Apple Gets Robbed Again In Las Vegas

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I'm not a person that gets annoyed very easily. But remarkably, time and time again **Samsung** has figured out a way get under my skin. I get it – the company wants to be "East Apple [1]." It's a good goal to have. Heck, everybody wants to be Apple.

Then again, after Apple was awarded $1 billion in damages after a federal jury found sufficient evidence to determine that Samsung willfully infringed upon several Apple patents, you would think that Samsung would cease its "Apple flattery" right – think again.

[2]

Take a look at the images above. To the left is a very familiar logo of Apple's popular Siri voice control feature. To the right is the logo of Samsung's new voice recognition feature called "S-Recommendation" which was unveiled at the **CES** event and is expected to be released later this year.

Now, if these two images don't strike you as identical – take a second look. Perhaps you should even take a third and a fourth glance if you are not annoyed by the blatant theft. There will be Samsung apologists that will claim that the logos are not that similar – but c'mon.

Of all of the voice-related indicators that are out there, you mean to tell me it had to have been a microphone that Samsung selected? And it's not as if an executives meeting was not required to vote on this unveiling. What were the discussions like? Am I to believe that not one of them "thought" that the chosen logo closely resembles Siri?

Although the two tech rivals recently agreed to peace, no love is lost. However, in

Samsung's case, there's clearly no shame either. Apple has not commented on the logo and emails to company officials have immediately been returned. But suffice it to say, despite Apple's perceived inability to innovate against the likes of Google **[3]**, Microsoft **[4]** and a resurgent **RIM**, Apple remains the standard in every category the matters. Unfortunately, this keeps its lawyers employed.

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