



atVantage™ Business Development Tools

Gain Vital Market Insight and Competitive Intelligence

- *Drive your firm's critical growth strategies ...*
- *Gain valuable insight in today's changing marketplace ...*
- *Identify, analyze and act on business opportunities—quickly and with confidence.*

atVantage™ business development tools provide you with quick, easy access to critical company, industry, law firm and lawyer intelligence, as well as unmatched legal event trends and analysis. Use powerful profiling, prospecting and tracking capabilities within atVantage to stay on top of business trends and gain the ongoing competitive intelligence you need.

Identify, qualify and prioritize prospects

Create highly targeted prospect lists based on litigation history, transactions and other key criteria aligned with your business objectives.

Uncover opportunities with existing clients

Identify cross-selling opportunities, determine your current share of a client's business, and pinpoint who has the remaining share with detailed legal event trends and analysis.

Stay up-to-date on market and industry trends

Drive successful business development strategies with actionable intelligence that helps you analyze long-term legal trends and identify growing markets.

Your firm can make better informed decisions about investment in existing markets and expansion into new markets.

Monitor your success and track your competition

Employ the most robust and flexible reporting and analytical tools available through regular profile updates.

Monitor your client share at frequent intervals and send the information to others in your firm. Use data to benchmark your market and client share against that of competing firms to help assess the effectiveness of your growth strategies.

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Go to just one place for all your client development tools and resources

atVantage makes it easy to perform rapid searches focused on specific companies ... or conduct queries based on broader characteristics such as market size or industry. This integrated, Web-based solution aggregates the most complete collection of news, business, executive, financial, public records, litigation, patent prosecution and transactional deal information. atVantage covers 43 million public and private companies and 1,200 industries.

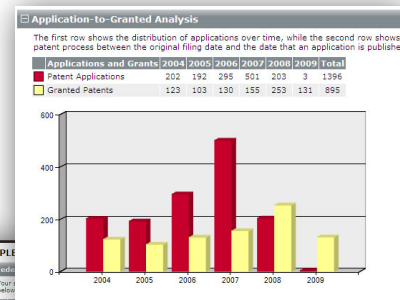
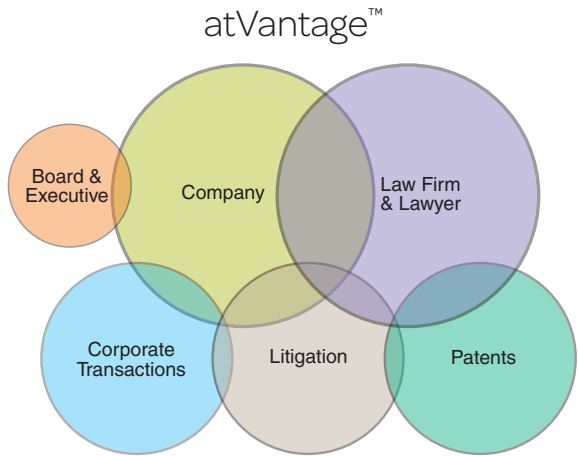
Resources include full-text news stories published over the last two years by 6,000 global publications, plus same-day, full-text news stories from over 85 publications.

atVantage also connects you with valuable Martindale-Hubbell® attorney information, as well as ExecRelate™ intelligence on directors, executives and their relationships.

With atVantage, you gain one-point access to comprehensive data that's organized for your specific needs.

Generate profiles

Get an at-a-glance profile of your best prospects. Then dig deeper and get the most complete picture of their litigation history. You can generate profiles on companies, law firms, lawyers, industries and more.



Apple - Company Profile

Overview

Company Type: Public - Parent

Physical Address: 1 Infinite Loop, Cupertino, California 95014

United States

Telephone: 1 (408) 996-1010

Fax: 1 (408) 996-0275

Email: media.help@apple.com

Web Site: www.apple.com

Stock Information: AAPL [Nasdaq NMS]

DUNS® Number: 06-070-4780

Bullet Proof Rating: 0.25

Industries: NAICS: Electronic Computer Manufacturing (334111)
2 Secondary NAICS Categories
SIC: Electronic computers (3571)
4 Secondary SIC Categories

Employees: 32,000

Net Sales: 32,479,000,000 (USD)*

Key Competitors: Dell, Hewlett-Packard, Microsoft

Business Description: Apple aims for nothing short of a revolution, wit... all of which feature the OS X operating system Mac Pro and MacBook Pro for high-end consum players (iPod) and online music store (iTunes), (Airport), and publishing and multimedia softw...

Name	Currently Serves on These Other Boards
William V. Campbell	INTUIT INC
Timothy D. Cook	NIKE INC
Millard S. Drexler	1 CREW GROUP INC
Albert A. Gore, Jr.	CURRENT MEDIA INC
Steven P. Jobs	WALT DISNEY CO
Ronald B. Johnson	ADA-ES INC
Andrea Jung	GENERAL ELECTRIC CO AVON PRODUCTS INC
Arthur D. Levinson	GOOGLE INC GENENTECH INC
Eric E. Schmidt	GOOGLE INC
Jerome B. York	METRO-GOLDWYN-MAYER INC DANA HOLDING CORP TYCO INTERNATIONAL LTD BERMUDA

Case #	Court	Case Number	Case Name	Case Type	Class	Date Filed	Closed	Class Action
1	California Central - Federal District	2:09cv0021	Eight Mile Style, LLC et al v. Apple Computer et al	Other Statutory Actions - 850	Fed. Question	06/04/2009	No	False
2	Texas Eastern - Federal District	2:09cv0168	Actus, LLC v. Amazon.com, Inc et al	Patent - 830	Patent Infringement	05/26/2009	No	False
3	New York Southern - Federal District	1:09cv04837	Carrier International NV v. Apple, Inc	Trademark - 840	Trademark Infringement (Lanham Act)	05/22/2009	No	False
4	California Central - Federal District	2:09cv03882	Tracey Hedwich et al v. Apple Inc et al	Other Statutory Actions - 850	Fed. Question	05/12/2009	No	True
5			Tune Hunter Inc v. Samsung Telecommunications America Llc et al	Patent - 830	Patent Infringement	05/12/2009	No	False
6			Kitagawa, Jr et al v. Apple, Inc	Personal Property - 300	Fed. Question	05/01/2009	No	False
7			Odioworks, LLC v. Apple Inc	Copyrights - 820	Copyright Infringement	04/27/2009	No	False
8			Odioworks, LLC v. Apple Inc	Copyrights - 820	Copyright Infringement	04/27/2009	No	False
9			Vall v. Apple, Inc	Other Statutory Actions - 850	Diversity-Other Contract	04/15/2009	No	False
10			Elan Microelectronics Corporation v. Apple, Inc	Patent - 830	Patent Infringement	04/07/2009	No	False
11			Prust v. Apple Inc	Patent - 830	Patent Infringement	04/02/2009	No	False
12			Pacific Group, LLC v. Apple Inc et al	Patent - 830	Patent Infringement	03/30/2009	No	False
13			Accolade Systems LLC v. Miron Technology Inc et al	Patent - 830	Patent Infringement	03/24/2009	No	False
14			Affinity Labs of Texas, LLC v. Apple, Inc	Patent - 830	Patent Infringement	03/24/2009	No	False
15			Honec Holding AG v. Apple Inc	Patent - 830	Patent Infringement	03/23/2009	No	False
16			Dickerson v. Apple Computer, Inc et al	Product Liability - 198	Diversity-Other Contract	03/16/2009	No	False

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Generate and analyze targeted prospect information

Identify targets of opportunity by dynamically searching combinations of criteria based on litigation history, transactions and other key factors aligned with your business objectives. View company lists, law firm lists, lawyer lists and more. You can quickly set and reset your search criteria to test potential growth strategies.

The screenshots show the LexisNexis atVantage interface. The top screenshot displays search filters for 'Company & Deal Prospecting' with criteria like Industry NAICS, Sales Revenue, and Company Type. Below the filters is a table of results with columns for Company Name, State/Province, Industry SIC, Industry NAICS, # of Cases, Annual Revenue, and Company Type. The bottom screenshot shows a line graph titled 'Cases Grouped by Top 8 Firm Number of Lawyers Over Time (Date Filter)', plotting the number of cases from 1995 to 2009 for various firms.

Easily create in-depth reports

In just a few clicks, you can generate powerful, simple-to-follow company reports covering a broad range of vital information, including:

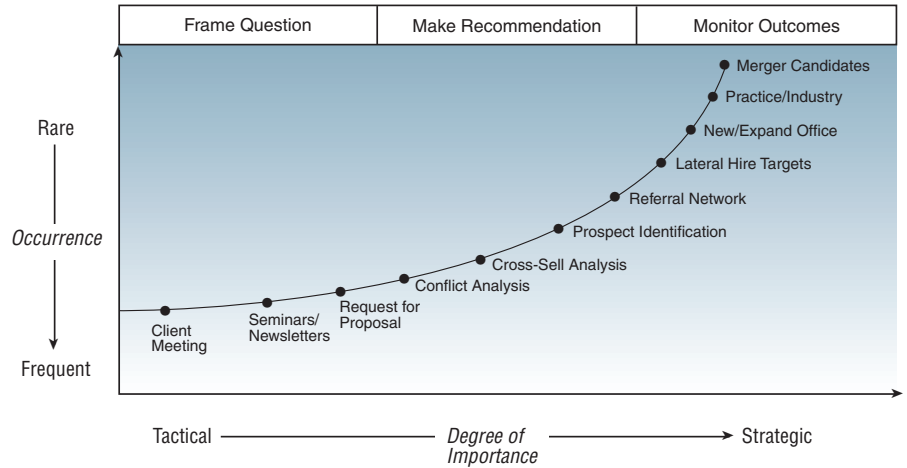
- Litigation summary—past and pending
- Board relationships
- Patent applications and granted patents
- Comprehensive company overview
- Corporate transactions
- In-depth financial information
- Company news from hundreds of trusted sources

This block contains several screenshots of reports generated by atVantage. One screenshot shows a detailed company profile for 'APL/ABC - Company Overview' with contact information and a financial chart. Another shows a 'Litigation Summary' with a table of cases and a pie chart. A third screenshot displays a 'Law Firm Representation - Direct Link to Company' report with a table listing law firms and their representation statistics. A fourth screenshot shows a 'Federal District Courts' report with a line graph of cases over time.

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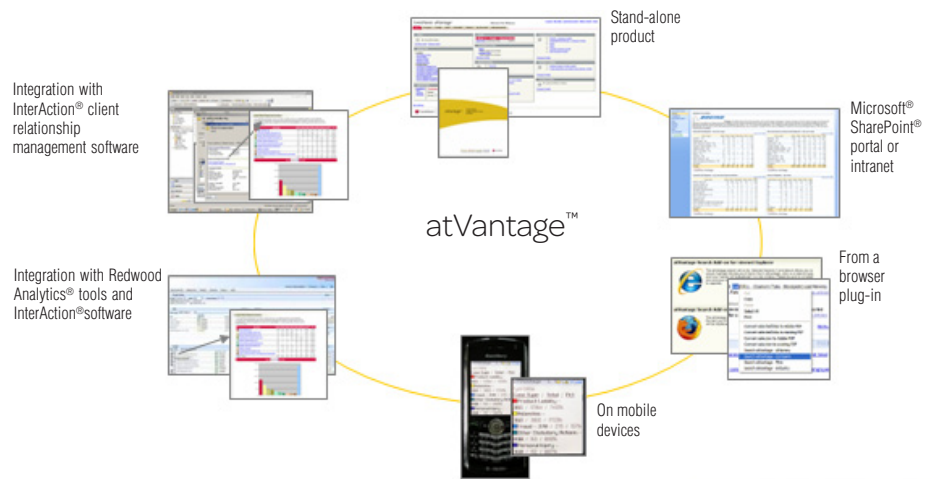
Gain competitive intelligence for your firm's growth strategies

atVantage business development tools provide analytics supporting a range of competitive intelligence activities for your firm's long-term growth.



Access atVantage your way

You can access atVantage as a stand-alone product, through a Microsoft® SharePoint® or intranet portal, via a browser plug-in, on mobile devices and through integration with Redwood Analytics® tools and InterAction® software.



Go to www.LexisNexis.com/Business-of-Law to request additional information.

