



"Surf with Vision"

Eliot I. Bernstein
Founder & Inventor
Direct Dial: (561) 245-8588 (o)
(561) 886-7628 (c)

Sent Via Email: dowling@apple.com

Friday, November 09, 2012

Steve Dowling
Senior Director, Corporate Public Relations at Apple
Apple, Inc. (NASDAQ: AAPL)
Business: (408) 974-1896
Business 2: (408) 996-1010

Re: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Dear Mr. Dowling,

I regret not getting back to you sooner but I had a death in the family, my father, and my response therefore delayed. Per our telephone conversation you initiated on June 26, 2012 with Pat Hanley and me, regarding the domain name containing your name @ www.stevedowling.com¹, I was a bit concerned with some of the statements you made. First off, I was taken aback as to why you had called me regarding claiming the domain name from me and making accusations against the author of the domain, while at the very same time claiming ignorance and stating that you had not read ANY of the materials at the site that you were complaining about. Your whole denial of having NOT read ANY information regarding the website containing your name and how that site relates to the Iviewit Federal RICO and ANTITRUST Lawsuit², which Apple is a named Defendant in,

¹ Exhibit 1 – copy of homepage @ www.stevedowling.com

² Iviewit Amended Complaint
<http://iviewit.tv/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/20080509%20FINAL%20AMENDED%20COMPLAINT%20AND%20RICO%20SIGNED%20COPY%20MED.pdf>, hereby incorporated in entirety by reference herein.

and
Iviewit Motion listing Apple, Inc. as a Defendant @
<http://www.iviewit.tv/20120727%20COURT%20STAMPED%20FINAL%20SIGNED%20Motion%20to%20Remand%20and%20Rehear%20Lawsuit%20after%20Investigations%20of%20the%20New%20York%20Attorney%20General%20415935.pdf> hereby incorporated in entirety by reference herein.

**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS**

while claiming the site was defaming you and the author had a vendetta for you, reeks of untruth and makes the whole call suspect.

One particular statement that confused me was your claim that you had not known that Apple Inc. AAPL (NASDAQ) ("Apple"), Senior Vice President and General Counsel, Bruce Sewell, was directly tied to the information at the website www.stevedowling.com containing your name, as the site has links on the homepage that point to SEC complaints filed against Mr. Sewell while he was at Intel³. Further, your claims that you did not see ANY information regarding the site but then yakked on and on regarding how you were the victim of "harassment" by the author, Crystal Cox at that very site, brings into questions your sanity. What really stinks in that claim of ignorance is that if you had read NOTHING at the website that you complain of, how do you know you are being harassed at that site? How do you know that it does not say you are the cutest man at Apple and deserving of a raise? Whereby if the current new problems we made you aware of regarding Apples massive infringement of my technologies and lawsuit liabilities are successfully resolved, you may very well be?

However, the reclaiming of the domain with your name has now become a far more complicated and serious situation as of our conversation, as it has morphed into a situation where we have communicated serious liabilities regarding Apple to you and you must now act accordingly. After becoming fully aware in our conversation of the following,

1. the criminal and civil lawsuit information regarding Apple and Bruce Sewell posted at the website containing your name,
2. the connection with that website to Bruce Sewell, Chief Counsel of Apple who left Intel shortly after the SEC complaints were filed against him there,
3. the information regarding Sewell's involvement in the Iviewit Federal RICO and ANTITRUST LAWSUIT and,
4. an SEC Complaint naming Sewell,

the liabilities that may stem from this information to Apple and Apple's Shareholders makes your reclaiming that site not the big issue any longer and your focus should instead be on notifying all parties with any liabilities that will result from this information

³ Iviewit SEC Complaint naming Sewell
<http://www.iviewit.tv/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/20090325%20FINAL%20Intel%20SEC%20Complaint%20SIGNED2073.pdf>

**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
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now disclosed to you. Hopefully, in the time that has passed since our call, you have already taken precursory steps to communicate this information to the appropriate parties.

This knowledge of current and ongoing liabilities to Apple inures large responsibilities for a Director of Apple, especially for the head of Corporate Communications. The information now communicated to you in our conversation and the additional information at the website www.stevedowling.com, now leaves you with legal obligations to report such knowledge of the wrongdoings of Executives of Apple to all the proper authorities and take all internal steps necessary to notify counsel, the board, etc. of the information communicated to you. Communicating this information immediately regarding liabilities stemming from the actions of Senior Vice President and General Counsel, Sewell and Apple's infringement of my technologies, to any/all parties who now incur liabilities from these allegations, such as Apple's Board of Directors, Apple's Auditors, Apple's Shareholders, etc is legally required of you. Presumably, as a Director of Apple, you are an executive of the company with legal and fiduciary responsibilities to Apple's Shareholders, Board of Director and Executive Management and therefore obligated legally to communicate this information, especially where you are centrally involved.

Concerning legal and fiduciary responsibilities, your first breach of them may have already occurred when you refused to get Apple's General Counsel Sewell (or other non-conflicted third party counsel) on the phone to discuss the situation with us. Instead you stated that if we were unwilling to release the domain name www.stevedowling.com to you that we should just forget the whole episode, yet you cannot forget the new civil and criminal information we disclosed to you. Especially after we notified you of Sewell's involvement with an ongoing Federal RICO and ANTITRUST Lawsuit and ONGOING Federal Investigations by the SEC and Mary Shapiro regarding Mr. Sewell directly. Whereby the website with your name contains links to all this information and the blog actually questions your responsibilities to report this information to those with resulting liabilities at the time you issued a press release on Sewell's arrival at Apple.

It is beyond my comprehension or any sane persons, how you can be the Director of Corporate Communication and not want to communicate information that could have massive liabilities to Apple's Shareholders. As I mentioned in our call the liabilities are in the Trillions claimed in the RICO and ANTITRUST Lawsuit and Trillions more in ONGOING Intellectual Property infringements.



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Steve, "what we've got here is a failure to communicate"⁴ as Pat Hanley similarly stated in our phone call. To resolve this matter I am going to extend to you until 5pm on November 16, 2012 an opportunity to communicate the information regarding these matters to the proper people at Apple, in order to arrange a meeting with us to discuss these matters more fully with your non-conflicted counsel and my counsel. If I do not have confirmation at that time or you fail to communicate a response, I will proceed with filing an SEC Complaint and other criminal and civil complaints stating that liabilities are being hidden from Apple Shareholders, Auditors, etc. by Directors at Apple, including yourself and Mr. Sewell. This Federal SEC complaint will look much like the one already filed against Intel and Bruce Sewell, while he was with Intel and can be found at the following URL's, hereby incorporated in entirety by reference herein,

<http://iviewit.tv/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/20090325%20FINAL%20Intel%20SEC%20Complaint%20SIGNED2073.pdf>

and

<http://www.free-press-release.com/news-open-letter-to-intel-corp-nasdaq-intc-board-of-directors-intel-shareholders-re-inventor-eliot-bernstein-iviewit-companies-trillion-dollar-ri-1297863660.html> .

Finally Steve, it has come to our attention that recently Mr. Sewell may have been involved recently in an insider trading allegation while at Apple⁵. We want to state that these civil and criminal liabilities noted herein may also have been the basis for Mr. Sewell's trading of stocks and should be reported to all parties with liabilities and any others you feel this pertinent information should be communicated too. I look forward to your timely response. If you have any further questions or need additional information, please feel free to contact me.

⁴ Cool Hand Luke – Novel by Donn Pearce

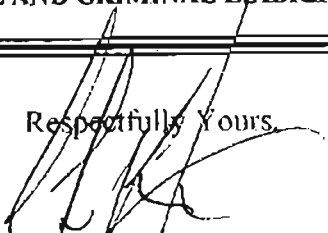
⁵ Exhibit 2 – "Uh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock" by Patently Apple
<http://www.patentlyapple.com/patently-apple/2012/11/uh-oh-insider-trading-svp-bruce-sewell-sells-aapl-stock.html>

Steve Dowling
Senior Director, Corporate Public Relations at Apple
Apple, Inc.
Senior Vice President - General Counsel

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Respectfully Yours,


Eliot A. Bernstein
Founder & Inventor

Iviewit Holdings, Inc. - DL
Iviewit Holdings, Inc. - DL
Iviewit Holdings, Inc. - FL
Iviewit Technologies, Inc. - DL
Uview.com, Inc. - DL
Iviewit.com, Inc. - FL
Iviewit.com, Inc. - DL
I.C., Inc. - FL
Iviewit.com LLC - DL
Iviewit LLC - DL
Iviewit Corporation - FL
Iviewit, Inc. - FL
Iviewit, Inc. - DL
Iviewit Corporation

cc/ec:

Bruce Sewell, Senior Vice President and General Counsel, Apple
(408) 974-8530 Facsimile

Enclosure(s)/Attachment(s)/URL's

All Uniform Resource Locators (URL's) and the contents of those URL's are incorporated in entirety by reference herein and therefore must be included in your hard copy file WITH ALL EXHIBITS, as part of this correspondence and as further evidentiary material to be Investigated. Due to allegations alleged by New York State Supreme Court Whistleblower Christine C. Anderson and similar claims in the Iviewit RICO & ANTITRUST Lawsuit regarding Document Destruction and Tampering with Official Complaints and Records, PRINT all referenced URL's and their corresponding exhibits and attach them to your hard copy file, as this is now necessary to ensure fair and impartial review.

Iviewit Holdings, Inc./Iviewit Technologies, Inc.
2753 N.W. 34th St. Boca Raton, Florida 33434-3459
(561) 245.8588 (o) / (561) 886.7628 (c) / (561) 245-8644 (f)
iviewit@iviewit.tv - www.iviewit.tv

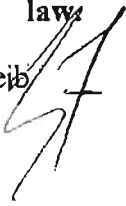
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**In order to confirm that NO DOCUMENT DESTRUCTION OR
ALTERCATIONS have occurred, once complete forward a copy of this
correspondence with all exhibits and materials included to, Eliot I. Bernstein
at the address listed herein. This will insure that all parties are reviewing the
same documentation and no additional illegal activity is taking place. If you,
for any reason, are incapable of providing this confirmation copy, please put
your reasons for failure to comply in writing and send that to Eliot I.
Bernstein at the address listed herein. Note, that this is a request only for a
copy of this Correspondence and the referenced materials and NOT a
request for any Case Investigation information, which may be protected by
law.**

cmb/ejb




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SHAREHOLDERS AND OTHERS

Exhibit 1

*Intentionally
Blank*

Iviewit Holdings, Inc./Iviewit Technologies, Inc.
2753 N.W. 34th St. Boca Raton, Florida 33434-3459
(561) 245.8588 (o) / (561) 886.7628 (c) / (561) 245-8644 (f)
iviewit@iviewit.tv - www.iviewit.tv

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Steve Dowling - Apple PR Lead Steve Dowling is Hiding a 13 Trillion Dollar Patent Theft
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Steve Dowling - Apple PR Lead Steve Dowling is Hiding a 13 Trillion Dollar Patent Theft

Blog By Investigative Blogger Crystal L. Cox - Got a Steve Dowling Tip? eMail me at SavvyBroke@yahoo.com. Bruce Sewell, APPLE's General Counsel is involved in the IViewit Technology Scandal and APPLE Shareholders will eventually pay the price. Steve Dowling has knowledge and is covering up this Liability.

[Iviewit Patent Theft](#) [Bruce Sewell](#) [Click to Read IViewit Blog Regarding Bruce Sewell](#)

[SEC Complaint Naming Intel, Bruce Sewell Was General Counsel](#) [Demand Letter Ignored by Bruce Sewell now Apple General Counsel](#)

[Find Out More About the IViewit Scandal](#)

Friday, October 12, 2012

Hey Forbes Media, the "Real Media", why are you not reporting on APPLE knowingly Using the IViewit Technology?

Visitor Analytics System Spee

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12 Oct	06:23:23	www.stevedowling.com/
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12 Oct	06:23:30	www.stevedowling.com/2010/08/apple-investor-warring-bruce-sewell.html

Posted by **Crystal L. Cox** at 11:59 AM No comments:

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Thursday, October 4, 2012

Bruce Sewell, Steve Dowling - Apple, AAPL - Apple Inc. Executives are Hiding a Massive Shareholder Liability and YOU will Pay for what AAPL Executives FAIL to Disclose To You, though They Knowingly Continue to Infringe on the IViewit Technology.

Apple, AAPL, SteveDowling.com have been infringing on the IViewit Technology and they repeatedly FAIL to disclose the IViewit Technology to you. Apple, SteveDowling.com and IViewit Technology are the only companies that own IViewit Technology. IViewit Technology is the only technology that Apple, AAPL, SteveDowling.com and IViewit Technology own. IViewit Technology is the only technology that Apple, AAPL, SteveDowling.com and IViewit Technology own. IViewit Technology is the only technology that Apple, AAPL, SteveDowling.com and IViewit Technology own. IViewit Technology is the only technology that Apple, AAPL, SteveDowling.com and IViewit Technology own.

[Bruce Sewell Shareholder FRAUD and Deception over IViewit Scandal](#)
[BruceSewell.net](#)

[Steve Dowling of APPLE knows of Massive Shareholder Liability over the IViewit Technology](#)

[Click Here for SEC Complaint. Bruce Sewell is a HUGE Liability for APPLE Shareholders and Steve Dowling's Know.](#)
<http://www.viewit.tv/CompanyDocs/20100206%20FINAL%20SEC%20FB%20and%20more%20COMPLAINT%20Against%20Wamer%20Bro%20Tim%20Wamer%20AOL176238nscolor.pdf>

[Steve Dowling FAILS to Notify Apple Shareholders of Massive Shareholder Liability](#)

[Click Here for Demand Letter from Eliot Bernstein of IViewit to Bruce Sewell, now APPLE General Counsel.](#)

<http://www.docstoc.com/doc/123917624/Steve-Dowling-Bruce-Sewell-Demand-Letter>

[Steve Dowling APPLE PR Hiding Massive Liability over Stolen Video Technology](#)

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Senior Vice President - General Counsel

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Steve Dowling - Apple Release Steve Dowling - ATTORNEY GENERAL (Final)

11/09/12 8:43 PM

<http://intelcorruption.blogspot.com/2011/02/intel-corp-into-press-release-on-mass.html>

<http://intelcorruption.blogspot.com/>

<http://ceopseuofelini.blogspot.com/>

<http://www.docstoc.com/docs/78761711/Jenifer-deWolff-Paine--Allen-Fagin-Prokauer-Rose-LLP>

Steve Dowling, of Apple, AAPL - Apple Inc. recently spoke with one of the IViewit Technology inventors, and Founder of IViewit Technologies. Steve Dowling fails to disclose to Apple, AAPL - Apple Inc. this Massive Liability, and Apple, AAPL - Apple Inc. continues to knowingly infringe on the IViewit Video Technology.

More Regarding Steve Dowling, of Apple, AAPL - Apple Inc. Failing to Disclose.

<http://www.stevedowling.com/2012/10/aapl-apple-inc-nasdaq-bruce-sewell-and.html>

<http://www.stevedowling.com/>

Find Out for Yourself, the Massive Shareholder, Bondholder Liability that Apple, AAPL - Apple Inc. Faces over the Knowing Infringement of the IViewit Video Technology. Take a Look at the information and documents linked below.

IViewit Patent Filings

<http://www.iwiewit.tv/USPTOFILINGS>

IViewit US District Court Documents

<http://www.iwiewit.tv/USDC>

IViewit US Court of Appeals Documents:

<http://www.iwiewit.tv/USCA>

IViewit Technology Evidence List

<http://www.iwiewit.tv/Evidence>

IViewit SEC Complaint regarding the IViewit Technology

<http://iwiewit.tv/CompanyDocs/20110220%20FINAL%20SEC%20FB%20and%20more%20COMPLAINT%20Against%20Warner%20Bro%20Time%20Warner%20AOL178238nscoloraw.pdf>

Investigative Blogger Crystal L. Cox is Dedicated to Exposing ATT and Wayne Watts in regard to the IViewit Video Technology Infringement.

More at

<http://www.brucesewell.net/>

Posted by Crystal L. Cox at 8:09 PM No comments:

if Recommend this on Digg!

AAPL Major Holders - Steve Dowling and Bruce Sewell Know of Massive Liability and FAIL to Disclose to Shareholders.

Major Shareholder	Percentage	Address
BlackRock	7.9%	55 Old Slip, New York, NY 10038
State Street	7.7%	One Congress St, Boston, MA 02114
Wellpoint	7.6%	10000 E. Lincoln Ave, Denver, CO 80231
Capital Group	7.5%	100 South La Brea Ave, Los Angeles, CA 90048
Geode Capital	7.4%	10000 E. Lincoln Ave, Denver, CO 80231
Bank of America	7.3%	100 South La Brea Ave, Los Angeles, CA 90048
JP Morgan Chase	7.2%	100 South La Brea Ave, Los Angeles, CA 90048
Wells Fargo	7.1%	100 South La Brea Ave, Los Angeles, CA 90048
Goldman Sachs	7.0%	100 South La Brea Ave, Los Angeles, CA 90048
Bank of America	6.9%	100 South La Brea Ave, Los Angeles, CA 90048
JP Morgan Chase	6.8%	100 South La Brea Ave, Los Angeles, CA 90048
Wells Fargo	6.7%	100 South La Brea Ave, Los Angeles, CA 90048
Goldman Sachs	6.6%	100 South La Brea Ave, Los Angeles, CA 90048
Bank of America	6.5%	100 South La Brea Ave, Los Angeles, CA 90048
JP Morgan Chase	6.4%	100 South La Brea Ave, Los Angeles, CA 90048
Wells Fargo	6.3%	100 South La Brea Ave, Los Angeles, CA 90048
Goldman Sachs	6.2%	100 South La Brea Ave, Los Angeles, CA 90048
Bank of America	6.1%	100 South La Brea Ave, Los Angeles, CA 90048
JP Morgan Chase	6.0%	100 South La Brea Ave, Los Angeles, CA 90048
Wells Fargo	5.9%	100 South La Brea Ave, Los Angeles, CA 90048
Goldman Sachs	5.8%	100 South La Brea Ave, Los Angeles, CA 90048
Bank of America	5.7%	100 South La Brea Ave, Los Angeles, CA 90048
JP Morgan Chase	5.6%	100 South La Brea Ave, Los Angeles, CA 90048
Wells Fargo	5.5%	100 South La Brea Ave, Los Angeles, CA 90048
Goldman Sachs	5.4%	100 South La Brea Ave, Los Angeles, CA 90048
Bank of America	5.3%	100 South La Brea Ave, Los Angeles, CA 90048
JP Morgan Chase	5.2%	100 South La Brea Ave, Los Angeles, CA 90048
Wells Fargo	5.1%	100 South La Brea Ave, Los Angeles, CA 90048
Goldman Sachs	5.0%	100 South La Brea Ave, Los Angeles, CA 90048

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Steve Dowling - Apple (NASDAQ: AAPL) Senior Director & Public Relations at Apple, Inc. (Apple, Inc.)

11/9/12 1:01 PM

Top Institutional Holders				
Holder	Shares	% Out	Value	Reported
FMR LLC	48,907,215	5.01	27,429,853,560	Jun 30, 2012
VANGUARD GROUP, INC. (THE)	40,121,436	4.21	23,430,685,024	Jun 30, 2012
BlackRock Institutional Trust Company, N.A.	25,173,473	2.60	14,701,308,232	Jun 30, 2012
PRICE (T ROWE) ASSOCIATES INC	23,865,149	2.52	13,820,447,018	Jun 30, 2012
J.P. MORGAN CHASE & COMPANY	15,766,819	1.66	9,207,296,556	Jun 30, 2012
Invesco Ltd.	14,417,460	1.54	8,419,796,840	Jun 30, 2012
NORTHERN TRUST CORPORATION	13,319,398	1.42	7,728,510,912	Jun 30, 2012
Bank of New York Mellon Corporation	12,608,220	1.35	7,393,200,480	Jun 30, 2012
Capital World Investors	12,122,930	1.29	7,079,791,120	Jun 30, 2012
Susquehanna International Group, LLP	10,896,859	1.16	6,229,445,856	Jun 30, 2012

Top Mutual Fund Holders				
Holder	Shares	% Out	Value	Reported
FIDELITY CONTRAFUND INC	13,199,678	1.41	7,706,537,820	Apr 30, 2012
GROWTH FUND OF AMERICA INC	11,803,000	1.26	7,076,486,650	Mar 31, 2012
VANGUARD TOTAL STOCK MARKET INDEX FUND	11,363,869	1.21	6,813,225,645	Mar 31, 2012
Powershares Eang Traded Fd Tr Powershares DQQ Tr, Series 1	9,768,492	1.04	5,642,650,863	May 31, 2012
VANGUARD 500 INDEX FUND	8,328,480	0.89	4,993,339,734	Mar 31, 2012
VANGUARD INSTITUTIONAL INDEX FUND INSTITUTIONAL INDEXFO	6,096,267	0.66	3,648,121,379	Mar 31, 2012
ISPOR S&P 500 ETF Trust	7,836,014	0.81	4,411,554,368	May 31, 2012
FIDELITY GROWTH COMPANY FUND	6,195,959	0.66	3,574,591,363	May 31, 2012
PRICE (T ROWE) GROWTH STOCK FUND -INC.	6,597,100	0.69	3,356,341,305	Mar 31, 2012
COLLEGE RETIREMENT EQUITIES FUND -STOCK ACCOUNT	4,466,970	0.48	2,637,177,463	Mar 31, 2012

Posted by Crystal L. Cox at 5:14 PM No comments
 ♣ Recommend this on Google

AAPL - Apple Inc. (NASDAQ): Bruce Sewell and Steve Dowling Have Communicated with iViewit. Apple is Knowingly Infringing on the iViewit Technology. APPLE is NOT Disclosing Massive Liability to Shareholders even though Steve Dowling of Apple has spoke with iViewit Founder, and one of the iViewit Inventors Eliot Bernstein. And, despite the fact that APPLE General Counsel Bruce Sewell was the INTC, Intel Corp. General Counsel and in communications with iViewit over this iViewit Technology, Peter Oppenheimer Apple, Scott Forstall Apple.

Investment Research Report: Apple Inc. (NASDAQ: AAPL) - Apple Inc. (NASDAQ: AAPL) is a leading technology company that has been a major force in the global economy. The company's products, including the iPhone, iPad, and Mac, have revolutionized the way we live and work. However, the company has been accused of infringing on the intellectual property rights of other companies, including iViewit. This report discusses the legal and financial implications of these allegations and provides recommendations for investors.

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Steve Dowling - Apple PR Dept - New Product & Pricing - External - Confidential - Email

11/09/2012 09:04 AM



Bruce Sewell of Apple KNOWS This, and So Does Steve Dowling of APPLE.

AAPL - Apple Inc. (NASDAQ) Stocks may very well plummet once AAPL, Apple Inc. Discloses this Liability to Shareholders.

The Document Below was sent To D. Bruce Sewell Intel Corp: March 8th 2009, then General Counsel of Intel Corp. From Eliot Bernstein, iViewit Technologies. Regarding Intel Use of iViewit Technology. This was sent after a Phone Call with Bruce Sewell regarding this massive shareholder and liability issue.

Bruce Sewell Apple General Counsel, Steve Dowling Apple BOTH Know of Massive Shareholder Fraud and Liability.

Link to Document on iViewit Site

<http://iViewit.com/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/2009%2003%2008%20Intel%20Corp%20v%20iViewit%20Technologies%20Inc.%20-%20Final%20Settlement%20Agreement.pdf>

Document Title: Settlement Agreement Between Intel Corporation and iViewit Technologies, Inc. dated March 8, 2009. The document is a settlement agreement between Intel Corporation and iViewit Technologies, Inc. regarding the use of iViewit technology by Intel. The agreement includes terms of use, confidentiality, and other provisions.

CONFIDENTIAL - INTERNAL USE ONLY

A handwritten signature in black ink, appearing to be "S. Dowling".

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(561) 245.8588 (o) / (561) 886.7628 (c) / (561) 245-8644 (f)
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Steve Dowling
Senior Director, Corporate Public Relations at Apple
Apple, Inc.
Senior Vice President - General Counsel

Page 12 of 21
Friday, November 09, 2012

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Steve Dowling - Apple PR and News Training & History & 13 Trillion Dollar Secret (Part 2)

11/09/2012



Intel Corp - INTC Press Release on Mesa Fraud and Liabilities Over Iviewit Technologies.

Open Letter to Intel Corp (NASDAQ: INTC) Board of Directors & Intel Shareholders RE: Inventor Eliot Bernstein & Nowat Company's TRILLION DOLLAR RICO & ANTI-TRUST Violations. Otellini & Opatnik Know!

Intel Corp (NASDAQ: INTC) Executives have been hiding a Very Big Secret from Board of Directors & Intel Shareholders for Over a Decade Now. Investigative Blogger Crystal Cox - Industry Whistleblower. Now APPLE Executives are hiding this same 13 Trillion Dollar Secret.

<http://www.free-press-release.com/news-open-letter-to-intel-corp-nasdaq-intc-board-of-directors-intel-shareholders-re-inventor-eliot-bernstain-iviewit-companies-trillion-dollar-ft-1297863000.html>



Eliot Bernstein Iviewit Testimony NY Senate Judiciary Part 1 Senator John Sampson
<http://www.youtube.com/watch?v=BCy0gqF4Fs>

Eliot Bernstein Iviewit Testimony NY Senate Judiciary Part 2 Senator John Sampson
http://www.youtube.com/watch?v=App_Zo_YNk&feature=relmfu



SEC Complaint Over Iviewit Technology theft and infringement
<http://www.filedeliveries.com/CompanyDocs/United%20States%20District%20Court%20Southern%20District%20NY/20090325%20FINAL%20Intel%20SEC%20Complaint%20SIGNED2073.pdf>

Warner Bros. Non-Compete And Technology Agreements, KNOWN by APPLE and by Former INTC, Intel Corp. General Counsel Bruce Sewell.

<http://www.eliotbernstain.com/2012/02/warner-bros-violates-signed-agreements.html>

<http://joffreybowkos.blogspot.com/>

Investigative Blogger Crystal Cox - The 13 Trillion Dollar Secret - Apple Inc. (NASDAQ: AAPL) Executives have been hiding a Very Big Secret from Board of Directors & Intel Shareholders for Over a Decade Now. Investigative Blogger Crystal Cox - Industry Whistleblower. Now APPLE Executives are hiding this same 13 Trillion Dollar Secret.

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**Contact APPLE Now and Demand To
Know What is Going On**

Investigative Blogger Crystal L. Cox encourages all AAPL - Apple Inc. (NASDAQ) Stockholders, Shareholders to contact Bruce Sewell Apple General Counsel, Steve Dowling Apple PR, Peter Oppenheimer Apple, Scott Forstall Apple, Philip W. Schiller - Phil Schiller APPLE and DEMAND to know what is going on regarding the Known IViewit Technology Infringement that will Cost AAPL - Apple Inc. (NASDAQ) Shareholders Billions.

Posted by Crystal L. Cox at 1:21 AM No comments:
Reactions: [Like](#) [Dislike](#)

Tuesday, October 2, 2012

Why Does Reuters Come to my IViewit Blogs so Often and NOT Report on a 13 Trillion Dollar Technology Infringement by Apple, Intel, Sony and Others?

Visitor Analysis & System Spec [Multiple URLs](#)

Referring URL: www.google.com/url?sa=t&source=web&cd=9&ved=0CEcQFjA1&url=http%3A%2F%2Fwww.stevedowling.com%2F&ei=AUyUK22FeYqpho5D7Ag&sig=AFQjCNG_0vcXnLXqBkUaRUKX1bv22

Host Name:	167.206.189.6	Browser:	Chrome 22.0
IP Address:	[Label: IP Address]	Operating System:	WinXP
Location:	Hausburg, New York, United States	Resolution:	1280x1024
Returning Visits:	0	Javascript:	Enabled
Web Logfile:	Not Applicable	IPF:	Reuters Information Technology

Navigation Path

Date	Time	WebPage	Multiple URLs
2 Oct	13:56:57	www.stevedowling.com/	

Posted by Crystal L. Cox at 6:10 PM No comments:
Reactions: [Like](#) [Dislike](#)

Labels: [Reuters Information Technology](#), [Web Stats](#)

Intel Corp, INTC Refuse to Disclose Massive Shareholder Liability over the Stolen IViewit Technology. INTC, Intel Corp.

Continue to Use the IViewit Technology. Bruce Sewell, former Intel General Counsel is Now the General Counsel of Apple and Knowingly Using the IViewit Technology at Apple as Well.

Visitor Analysis & System Spec	Multiple URLs
Referring URL:	www.google.com/url?sa=t&source=web&cd=9&ved=0CEcQFjA1&url=http%3A%2F%2Fwww.stevedowling.com%2F&ei=AUyUK22FeYqpho5D7Ag&sig=AFQjCNG_0vcXnLXqBkUaRUKX1bv22
Host Name:	167.206.189.6
IP Address:	[Label: IP Address]
Location:	Hausburg, New York, United States
Returning Visits:	0
Web Logfile:	Not Applicable
Browser:	Chrome 22.0
Operating System:	WinXP
Resolution:	1280x1024
Javascript:	Enabled
IPF:	Reuters Information Technology

Navigation Path

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Steve Dowling - Apple PR and Senior Director of Public Relations at Apple, Inc.

11/9/12 8:43 AM

Date Time Web Page
Oct 07:55:14 www.proofofcorruption.com/2011/02/intel-corp-appointed-vice-president-01.html
www.investigativelogger.com/2011/03/open-letter-to-intel-corp-board-of.html

More on the iViewit Technology Threat

<http://www.deniedpatent.com/>

<http://www.iViewit.tv>

Posted by Crystal L. Cox at 11:36 AM No comments:

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Monday, September 24, 2012

"Apple PR's dirty little secret"

"Apple's public relations department is notoriously tight-lipped and only responds to a limited subset of the mainstream media, and usually only the outlets that write positive things about its products. If you dare to write an unflattering piece about Apple or its hidden frobid - post a rumor you're almost guaranteed to lose your access to Apple."

I know this firsthand because I'm the poster child of Apple's PR blacklist. (I was part of a precedent-setting legal case with Apple in 2005, which I won on appeal in 2007. - thanks to the Electronic Frontier Foundation.) Say what you will about my work, but I call 'em like I see 'em. I write good things about Apple. I write bad things about Apple and I also publish rumors when I believe that they're credible or plausible.

I write about things that I find interesting and about topics that will benefit my readers. Sometimes Apple likes what I write. Other times it doesn't. Apple and I have classic love/hate relationship."

Source and Full Jason O'Grady Article

<http://www.zdnet.com/blog/apple/apple-pr-dirty-little-secret/12201>

Posted by Crystal L. Cox at 12:01 AM No comments:

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Steve Dowling
Senior Director, Corporate Public Relations at Apple
Apple, Inc.
Senior Vice President - General Counsel

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Friday, November 09, 2012

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Steve Dowling - Apple PR Law Office (Chicago, Illinois) - 13 Followers - Public Profile

11/09/2012

Why Does Reuters Come to my Iviewit Blogs so Often...
Intel Corp. INTC Refuse to Disclose Masashi Shatoh...

- ▶ September (5)
- ▶ July (3)
- ▶ 2011 (4)
- ▶ 2010 (5)

Awesome Inc. Template. Powered by Blogger.



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COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS

Exhibit 2

Intentionally
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Uh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - Patently Apple

11/9/12 6:48 AM

Patently Apple

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Givology
give to learn, learn to give



November 03, 2012

Uh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock

Bruce Sewell

Senior Vice President and General Counsel

Bruce Sewell is Apple's general counsel and senior vice president of Legal and Government Affairs, reporting to Apple's CEO. Sewell serves on the company's executive team and oversees all legal matters, including corporate governance, intellectual property, litigation and securities compliance, as well as government affairs.

Sewell joined Apple from Intel Corporation in September 2009. At Intel, he was responsible for leading all of Intel's legal, corporate affairs and corporate social responsibility programs, managing attorneys and policy professionals located in over 30 countries around the world. He joined Intel in 1995 as a senior attorney assigned to counsel various business groups



In October 2011 Businessweek called Bruce Sewell the "protector of Jobs's Vision." If Steve Jobs was the creative force that made Apple Inc.'s products hit, General Counsel Bruce Sewell was the authority in keeping competitors from copying those ideas. Last yesterday, an insider-traded SEC Form 4 was filed showing that Sewell apparently sold half of his stock. On Thursday, the SEC court of appeal had admonished Apple over the wording of their statement of apology to shareholders on their US homepage. The court had ordered Apple to "change the wording of the statement within 90 hours and our report shows you Apple's revised statement, at the timing of Sewell's SEC

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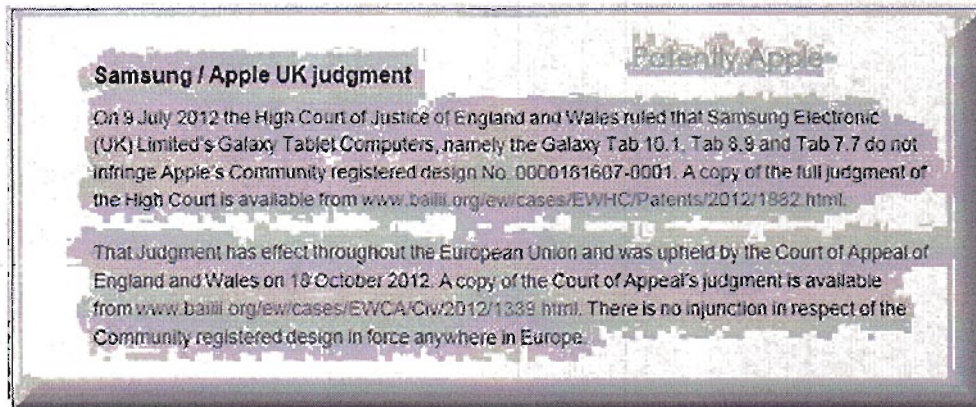
**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS**

Oh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - Potentially Apple

11/8/12 6:16 AM

filing a sign of trouble within Apple's Legal team? Time will tell.

Apple's Revised UK Website Statement



The bottom of Apple's UK Homepage has also been revised this morning.

Insider Trading SEC Form 4 for Bruce Sewell

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

Uh-Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - PatentlyApple

11/09/12 8:48 AM

FORM 4

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL
 OMB Number: 3235-0287
 Estimated average burden hours per response: 0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person(s) SEWELL D BRUCE (Last) (First) (Middle)		2. Issuer Name and Ticker or Trading Symbol APPLE INC [AAPL]		6. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) SVP, Gen'l Counsel Secretary	
3. Date of Earliest Transaction (mm/dd/yyyy) 11/1/2012		4. If Amendment, Date Original Filed (mm/dd/yyyy)		5. Individual or Joint/Group Filing (Check Applicable Line) <input type="checkbox"/> Form filed by the Reporting Person <input type="checkbox"/> Form filed by Most Senior Officer Reporting Person	
7. Address (Street, City, State, Zip) 1 INFINITE LOOP CUPERTINO, CA 95014					

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	3A. Deemed Execution Date, if any	3. Trans. Code (Instr. 3)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	Amount	(A) or (D)	Price			
Common Stock	11/01/2012		S	5137	D	8800.00	3138	D	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 3)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	6. Date Exercisable and Expiration Date	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
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The SEC Form 4 illustrates that Sewell has sold 5,137 shares or half of his holdings of AAPL stock. The sell codes are "S" and "D." To better understand the codes, see SEC Form 4 Transaction Codes.

Those wishing to keep track of Apple insider trading for historical trends or for interest sake could do so by checking out this site. Whether Sewell's sale of Apple's stock has any particular meaning, is just bad timing to legal events that occurred this past week or is simply a routine trading trade is unknown at this time.

http://www.patentlyapple.com/patentlyapple/2012/11/09/uh-oh-insider-trading-svp-legal-bruce-sewell-sells-aapl-stock/

RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC. SHAREHOLDERS AND OTHERS

US - Oh Insider Trading: SVP Legal Bruce Sewell Sells AAPL Stock - PatentlyApple

11/9/12 8:48 AM

NOTICE: Patently Apple presents only a brief summary of certain legal cases/ lawsuits which are part of the public record for journalistic news purposes. Readers are cautioned that Patently Apple does not offer an opinion on the merit of the case and strictly presents the allegations made in said legal cases / lawsuits. A lawyer should be consulted for any further details or analysis. **About Comments:** Patently Apple reserves the right to post, dismiss or edit comments.

Posted by [Jack Purcher](#) in [3. Patently Legal](#) | [Formal link](#)

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Comments

PatchyThePirate said...

So Sewell sells a bunch of stock after a very significant drop in AAPL, and you cry foul?

[Reply November 03, 2012 at 10:39 AM](#)

[Jack Purcher](#) said in reply to PatchyThePirate...

Who mentioned a drop in Apple's stock? The context of the report is Apple Legal being in a bad light this week and Sewell selling half his stock in the same week. In Q3 Forstall sold off his stock and we know what just happened.

[Reply November 03, 2012 at 10:46 AM](#)

Shwing said in reply to Jack Purcher...

It doesn't seem like Forstall planned leaving that far in advance. Just doesn't seem like Forstall to want to give up his position. He was shown the door, and more than likely recently. The selling of his stock probably is irrelevant, although it was a little odd.

[Reply November 04, 2012 at 11:09 PM](#)

[Jack Purcher](#) said in reply to Shwing...

No one in Forstall's position sells all of his stock without a calculated reason. If you've ever worked in a large company, Shwing, then you'd know that when the tide turns against you and the knives come out, it's just a matter of time - and you know it well before its official.

Sorry, I'm not listening to Apple's side of the story like you are Shwing. The negative leaks about Forstall after Apple fired him are so over the top and unfair that I've lost some respect for Cook.

Until we're able to hear Forstall's side of things, all I'm hearing are his so-called one-time colleagues venting about Forstall. It's political and should have been kept quiet. Cook allowing executives to vent publically under "sources said" crap and it's wrong.

[Reply November 05, 2012 at 05:33 AM](#)

Larry Vandemeer said in reply to PatchyThePirate...

Drop? What drop?? Wait till \$400s to call it a drop... it's coming.

Read: [Non-Disclosure Agreements](#) | [Patent Law](#) | [Patent Litigation](#) | [Patent Reform](#) | [Patent Strategy](#)



**RE: WEBSITE WWW.STEVEDOWLING.COM, APPLE (NASDAQ: AAPL) GENERAL
COUNSEL BRUCE SEWELL AND CIVIL AND CRIMINAL LIABILITIES TO APPLE INC.
SHAREHOLDERS AND OTHERS**

Up On Insider Trading: SVP Legal Bruce Sewell Exits AAPL Stock | Patently Apple

11/8/12 8:48 AM

(You can use HTML tags like <i> and <u> to style your text. URLs automatically linked.)

Email address is not displayed with comment.

Name

Email Address

Web Site URL

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