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### **APPLE vs SAMSUNG - 2'05 – Transcript**

Apple Inc. is suing Korea's Samsung Electronics Co. for copying the design, look and even the packaging of its iPhone and iPad products.

Apple alleges that Samsung's Galaxy phones and tablet computers infringe the patents of its products. Included in the list of infringements are the use of the hand gestures used on Apple's touch screens, the colour and shape of Samsung's devices, and even the design of the boxes in which Samsung's gadgets are sold. Steve Jobs, CEO of Apple, accused Samsung of violating Apple trademarks and patents.

He included the Korean tech giant in a list of companies making tablets that would make 2011 the "Year of Copycats." Steve Dowling, an Apple spokesperson, said the company had to protect its intellectual copyright.

Samsung executives are not happy at having to fight Apple in court. The two companies are dependent on each other in many ways. Samsung supplies many of the parts for Apple's iPhone.

A Samsung spokesperson said his company's "development of core technologies and the strengthening of our intellectual property portfolio are keys to our continued success." He added: "Samsung will respond actively to this legal action taken against us through appropriate legal measures to protect our intellectual property."

The courtroom battle is set to last months, perhaps years. A lot is at stake. Industry analysts predict tablet computers will soon overtake personal computers in global sales. Apple is determined the iPhone, introduced in 2007, and the iPad, which came in 2010, will continue as market leaders.