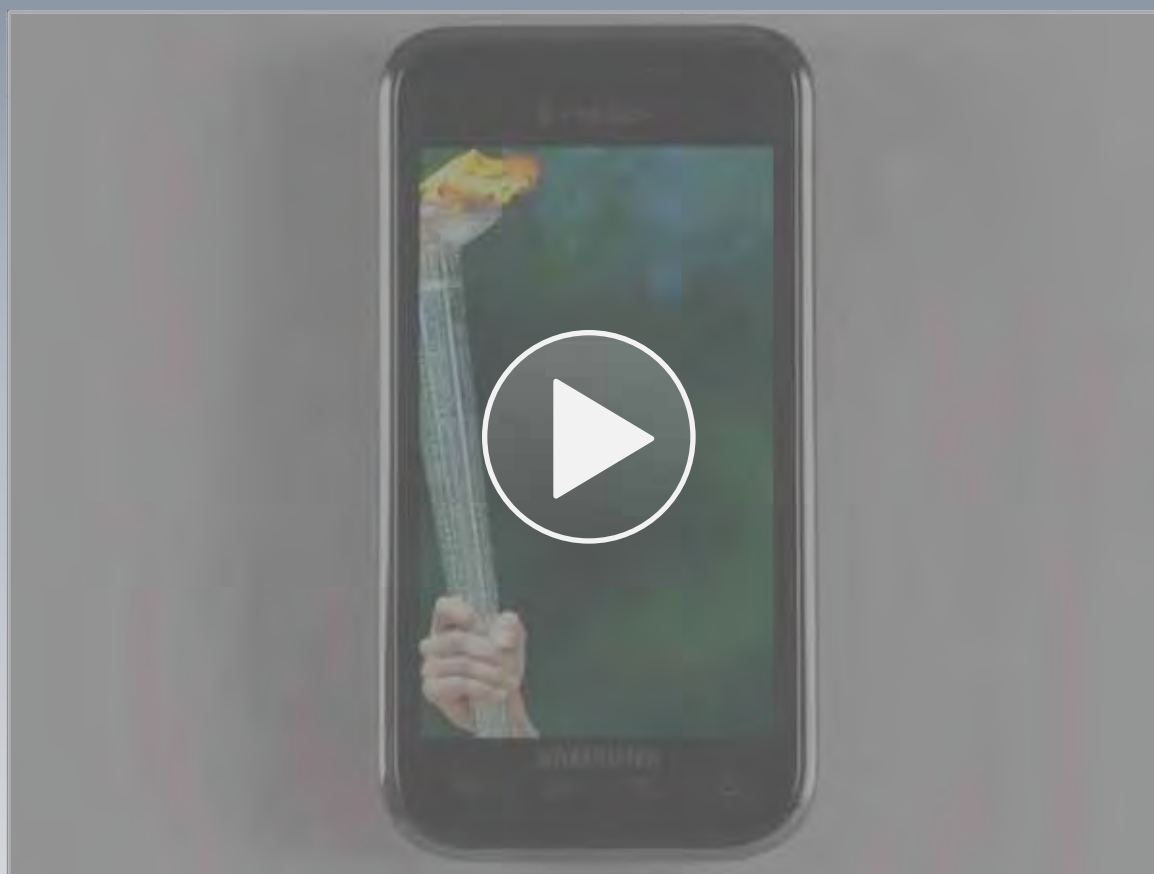
iPhone



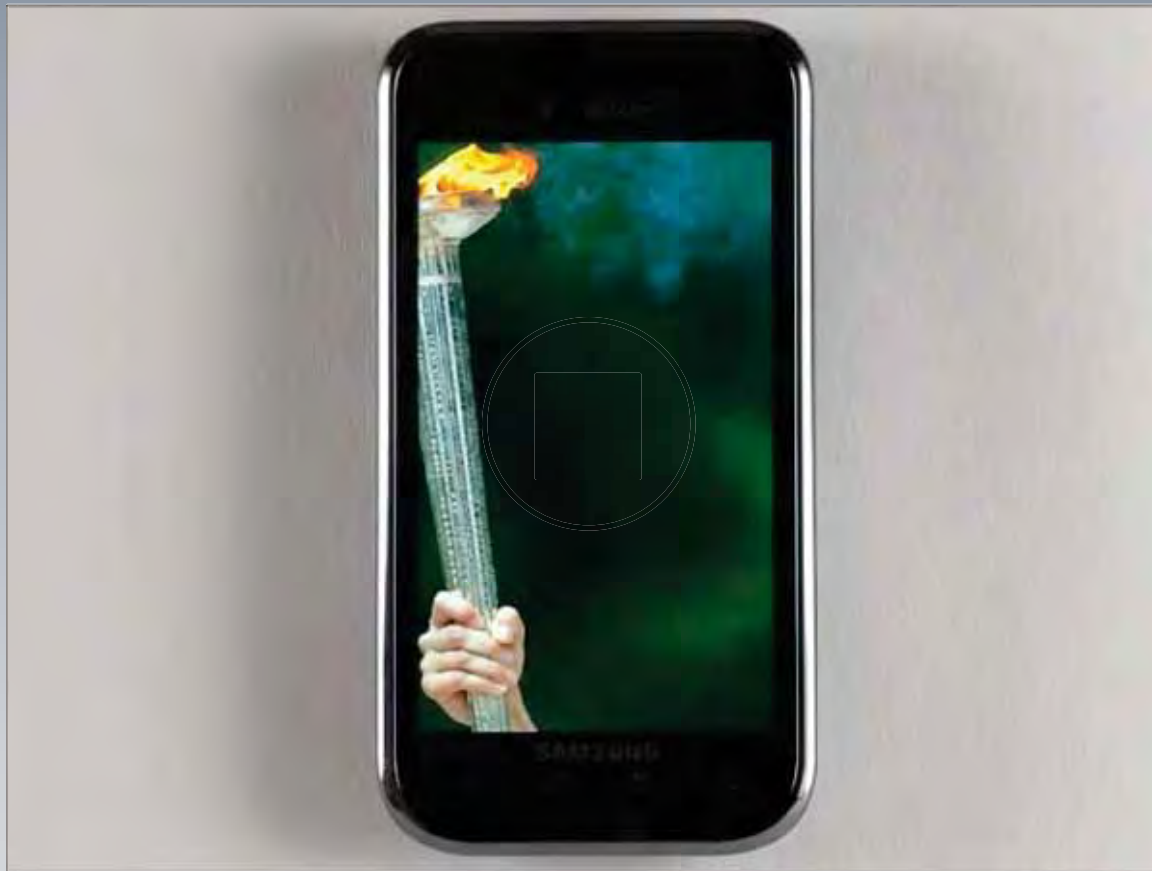
iPhone



Samsung Vibrant




Samsung Vibrant



'163 Patent

Joint Trial Exhibit No. 1046.2



 US786163B2

(12) **United States Patent**
Ording et al.

(19) Patent No.: **US 7,864,163 B2**
(43) Date of Patent: **Jan. 4, 2011**

(54) **PORTABLE ELECTRONIC DEVICE, METHOD, AND GRAPHICAL USER INTERFACE FOR DISPLAYING STRUCTURED ELECTRONIC DOCUMENTS**

(73) **Inventors:** Ben Ording, San Francisco, CA (US); Brent Forrester, Menlo Park, CA (US); Greg Chabala, San Jose, CA (US); Stephen O. Loney, San Francisco, CA (US); Imran Chaudhri, San Francisco, CA (US); Richard Williamson, Los Gatos, CA (US); Chris Blumenthal, San Francisco, CA (US); Maxwell Van Or, San Francisco, CA (US)

(72) **Assignee:** Apple Inc., Cupertino, CA (US)

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 000 days.

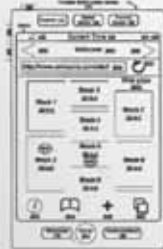
(21) Appl. No.: 13/854,813
(22) Filed: Sep. 4, 2007
(95) **Prior Publication Data**
US 2008/0004168 A1 Apr. 24, 2008
Related U.S. Application Data
(10) Provisional application No. 60/993,293, filed on Jan. 28, 2007; provisional application No. 60/946,715, filed on Jan. 27, 2007; provisional application No. 60/979,469, filed on Jan. 8, 2007; provisional application No. 60/918,253, filed on Jan. 3, 2007; provisional application No. 60/824,768, filed on Sep. 4, 2006.
(31) Int. Cl. G06F 3/042 (2006.01)
(52) U.S. Cl. 345/173, 715/254, 715/781

(56) **Field of Classification Search** 345/173-176; 715/18.01-18.09, 18.11; 715/919, 928, 971. See application file for complete search history.

(58) **References Cited**
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Mills-Francis, K. et al., "Smartview: Enhanced Document Views for Mobile Devices," Microsoft Technical Report, Nov. 15, 2005, URL: <http://research.microsoft.com/pubs/1003114.pdf>, accessed Dec. 17, 2007.
(Continued)
Primary Examiner—Stephen G. Blumenthal
(74) **Attorney, Agent, or Firm**—Morgan, Lewis & Bockius LLP

(57) **ABSTRACT**
A computer-implemented method, for use in conjunction with a portable electronic device with a touch screen display, comprises displaying at least a portion of a structured electronic document on the touch screen display, wherein the structured electronic document comprises a plurality of boxes of content, and detecting a first gesture at a location on the displayed portion of the structured electronic document. A first box in the plurality of boxes at the location of the first gesture is enlarged and substantially centered.

61 Claims, 29 Drawing Sheets



Copy provided by USPTO from the PDS image database on 06/26/2011

AP/ND00027671

(12) **United States Patent**
Ording et al.

(10) **Patent No.:** **US 7,864,163 B2**

(54) **PORTABLE ELECTRONIC DEVICE, METHOD, AND GRAPHICAL USER INTERFACE FOR DISPLAYING STRUCTURED ELECTRONIC DOCUMENTS**

(73) **Assignee:** **Apple Inc., Cupertino, CA (US)**

JX. 1046

'163 Patent: Claim 50

A portable electronic device, comprising:

a touch screen display;

one or more processors;

memory; and

one or more programs, wherein the one or more programs are stored in the memory and configured to be executed by the one or more processors, the one or more programs including:

instructions for displaying at least a portion of a structured electronic document on the touch screen display, wherein the structured electronic document comprises a plurality of boxes of content;

instructions for **detecting a first gesture** at a location on the displayed portion of the structured electronic document;

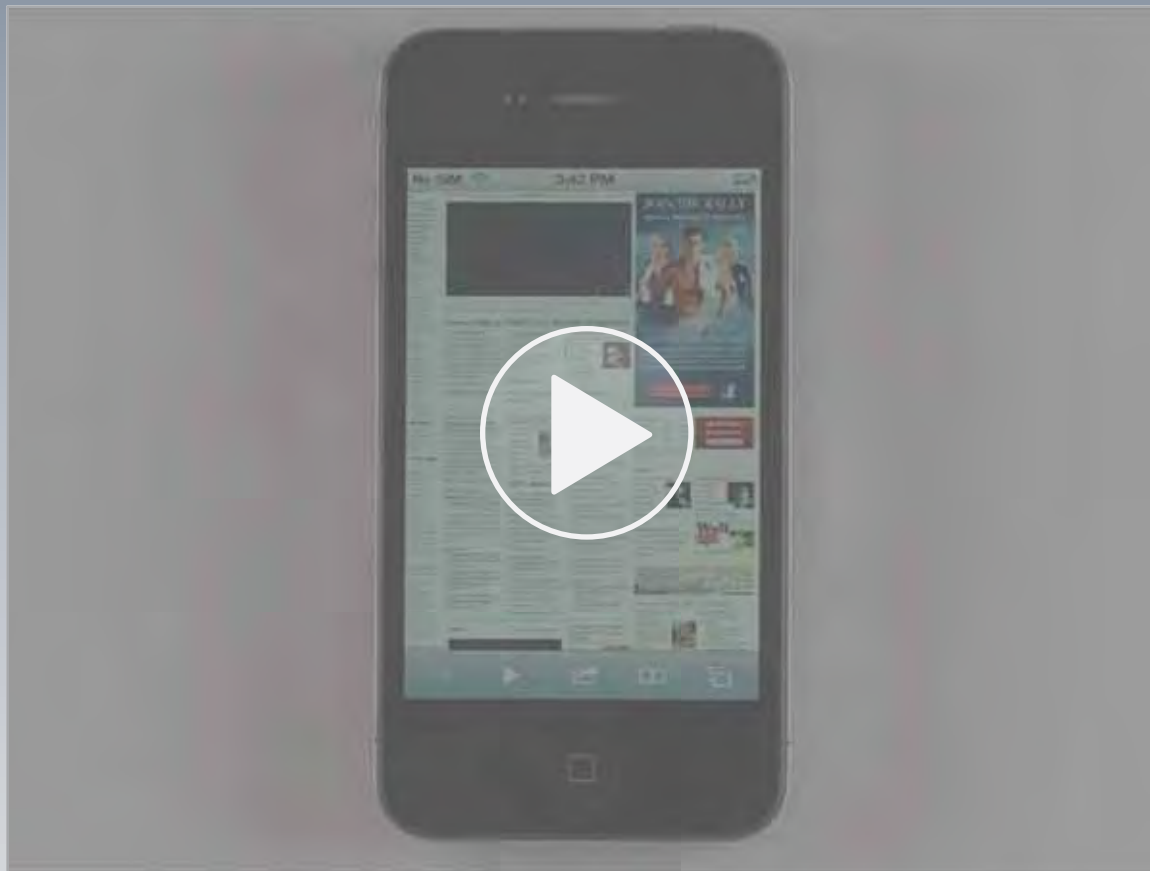
instructions for determining a first box in the plurality of boxes at the location of the first gesture;

instructions for **enlarging and translating the structured electronic document so that the first box is substantially centered** on the touch screen display;

instruction for, while the first box is enlarged, **detecting a second gesture** on a second box other than the first box; and

instructions for, in response to detecting the second gesture, **translating the structured electronic document so that the second box is substantially centered** on the touch screen display.

iPhone



iPhone



'163 Patent

Plaintiff's Exhibit No. 44.58


Translation

Confidential

53. Browsing _ Web Browser

☐ Double Tap only supports zoom in/out that fast movement to zoomed in screen is impossible

- iPhone: When another point is double tapped after zooming in, moves to the different portion and zooms in
- S1: When another point is double tapped after zooming in, zooms out to the original screen

iPhone	S1
 <p>When another point is Double Tapped after zooming in, the zoomed-in screen is displayed in the new location that was tapped.</p> <p>It is possible to zoom into just a portion.</p>	 <p>Once zoomed in, Double Tapping another point makes it zoom out.</p> <p>Only full screen zoom in/out possible.</p>
<p>Improvement Double Tap zoom in/out function needs to be supplemented.</p>	

- 58 / 132 -

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

SAMNCA00203937

PX. 44 at 58

'163 Patent

April 17, 2009

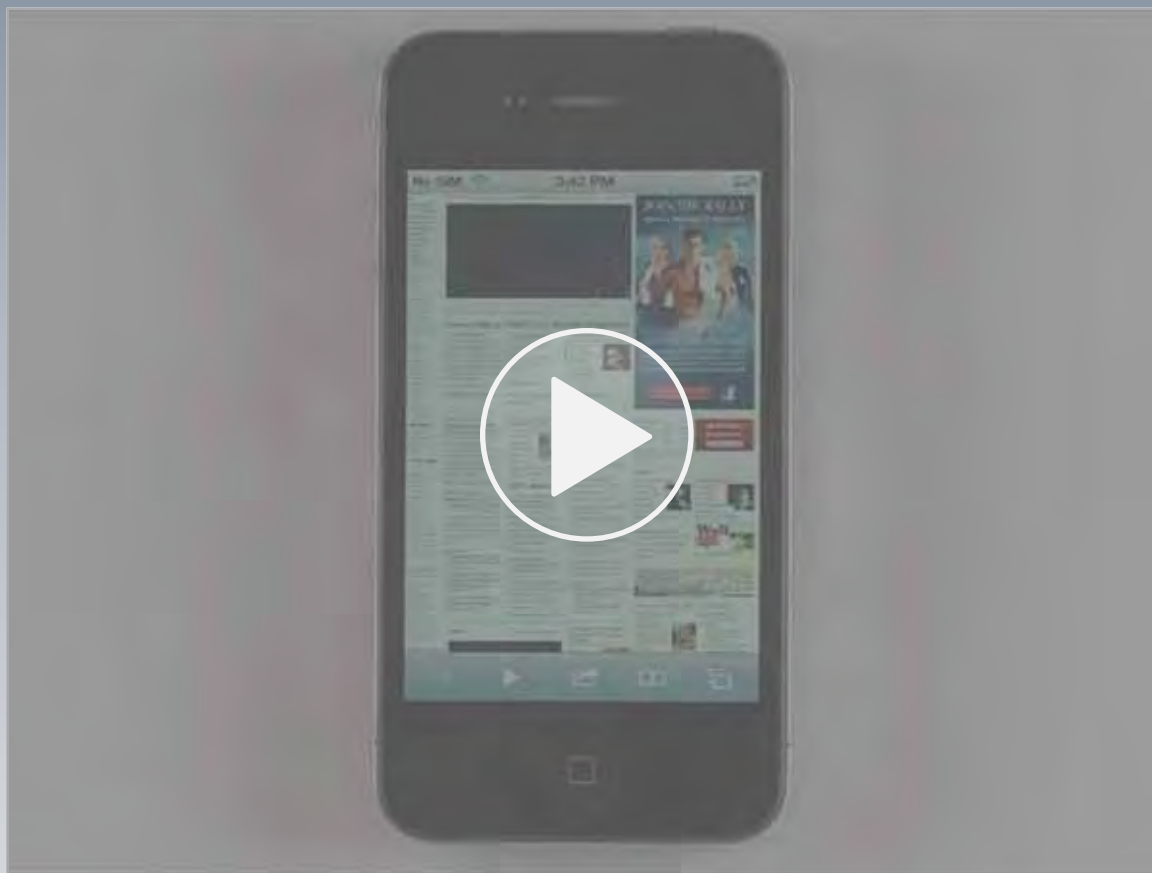
Browser Zooming Methods UX Exploration Study

“Design & Research Recommendations”

“Adopt Double-Tap as a supplementary zooming method for up to 2 levels of zooming and back to original in mass market touch devices. The UX of iphone can be used as a design benchmark.”

PX. 38 at 24

iPhone



iPhone



Samsung Galaxy SII




Samsung Galaxy SII



'915 Patent

Joint Trial Exhibit No. 1044.2



US007844915B2

(12) **United States Patent**
Platzer et al.

(10) Patent No.: **US 7,844,915 B2**
(45) Date of Patent: **Nov. 30, 2010**

(54) **APPLICATION PROGRAMMING INTERFACES FOR SCROLLING OPERATIONS**

(75) Inventor: **Andrew Platzer, Santa Clara, CA (US); Scott Iken, Santa Clara, CA (US)**

(76) Assignee: **Apple Inc., Cupertino, CA (US)**

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 303 days.

(21) Appl. No.: **11/826,717**

(22) Filed: **Jun. 7, 2009**

(65) **Prior Publication Data**
US 2008/010304 A1 Jul. 10, 2008

(31) Int. Cl. **G06F 3/00** (2006.01)
G06F 3/03 (2006.01)
G06F 3/04 (2006.01)
G06F 3/04 (2006.01)

(52) U.S. Cl. **715/781; 715/784; 715/900; 345/173; 715/785; 784, 786, 788, 800, 804, 806, 873; 715/974; 345/156, 157, 166, 175**

(50) Field of Classification Search **715/704; 715/785, 784, 786, 788, 800, 804, 806, 873; 715/974; 345/156, 157, 166, 175**
See application file for complete search history.

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Primary Examiner—Klaus L. Thiele
(34) Attorney, Agent, or Firm—Hatchell, Schell, Taylor & Zelman LLP

ABSTRACT
At least certain embodiments of the present disclosure include an environment with user interface software interacting with a software application. A method for operating through an application programming interface (API) in this environment includes transferring a set browser call. The method further includes setting at least one of maximum and minimum browser values. The set browser call causes a browser of a specified region to an opposite direction of a scroll based on a region past an edge of the specified region being visible in a display region at the end of the scroll.

23 Claims, 37 Drawing Sheets



Copy provided by USPTO from the Public Image Database on 04/22/2011

APPENDIX 2008

(12) **United States Patent**
Platzer et al.

(10) **Patent No.:** **US 7,844,915 B2**

(54) **APPLICATION PROGRAMMING INTERFACES FOR SCROLLING OPERATIONS**

(73) **Assignee: Apple Inc., Cupertino, CA (US)**

JX. 1044

'915 Patent: Claim 8

A machine readable storage medium storing executable program instructions which when executed cause a data processing system to perform a method comprising:

receiving a user input, the user input is one or more input points applied to a **touch-sensitive display** that is integrated with the data processing system;

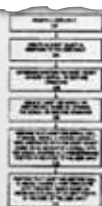
creating an event object in response to the user input;

determining whether the event object invokes **a scroll or gesture operation by distinguishing between a single input point applied to the touch-sensitive display** that is interpreted as the scroll operation **and two or more input points** applied to the touch-sensitive display that are interpreted as the gesture operation;

issuing at least one scroll or gesture call based on invoking the scroll or gesture operation;

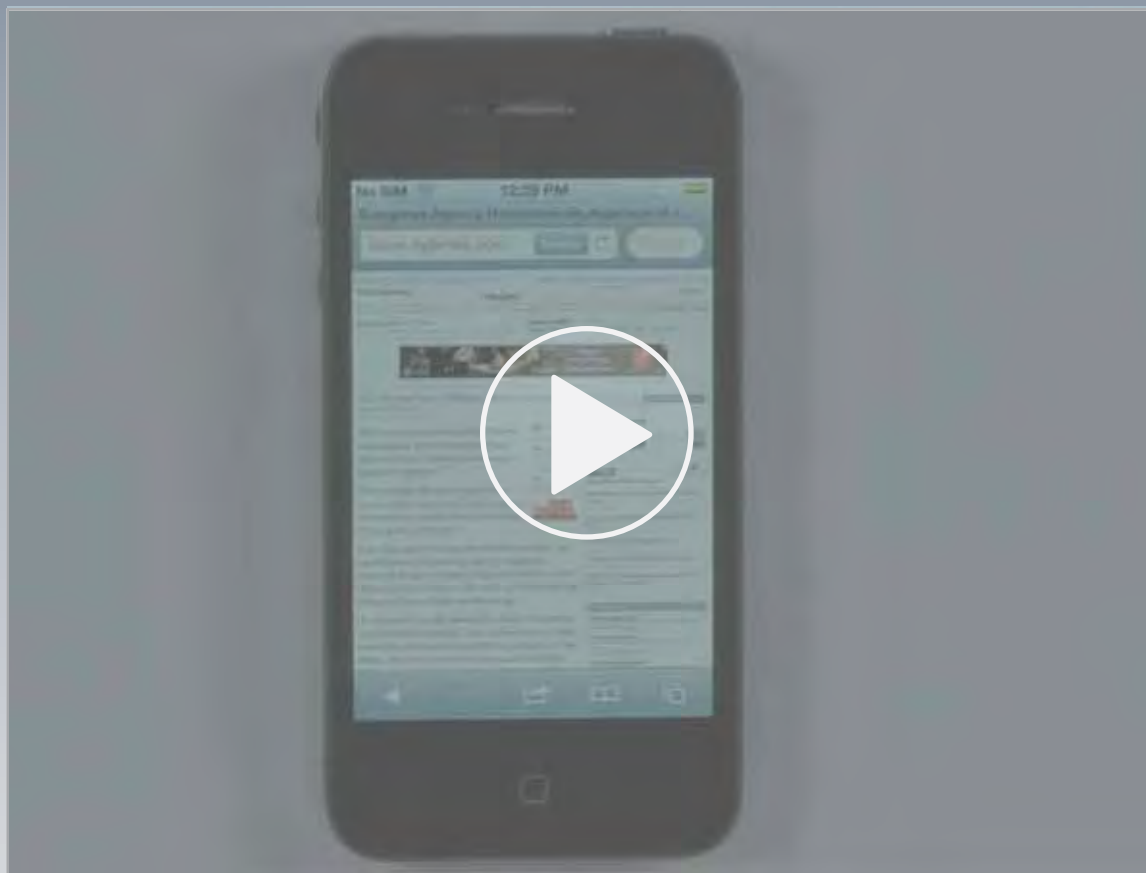
responding to at least one scroll call, if issued, by **scrolling a window** having a view associated with the event object; and

responding to at least one gesture call, if issued, by **scaling the view** associated with the event object based on receiving the two or more input points in the form of the user input.

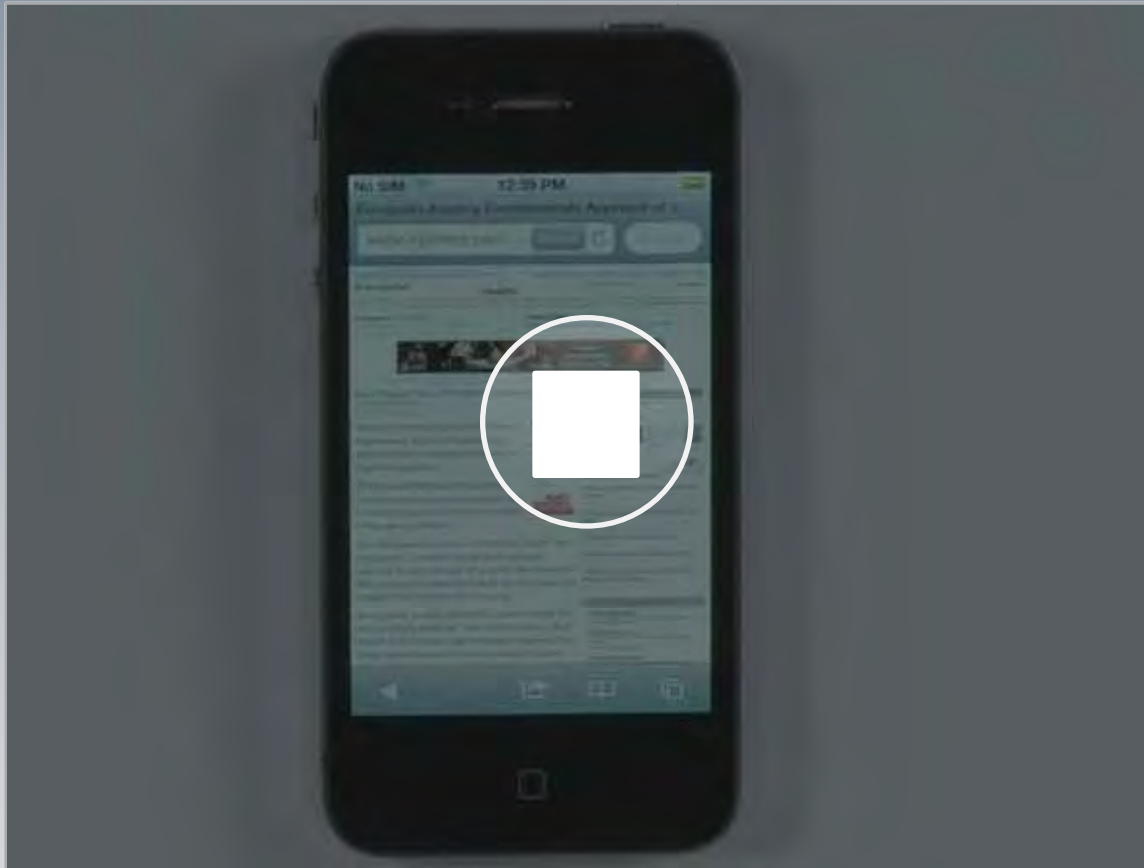


JX. 1044

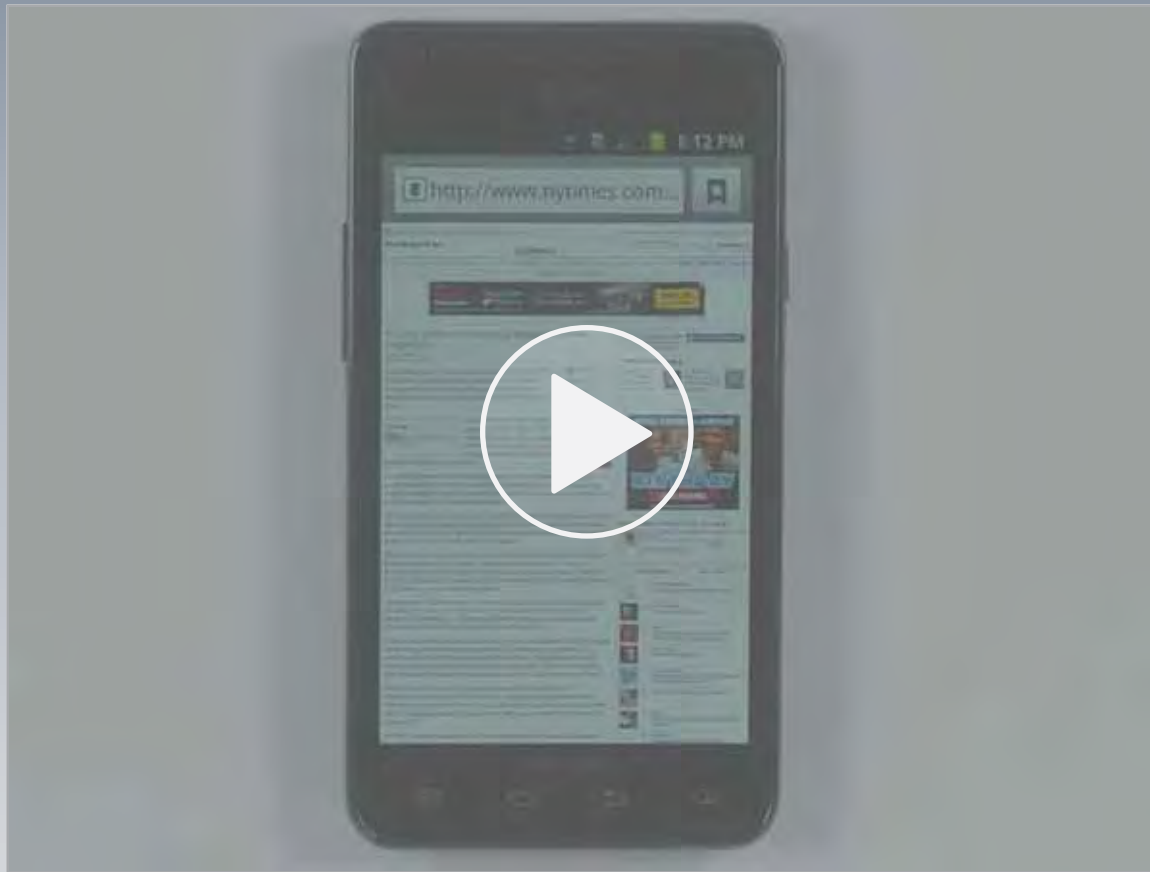
iPhone



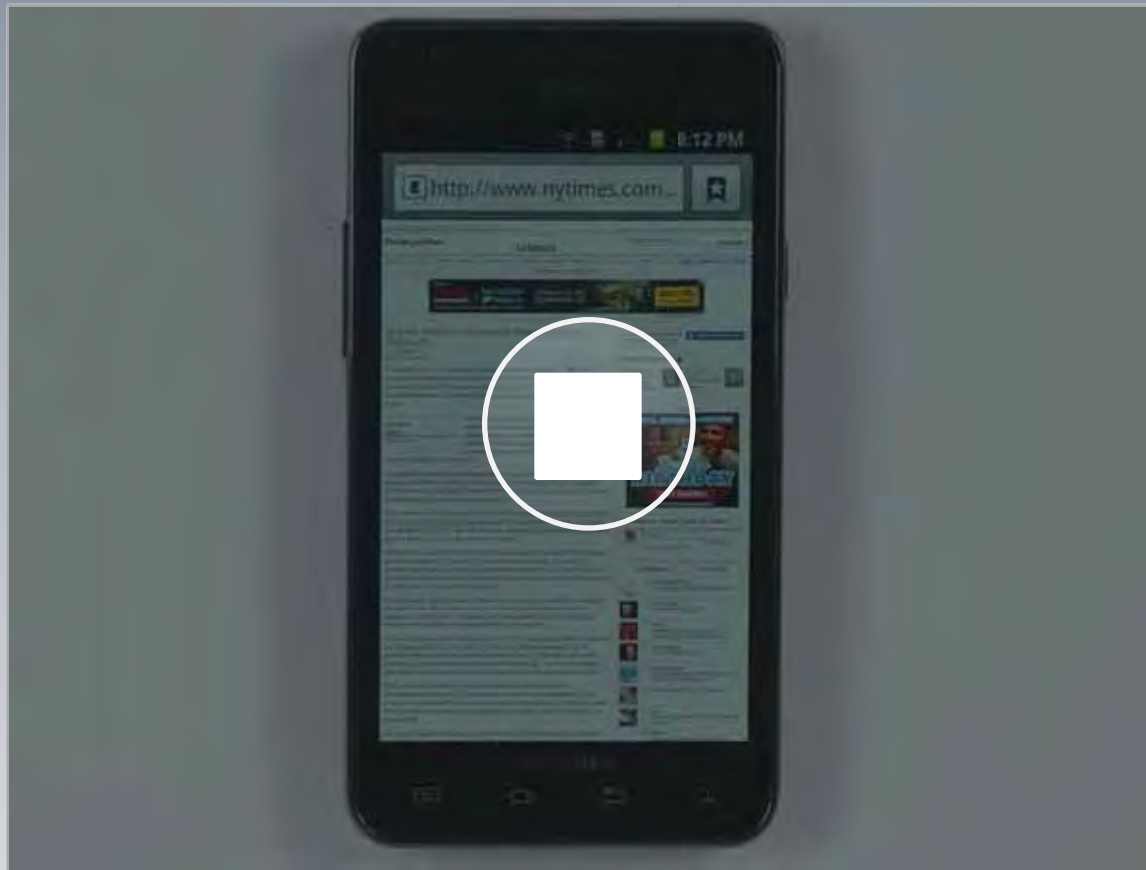
iPhone



Samsung Galaxy SII



Samsung Galaxy SII



iPhone Trade Dress



- a rectangular product with four evenly rounded corners;
- a flat clear surface covering the front of the product;
- the appearance of a metallic bezel around the flat clear surface;
- a display screen under the clear surface;
- under the clear surface, substantial black borders above and below the display screen and narrower black borders on either side of the screen;
- when the device is on, a row of small dots on the display screen;
- when the device is on, a matrix of colorful square icons with evenly rounded corners within the display screen; and
- when the device is on, a bottom dock of colorful square icons with evenly rounded corners set off from the other icons on the display, which does not change as other pages of the user interface are viewed.

iPad Trade Dress



- a rectangular product with four evenly rounded corners;
- a flat clear surface covering the front of the product;
- the appearance of a metallic rim around the flat clear surface;
- a display screen under the clear surface;
- under the clear surface, substantial neutral (black or white) borders on all sides of the display screen; and
- when the device is on, a matrix of colorful square icons with evenly rounded corners within the display screen.



Apple's Damages

Samsung's Profits

Apple's Lost Profits

Reasonable Royalty

Samsung's Sales and Profits in the U.S. Market



22.7 Million Smartphones
and Tablets Sold

\$8.16 Billion Revenue

More Than
\$2 BILLION PROFITS





Timeline of Samsung's Patents

U.S. Patent No.	Date of Earliest Korean Application	Date of U.S. Application	Date of U.S. Patent
'516	June 9, 2004	June 9, 2005	November 4, 2008
'941	May 4, 2005	May 4, 2006	March 9, 2010
'460	March 31, 1999	July 26, 2006	August 18, 2009
'893	March 15, 2005	June 27, 2005	November 25, 2008
'711	August 30, 2005	July 16, 2007	April 13, 2010



ETSI

European Telecommunications Standards Institute



Testimony of Dr. Seung-Ho Ahn



Dr. Seung-Ho Ahn
Samsung's
Senior Vice President
and Head of IP Center
Mar. 15, 2012

Q. Do you have any knowledge as to whether or not Samsung played an important role in developing the cellular telecommunication system?

A. **No, I do not really know.**

p. 130:10-13

ETSI IPR Policy 4.1



Addendum 1
ETSI/GA29(97)/SCM/3
24 October 1997
page 1 of 6

29th General Assembly
Specially Convened Meeting
Nice, 18-19 November 1997

Source: ETSI Director-General

Title: Amendments of the ETSI Interim Intellectual Property Rights
Policy

4 Disclosure of IPRs

- 4.1 Each MEMBER shall use its reasonable endeavours to timely inform ETSI of ESSENTIAL IPRs it becomes aware of. In particular, a MEMBER submitting a technical proposal for a STANDARD shall, on a bona fide basis, draw the attention of ETSI to any of that MEMBER's IPR which might be ESSENTIAL if that proposal is adopted.

- modified the same way as the rest of the Rules of Procedure.
- replacement of the former Article 10 by the definitions currently contained in the Annex to the IPR Policy;
 - as a consequence of the above, a small modification of Article 2 (now referring to the new Article 10 and not any more to the Annex).

Attached you will find a clean version of the revised Annex 6 to the ETSI Rules of Procedure containing the proposed ETSI IPR Policy.

PLAINTIFF'S EXHIBIT NO. 74
United States District Court
Northern District of California
No. 11-CV-01846-LHK (PJM)
Apple Inc. v. Samsung Elecs.
Date Submitted: By:

APLND-01846-A 0000012542

PTX74,
ETSI IPR Policy at 4.1

ETSI Disclosure Chronology

Patent	Samsung Applications	Technical Proposals	Freeze Date	Disclosure Date
'941	5/4/2005	5/9/2005 (Samsung)	6/2005	8/7/2007
'516	6/9/2004 8/6/2004 9/14/2004 11/17/2004	8/12/2004 (Samsung)	6/2005	5/16/2006
	4/7/2005	5/13/2005 (Samsung)		

Testimony of Jun Won Lee



Page 114

22 Q THE WITNESS has been instructed that he is to
23 Samsung has disclosed happened before applications or an
24 issued patent to ETSI before the standard has been
20 determined or before the standard has been frozen?

ETSI IPR Policy 4.1



Addendum 1
ETSI/GA29(97)/SCM/3
24 October 1997
page 1 of 6

29th General Assembly
Specially Convened Meeting
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Attached you will find a clean version of the revised Annex 6 to the ETSI Rules of Procedure containing the proposed ETSI IPR Policy.

PLAINTIFF'S EXHIBIT NO. 74
United States District Court
Northern District of California
No. 11-CV-01846-LHK (PJM)
Apple Inc. v. Samsung Elecs.
Date Submitted: By:

APLND-01846-A 0000012542

PTX74,
ETSI IPR Policy at 4.1

FRAND

**Fair
Reasonable
And
Non-
Discriminatory**

Testimony of Dr. Seung-Ho Ahn



Dr. Seung-Ho Ahn
Samsung's
Senior Vice President
and Head of IP Center
Mar. 15, 2012

Q. Dr. Ahn, as head of licensing at Samsung, have you personally taken any steps to ensure that Samsung complies with its FRAND commitments?

* * *

A. I am the head of the IP center and I have not taken any such steps.

* * *

Q. Do you know of anyone at the IP center who has taken steps to ensure that Samsung complies with its FRAND commitments?

* * *

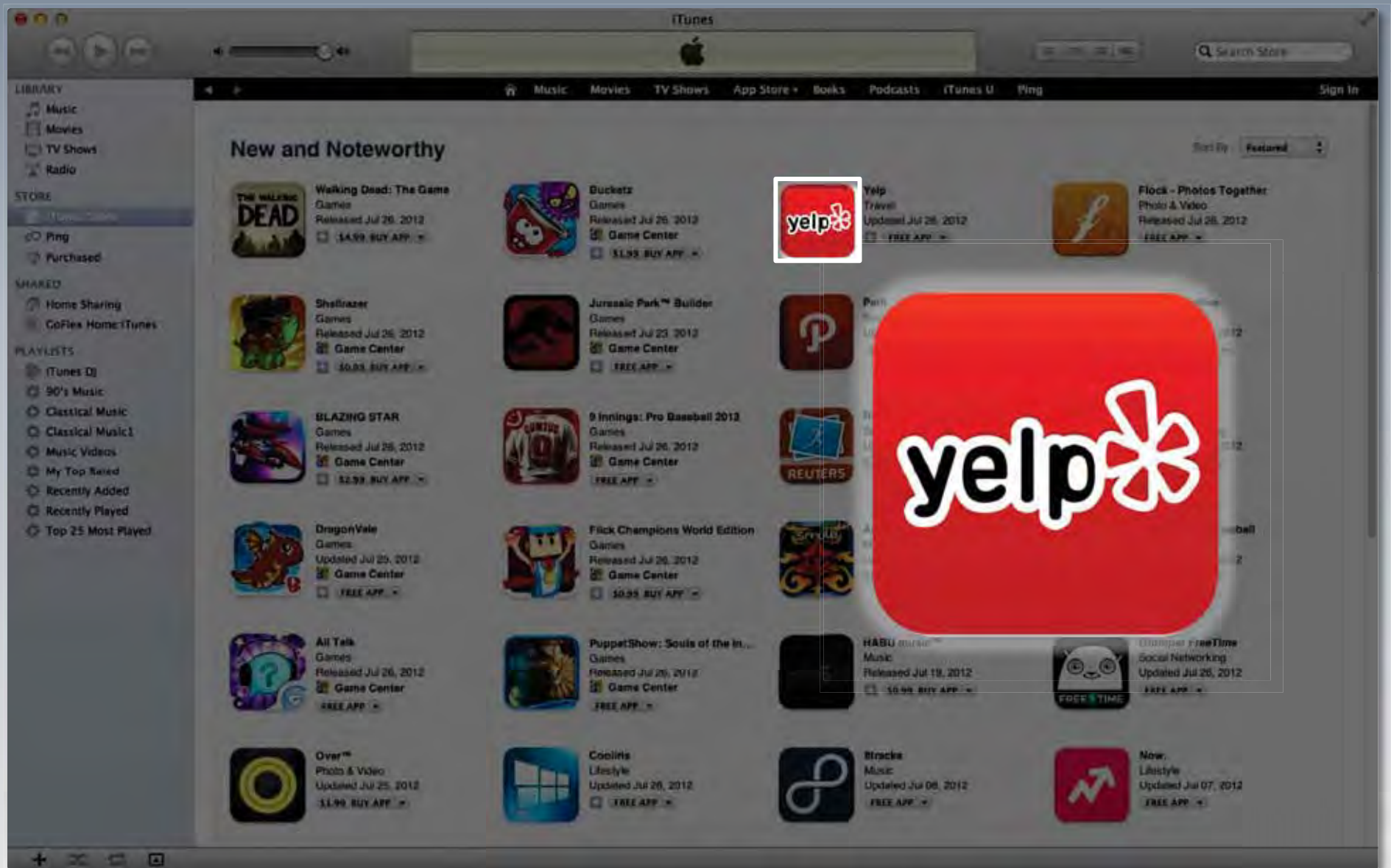
A. I have never verified whether somebody does that.

pp. 100:20-101:8

Apple App Store



Apple App Store



Apple App Store



Apple App Store



'893 Patent, Claim 10 – “mode”

US007456893B2

(12) **United States Patent**
Son et al.

(30) Patent No.: **US 7,456,893 B2**
(45) Date of Patent: **Nov. 25, 2008**

(54) **METHOD OF CONTROLLING DIGITAL IMAGE PROCESSING APPARATUS FOR EFFICIENT REPRODUCTION AND DIGITAL IMAGE PROCESSING APPARATUS USING THE METHOD**

(75) Inventors: **Hyuk-soo Son, Seongnam-si (KR); Sung-ho Eun, Seongnam-si (KR)**

(73) Assignee: **Samsung Techn Co., Ltd., Changwon (KR)**

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 597 days.

(21) Appl. No.: **11/167,891**

(22) Filed: **Jun. 27, 2005**

(65) **Prior Publication Data**
US 2006/0209203 A1 Sep. 21, 2006

(30) **Foreign Application Priority Data**
Mar. 15, 2005 (KR) 10-2005-0021335

(51) **Int. Cl.**
H04N 5/222 (2006.01)

(52) **U.S. Cl.**
348/333.11; 348/333.01

(58) **Field of Classification Search**
348/333.01; 333.05; 333.11; 333.13
See application file for complete search history.

(56) **References Cited**
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6,712,546 B1 * 1/2003 Anderson 348/333.01

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* cited by examiner
Primary Examiner—David Choate
Assistant Examiner—Gary C. Vician
(74) Attorney, Agent, or Firm—Drinker Biddle & Reith LLP

ABSTRACT
Provided is a method of controlling a digital image processing apparatus that processes and stores an input image in a recording medium and reproduces files stored in the recording medium in a stored-image display mode. The method includes: (a) classifying the stored-image display mode into first and second modes; (b) determining whether any one of the first and second modes was selected by a user if a command to perform the stored-image display mode is input to the user; (c) displaying a latest file first if the first mode was selected; and (d) displaying a file most recently reproduced first if the second mode was selected.

10 Claims, 7 Drawing Sheets

```

graph TD
    START([START]) --> REPRODUCE[REPRODUCE FILE IN STORED-IMAGE DISPLAY MODE]
    REPRODUCE --> SELECTED{SELECTED MODE?}
    SELECTED -- NO --> LATEST1[DISPLAY LATEST FILE]
    SELECTED -- YES --> DETERMINE{DETERMINE WHETHER ANY ONE OF THE FIRST AND SECOND MODES WAS SELECTED BY A USER}
    DETERMINE -- NO --> LATEST1
    DETERMINE -- YES --> FIRST{FIRST MODE SELECTED?}
    FIRST -- NO --> LATEST1
    FIRST -- YES --> RECENT[DISPLAY FILE MOST RECENTLY REPRODUCED FIRST]
    LATEST1 --> END([END])
    RECENT --> END
  
```

10. A digital image processing apparatus comprising:

- an optical system for receiving a light reflected from a subject;
- a photoelectric conversion module in optical communication with the optical system for converting the light to image data;
- a recording medium for storing the image data in an image file;
- a display screen for displaying the image data; and
- a controller connected with the photoelectric conversion module, the recording medium and the display screen, the controller being operative in a photographing **mode** to process the image data for storage in the recording medium and, in a stored-image display **mode**, being operative to control the display screen for displaying a single image relative to the image data,

wherein upon a user performing a **mode**-switching operation defined by switching from the stored-image display mode to the photographing **mode** and back to the stored-image display **mode** the controller causes the display screen to first display a single image file that was most recently displayed before the **mode**-switching operation, the single image file being different from a most-recently stored image file, and the single image file being first displayed irrespective of a duration that the camera was used in the photographing **mode** during the **mode**-switching operation.

'893 Patent, Figure 1

Mode Dial

(12) **United States Patent**
Son et al.

(10) Patent No.: **US 7,456,893 B2**
(45) Date of Patent: **Nov. 25, 2008**

(54) **METHOD OF CONTROLLING DIGITAL IMAGE PROCESSING APPARATUS FOR EFFICIENT REPRODUCTION AND DIGITAL IMAGE PROCESSING APPARATUS USING THE METHOD**

(75) Inventors: **Hyuk-soo Son, Seongnam-si (KR); Sang-ho Eun, Seongnam-si (KR)**

(73) Assignee: **Samsung Techn Co., Ltd., Changan (KR)**

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 397 days.

(21) Appl. No.: **11/067,891**

(22) Filed: **Jun. 27, 2005**

(65) **Prior Publication Data**

US 2006/0209203 A1 Sep. 21, 2006

(30) **Foreign Application Priority Data**

Mar. 15, 2005 (KR) 10-2005-0021197

(51) **Int. Cl.**

H04N 5/222 (2006.01)

(52) **U.S. Cl.** 348/333.11; 348/333.01

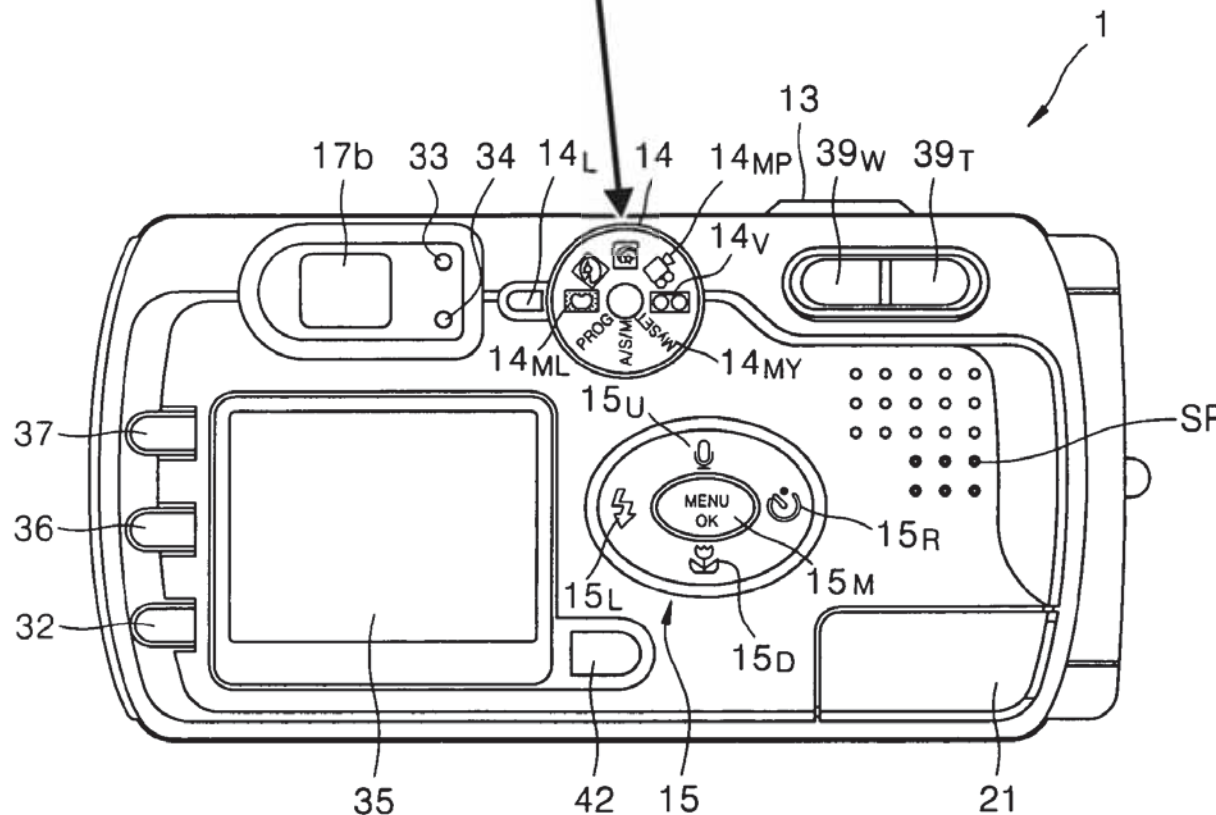
(59) **Field of Classification Search** 348/333.01; 333.05; 333.11; 333.13

See application file for complete search history.

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iPhone

Apps



Apple's Dynamic Apps Approach



'460 Patent, Claim 1 – “mode” or “sub-mode”

(12) **United States Patent**
Kim et al.

(10) **Patent No.:** US 7,577,460 B2
(43) **Date of Patent:** Aug. 18, 2009

(54) **PORTABLE COMPOSITE COMMUNICATION TERMINAL FOR TRANSMITTING/RECEIVING IMAGES, AND OPERATION METHOD AND COMMUNICATION SYSTEM THEREOF**

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Jung-Seok Oh, Yong-mi (KR),
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(73) **Assignee:** Samsung Electronics Co., Ltd (KR)

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(k) by 347 days.

(21) **App. No.:** 11/003,754

(22) **Filed:** Jul. 26, 2006

(55) **Prior Publication Data**

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Related U.S. Application Data

(62) Division of application No. 11/003,222, filed on Dec. 8, 2004, which is a division of application No. 09/546,800, filed on Mar. 31, 2000, now Pat. No. 7,139,004.

(56) **Foreign Application Priority Data**

Mar. 31, 1999 (KR) 1999-11179

(51) **Int. Cl.**

H04M 1/00 (2006.01)

H04N 7/14 (2006.01)

(52) **U.S. Cl.** 455/556.1; 455/556.2; 455/575.1; 340/4.02

(59) **Field of Classification Search** 455/556.1; 455/556.2; 350.1; 375.1; 375.3; 375.4; 412.1; 340/4.01; 14/02; 14/08; 14/11; 14/16; 379/93.24; 370/50.01; 700/204, 206

See application file for complete search history.

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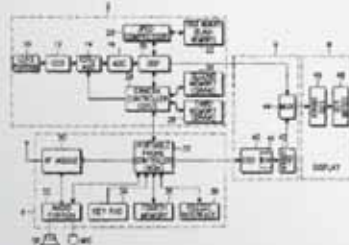
Primary Examiner: Melba Ranaivosoa

(74) **Attorney, Agent, or Firm:** The Farrell Law Firm, LLP

(57) **ABSTRACT**

A method of operating a portable composite communication terminal functions as both a portable phone and a camera. The method includes: setting a portable phone mode by turning on the portable composite communication terminal, regulating voltage supporting components of the portable phone mode, and performing a general portable phone function; setting a camera mode by turning on the camera in such portable phone mode upon user request for camera operation, said user request being input through a camera mode switch and processed by the controller, regulating voltage supporting components of the camera mode, and performing a camera function; capturing the image of an object upon user request for a photograph in the camera mode; and displaying a captured image stored in a camera memory of the portable composite communication terminal on a display of the portable composite communication terminal upon user request for displaying the image.

1 Claim, 10 Drawing Sheets



1. A data transmitting method for a portable composite communication terminal which functions as both a portable phone and a camera, comprising the steps of:

entering a first E-mail transmission **sub-mode** upon user request for E-mail transmission while operating in a portable phone **mode**, the first e-mail transmission **sub-mode** performing a portable phone function;

entering a second E-mail transmission **sub-mode** upon user request for E-mail transmission while operating in a display **sub-mode**, the second e-mail transmission **sub-mode** displaying an image most recently captured in a camera **mode**;

sequentially displaying other images stored in a memory through the use of scroll keys;

transmitting the address of the other party and a message received through a user interface in the first E-mail transmission **sub-mode**; and

transmitting the address of the other party and the message received through the user interface and the image displayed on the display as an E-mail in the second E-mail transmission **sub-mode**.



'711 Patent, Claim 9 – “applet”

1.5007698711B2

(12) **United States Patent**
Jeong

(10) **Patent No.:** **US 7,698,711 B2**
(45) **Date of Patent:** ***Apr. 13, 2010**

(54) **MULTI-TASKING APPARATUS AND METHOD IN PORTABLE TERMINAL**

(73) **Inventor:** Moon-Sang Jeong, Daegu (KR)

(75) **Assignee:** Samsung Electronics Co., Ltd., Samsung-e (KR)

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) **Appl. No.:** 11/778,466

(22) **Filed:** Jul. 18, 2007

(55) **Prior Publication Data**
US 2007/0250074 A1 Nov. 1, 2007

Related U.S. Application Data
(83) Continuation of application No. 11/390,338, filed on Mar. 28, 2006, now Pat. No. 7,526,585.

(30) **Foreign Application Priority Data**
Aug. 30, 2005 (KR) 10-2005-0079921

(71) **Int. Cl.**
G06F 9/48 (2006-01)
G06F 0/00 (2006-01)
G06F 1/04 (2006-01)
H04L 00 (2006-01)

(51) **Int. Cl.** 71A/07; 71S/716; 71S/718; 71S/727; 455/556.1; 455/556.2

(52) **Field of Classification Search** 71S/716; 71S/718; 71S/727; 455/556.1; 455/556.2; 71S/716; 71S/718; 71S/727

See application file for complete search history.

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Primary Examiner—Meng-Ai An
Assistant Examiner—Jennifer N To
(74) Attorney, Agent, or Firm—Jefferson P. Law, LLP

(57) **ABSTRACT**
An apparatus and method capable of performing multiple tasks in a portable terminal are provided, in which system functions of the portable terminal can be implemented while continuing to play the music. The multitasking apparatus includes a controller for performing controlling to implement at least one system function while playing a music file and a display unit for displaying an indication that the music file is being played during the implementation of the system function.

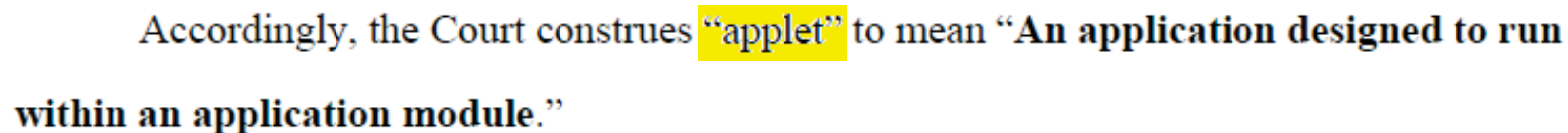
28 Claims, 3 Drawing Sheets



9. A multi-tasking apparatus in a pocket-sized mobile communication device including an MP3 playing capability, the multi-tasking apparatus comprising:

a controller for generating a music background play object, wherein the music background play object includes an application module including at least one **applet**, for providing an interface for music play by the music background play object, for selecting an MP3 mode in the pocket-sized mobile communication device using the interface, for selecting and playing a music file in the pocket-sized mobile communication device in the MP3 mode, for switching from the MP3 mode to a standby mode while the playing of the music file continues and for selecting and performing at least one function of the pocket-sized mobile communication device from the standby mode while the playing of the music file continues; and

a display unit for displaying an indication that the music file is being played in the standby mode and for continuing to display the indication that the music file is being played while performing the selected function.

[illegible]