

Apple Wins Patent Victory Over Samsung

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Apple's patent victory over rival Samsung will force competitors in the mobile market to rethink their software design. The court's decision also raises questions about the future development of second screen apps like GetGlue and Miso or content distribution portals like Epix or Vudu. If the decision holds, it will require developers to design for increasingly distinct mobile platforms.

Intense media interest in the \$1.05 billion settlement has generated a slew of coverage. Here's our take on some of the most valuable bits:

- Apple's initial [court filing](#) offers a detailed description of its current patents and design trademarks, which range from the rounded corners of its devices to the specific design of

application icons.

- A jury found Samsung violated six of Apple's software utility and hardware design [patents](#), such as Apple's [pinch-zooming](#), [bounce-back scrolling](#), and [tap-to-zoom](#) user interface features.
- *Ad Age* reports the court's decision will lead to [innovation](#) in the mobile market since Android manufacturers will be forced to differentiate their products.
- In contrast, the *New York Times* asks whether the court's decision will [stifle](#) innovation by causing software developers to second guess their design decisions.
- The staff at [Engadget](#) offers a variety of perspectives—from the indignant to the indifferent—on the controversial decision, ultimately drawing attention to some of the wider ramifications for mobile makers, including Apple.
- Rob Rowinski at *Readwriteweb* [argues](#) Apple's true motivation was the 68 percent market share Android products now represent in an increasingly competitive mobile market.



- Samsung [plans](#) to appeal, pointing out that it has won similar cases against Apple in the United Kingdom, the Netherlands, Germany, and South Korea.
- Google [claims](#) the court's decision does not affect the core

design of its Android operating system and that it hopes the decision does not limit consumer access to Android products.

- Unfortunately for Google, Apple filed a [notice](#) August 27 listing the Samsung devices it wants banned from sale in America over patent infringement, a decision presiding Judge Lucy Koh will make September 20.



DreamWorks Animation has shed nearly a third of its workforce in less than two years—a startling indication of the studio’s ongoing financial struggles and its inability to reshape creative operations at a time of industry-wide economic uncertainty.



Two conversations among a group of media industry executives and creatives at the Flow Conference address the variety of ways the television industry is transforming, including those areas where it continues to struggle to satisfy new audience demands.



The success of female-driven films this summer, along with new records of female filmgoers, have reignited calls for more gender diversity in front and behind the camera.



The *Aereo* case highlights the potential of digital technologies to

de-stabilize longstanding industry norms, including the ways content is monetized, distributed, and consumed



While the upcoming slate of games command much of the attention at the Electronic Entertainment Expo, the relentless promotion risks obscuring more interesting signs of growth.