**PPIT Assignment 3**

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**Q1**

In the interview with Korean lawyers, the differences between the two companies were as follow:

* Apple has built its product in the software domain such as iOS system, Smart watches etc., where as the Samsung focuses on the hardware domain.
* Apple was built in the US and have legal expenses of US while the Samsung was built in Korea and converted to English. It was a difficult thing for Samsung.
* Apple is an innovative company which produce new tech stuffs while Samsung is a manufacturing company.
* It was difficult for Samsung to grow in the US due to large shift in the environment while the Apple was based in the US.

Reference: Klc-Samsung-Apple. Pg 5-7

**Q2**

The differences between the patents of the two companies were:

* The Apple patent 915 defines the pinch to zoom feature and patent 163 defines the touch to zoom.
* The Apple patent 381 protects the iPhone’s scroll-back and bounce design when scrolling a document.
* The Apple patent D604,305 defined the Graphical user interface for a display screen.
* The Samsung patent 941 is a 3GPP covering communication technology for UMTS standard.
* The Samsung patent 711 covers MP3 playback technology on a mobile device.
* The Samsung patent 893 covers switching between photo and image display modes.

The differences between the two legal systems (US and Korea) were:

* The Korea legal system favors Samsung while the US favors Apple.
* The Korea courts fined small penalties while the US courts fined high penalties.

Reference: Klc-Samsung-Apple. Pg 2-5

**Q3**

* They both copied each other software and hardware features.
* They both copied each other patents.
* The different legal system of US and Korea caused huge losses on both sides.
* The lawsuits were carried out in various international courts (9 countries) due to tensions between the two legal systems.

Reference: Klc-Samsung-Apple. Pg 1

**Q4**

The loss calculations require multiple inputs.

Experts of the domain could be used like Apple hire John, Professor of Marketing of MIT.

A marketing tool called conjoint analysis should be used.

Reference: Samsung vs Apple. Pg 1