

# Misappropriation of Trade Secrets CASE STUDY

**Case:** SONY v. Connectix

**Clients:** Townsend and Townsend and Crew

**Year:** 2003

**Venue:** U.S. District Court - Northern District of CA, San Jose

Our client, SONY, claimed that Connectix had illegally obtained proprietary information to develop their product, Connectix Virtual Game Station, emulation software that allows consumers to view SONY PlayStation games on a personal computer.

## Challenges

Think Twice needed to illustrate the complex technology of 3D animation so that the jury would understand it. In addition, we needed to compare the product development cycles of the two companies so that the jury would reach the desired conclusion regarding trade secret misappropriation.

## Solutions

Think Twice created an animated tutorial demonstrating how the computer uses polygons to render component models in a typical video game. We merged a wire frame model of a sports car with audio and video elements captured directly from a SONY PlayStation, and introduced the fully rendered car moving in a 3D game.

We produced a timeline juxtaposing the disproportionate product development cycles of SONY and Connectix. We also developed a simple animation analogy to drive home SONY's claim: The defendant could not have developed a 'PlayStation-like' product in so short a time frame without using our client's proprietary trade secret.

## Outcome

On the courthouse steps, literally minutes before the start of the trial, our client obtained a very favorable settlement. SONY was so impressed with our animation tutorial that they now use it internally to explain 3D technology to non-technical staff.

### Services Provided

- Strategic planning
- Creative development
- Graphic design
- Technical illustrations
- Tutorials
- Video synchronization
- Video editing
- 2D & 3D animations
- Flash and interactive media
- Still graphics, slides and boards
- Document scanning and coding
- Databasing

