**Question #01:**

1. Apple's cutting-edge software and operating system position it as the market leader, but Samsung's superior hardware position it as a technological powerhouse.
2. Each company does business in a unique way.
3. Apple is well-known for its "innovation," but Samsung is well-known for its "production."
4. Because Apple's headquarters are in the United States, it is already familiar with the legal system here. They have on staff attorneys who specialize in patent law and have years of legal experience. In contrast, Samsung was subjected to patent infringement cases, which resulted in the development of a patent department.
5. Apple was aware that the litigation would incur large costs in advance. Samsung had tremendous challenges in translating from Korean to English and back again.

**Question #02:**

The patents for Apple and Samsung are different in the following ways:

1. Apple patent claims are clear and easy to understand. The language in Korean patents is technical and difficult to understand for the typical reader. Because the jurors don't understand the technology, it's hard to explain it to them.
2. Apple's patents protect the iPhone's user interface and design. Patent #915 protects pinch-to-zoom, whereas patent #163 protects touch-to-zoom. Samsung has a lot of hardware and software patents. With 3GPP Patent '941, the communication technologies used by UMTS are protected. The 516 is in charge of getting data from one radio channel to another. Patent number 711 protects the playback of MP3 files. The '460 patent is for a way to send emails.

Differences in the legal systems in both countries are:

1. In the United States, jurors evaluate whether a patent has been violated as well as if it is valid. South Korea, on the other hand, has two types of courts. This means that invalidating a patent is handled differently from infringing on a patent.
2. In South Korea, the Patent Court handles issues involving patent invalidation, while district courts handle infringement allegations.

**Question #03:**

Apple Inc. claimed that Samsung Electronics infringed on its patents by making items that were almost identical to those made by Apple.

1. Examples of patented application domains include "pinch to zoom," "double-tap to zoom," "rubber band," and "snap-back" motions.
2. Apple has launched a lawsuit, saying that it has lost $2 billion in income as a result of the situation.
3. Apple engaged a team of professors led by John Hauser, an MIT Sloan School of Management marketing professor, to do a discrete conjoint analysis demonstrating that Apple Inc. did, in fact, lose $2 billion in sales as a result of Samsung's patent infringement. Apple attempted to demonstrate that Samsung's infringement on Apple's intellectual property rights was the direct cause of the financial loss.
4. As expected, Samsung challenged the study techniques, pointing out flaws and probable biases.

**Question #04:**

Damages for patent infringement can be computed in several ways:

1. The first of which bases the calculation of damages on the plaintiff's lost revenues.
2. Potential licensing expenses
3. Profit for the infringer
4. The license cost can be determined for the entire product or simply the infringed aspects.

When determining damages, the key consideration that is evaluated is the amount of money that the person who was injured lost as a direct result of the infringement. Plaintiffs must present overwhelming evidence of monetary and reputational harm before they can be given full compensation for their losses.

Because Apple was unwilling to provide licenses for its technology, the first method (loss of Apple's earnings) should be used to assess the amount of compensation to be awarded. **Question #05:**

Because Apple's headquarters were already in the United States, the company was already familiar with the legal system. The organization employs knowledgeable patent attorneys that are well-versed in the law. Samsung formed a patent department in response to allegations of intellectual property infringement, whereas Apple was willing to pay everything to win its legal battles. The necessity for Samsung to translate legal paperwork back and forth between Korean and English was a considerable burden. Apple has better access to finance for its legal defence as a result of its increased popularity and durability. It was able to obtain more victories than Samsung, which was only victorious in South Korea, because to its dominance in the United States and other judicial systems.

**Question #06:**

In a conjoint analysis, all product traits and advantages are taken into account. The touchscreen, storage, and camera of a product are removable. Respondents receive the entire product, not just one feature (to be evaluated). Because not every component can be personalised, concessions must be made. Discrete choice conjoint analysis involves presenting a customer with options that may or may not possess distinct attributes. This enables subsequent calculations to determine the significance of each property.

1. Apple uses conjoint analysis for a variety of purposes.
2. When questioned about a single feature, people prefer to respond, "Every feature is equally significant."
3. Customers rarely purchase based entirely on a single characteristic. People judge the qualities of a product depending on their needs.
4. Inquiring about a specific feature (the patents borrowed by Samsung) would not accurately reflect purchasing power.

**Question #07:**

The study's true aims were hidden by non-patentable features, hence the conclusions are reliable. Four traits were valued. Camera, size/weight, touchscreen, memory, and pricing were four product categories and sixteen vocations (without naming the products). Samsung users responded. Survey respondents' tablets and phones were extensively verified. Mobile voters. 415 tablets and 455 phones were surveyed. Demographics were also obtained. (Apple-Samsung $2 billion dispute, "Joint Study," pages 2 and 4)

Cooperative research finds partworths. Score higher, get more. Toth combines a product's features. Parthworths and a market simulator helped Apple price touchscreens. This method gauges buyer interest in a feature. (Apple-Samsung $2 billion dispute, pages 4 and 5 of joint research)

Apple sued Samsung over sales for $2 billion.

Apple used statistics like the number of handsets sold over a certain time period to reach the $2 billion figure in their case against Samsung.

Samsung said the research was wrong because key criteria were missed (brand name, battery life).

1. Mobile users don't choose a device based on specs alone. None of the study's qualities influenced its requirement.
2. Only Samsung was researched when additional competitors were needed.
3. Market stability is assumed. It should've shown the market and competition.