

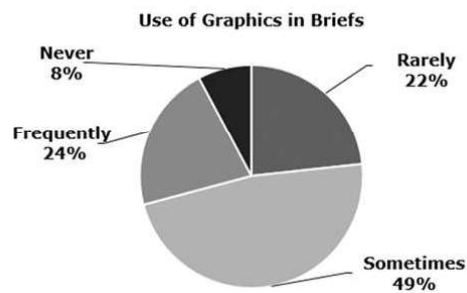
# Readable, Skim-able Legal Writing

17th Annual  
Advanced Texas Administrative Law Seminar

Wayne Schiess

1

## Graphics, Visuals, and *Tables*



2

# Should I use a visual?

Merely decorative?

Clarify the analysis?



3

## Images

They're often used in intellectual-property cases.



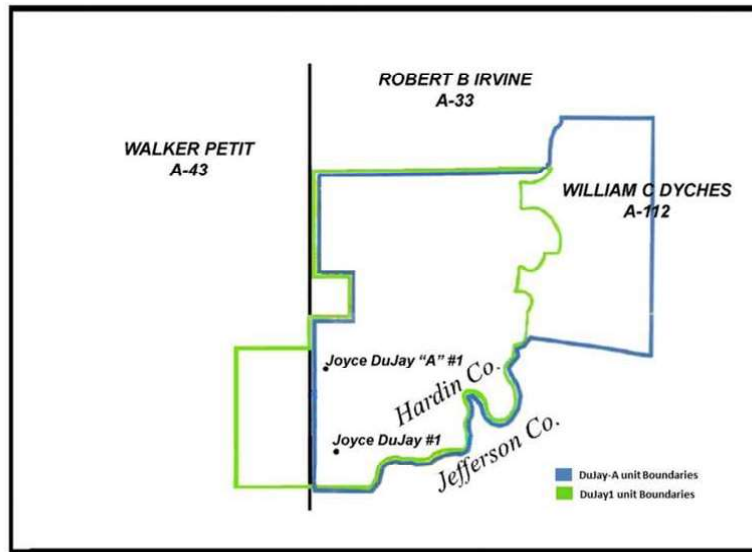
CAJA24681.



CAJA90143. As Apple's design expert testified, these similarities were "beyond coincidental," CAJA41409—they were intentional copying. This was confirmed at trial through Samsung's own documents, including the following comparison that included specific "[d]irections for [i]mprovement" to make Samsung's graphical user interface and icons more like Apple's:

4

Maps are useful in many kinds of cases.



5

But *tables* are great ... and simple!

Ralph Gilbert	Chief Executive Officer
Leslie Start	Chief Financial Officer
Graydon Treat	Chief Investment Officer
Justin Bister	Board Director
Mary Sholes	Board Director
Harvey Flexer	Board Director

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