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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91218973
Party	Defendant Monster, Inc.
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Submission	Testimony For Defendant
Filer's Name	Andrew S. MacKay
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Date	08/30/2016
Attachments	Notice of Filing of Lee Depo Transcript.pdf(135656 bytes ) Chang Robin Lee Transcript.pdf(489893 bytes ) Chang Robin Lee Confidential Redacted Transcript.pdf(414719 bytes ) 4.18.16 - Lee Exhibit 1 - part 1.pdf(5041040 bytes ) 4.18.16 - Lee Exhibit 1 - part 2.pdf(5592225 bytes ) 4.18.16 - Lee Exhibit 2.pdf(718834 bytes ) 4.18.16 - Lee Exhibit 3.pdf(738517 bytes ) 4.18.16 - Lee Exhibit 4.pdf(1521828 bytes ) 4.18.16 - Lee Exhibit 5.pdf(1167635 bytes ) 4.18.16 - Lee Exhibit 6.pdf(1861608 bytes ) 4.18.16 - Lee Exhibit 7.pdf(2597424 bytes ) 4.18.16 - Lee Exhibit 8.pdf(933835 bytes ) 4.18.16 - Lee Exhibit 9.pdf(5445502 bytes ) 4.18.16 - Lee Exhibit 10 - part 1.pdf(5027622 bytes ) 4.18.16 - Lee Exhibit 10 - part 2.pdf(4754799 bytes ) 4.18.16 - Lee Exhibit 11.pdf(976921 bytes ) 4.18.16 - Lee Exhibit 12.pdf(971945 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

<p>DONALD REID</p> <p style="text-align:right">Opposer,</p> <p style="text-align:center">v.</p> <p>MONSTER, INC.,</p> <p style="text-align:right">Applicant.</p>	<p>Opposition No.: 91218973</p> <p>Application Nos.: 86048004; and 86047996;</p> <p>Marks: GODJ, GO DJ</p>
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**APPLICANT’S NOTICE OF FILING OF TRIAL TESTIMONY DEPOSITION  
OF ROBIN “CHANG” LEE**

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In accordance with 37 CFR § 2.125, Applicant Monster, Inc. (“Monster”), by and through its counsel, hereby files a certified original copy, including accompanying exhibits 1-13, and the deponent’s signature page, of the trial testimony deposition of Applicant’s witness, Chang “Robin” Lee, with portions of the deposition designated as Confidential and redacted for that purpose.

Respectfully submitted,

Dated: August 30, 2016

By: /Andrew S. MacKay/

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**CERTIFICATE OF SERVICE**

The undersigned hereby certifies that a true and complete copy of the foregoing **APPLICANT'S NOTICE OF FILING OF TRIAL TESTIMONY DEPOSITION OF ROBIN "CHANG" LEE** has been served by electronic mail pursuant to agreement on this 30th day of August, 2016, upon the following:

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Chang "Robin" Lee  
April 18, 2016

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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CERTIFIED  
COPY

DONALD REID,  
Opposer,

vs.

MONSTER, INC.,  
Applicant.

Proceeding No. 91218973

Mark: GODJ  
Serial No. 86048004  
Mark: GO DJ  
Serial No. 86047996

Published for Opposition:  
June 24, 2014

DEPOSITION OF CHANG "ROBIN" LEE

Taken before RENEE M. BENCICH, CSR No. 11946, RPR  
a Certified Shorthand Reporter  
for the State of California  
Monday, April 18, 2016

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**April 18, 2016**

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**April 18, 2016**

1 DEPOSITION OF CHANG "ROBIN" LEE

2 BE IT REMEMBERED that pursuant to Notice and  
3 on Monday, April 18, 2016, commencing at the hour of  
4 10:39 a.m., thereof, at the Law Offices of Donahue  
5 Fitzgerald, LLP, 1999 Harrison Street, 25th Floor,  
6 Oakland, California, before me, RENEE M. BENCICH, CSR  
7 No. 11946, a Certified Shorthand Reporter in and for the  
8 State of California, personally appeared CHANG "ROBIN"  
9 LEE, produced as a witness in the above-entitled action,  
10 who being by me first duly sworn, was thereupon examined  
11 as a witness in said action.

12

13 APPEARANCES

14 NOT JUST PATENTS, LLC, P.O. Box 18716,  
15 Minneapolis, Minnesota 55418, represented by Wendy  
16 Peterson, Attorney at Law, appeared via speakerphone as  
17 counsel on behalf of the opposer, Donald Reid.

18

19 LAW OFFICES OF DONAHUE FITZGERALD, LLP, 1999  
20 Harrison Street, 25th Floor, Oakland California 94612,  
21 represented by ANDREW S. MACKAY, Attorney at Law, and  
22 PADMINI CHERUVU, Attorney at Law, appeared as counsel on  
23 behalf of the applicant, Monster, Inc.

24 ////

25 ////

**Chang "Robin" Lee**  
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1                                   CHANG "ROBIN" LEE  
2           sworn as a witness by the Certified Shorthand Reporter  
3                                   testified as follows:

4  
5                           (Whereupon, Applicant's Exhibit No. 1  
6                                   was marked for identification.)

7  
8                                   DIRECT EXAMINATION

9       BY MR. MACKAY:

10           Q.     Would you please state your name for the  
11           record.

12                           My name is Chang Hyun Lee. C-h-a-n-g. Middle  
13           name, H-y-u-n. Last name, L-e-e, but I go by the  
14           nickname Robin, R-o-b-i-n.

15           Q.     Where do you currently work?

16           A.     I currently work at Monster Products, formerly  
17           known as Monster Cable Products in Brisbane, California.

18           Q.     What business is Monster in?

19           A.     Monster is well known to be a manufacturer of  
20           consumer electronics most famous for its foray into  
21           premium cables, a la Monster cables; premium power  
22           products, a la Monster power; premium headphone  
23           products, a la Monster headphones; premium speaker  
24           products, a la Monster speakers; and premium mobile  
25           accessories including cables, a la Monster mobile.

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1 Q. And what is your title at Monster?

2 A. My current title at Monster is Business  
3 Development Director to Head Monster.

4 Q. And how long have you been at Monster?

5 A. I am beginning my third year at Monster. So  
6 January will mark the beginning of my third year.

7 Q. Have you been in the same position during your  
8 entire time at Monster?

9 A. Same position, yes.

10 Q. And what are your job responsibilities or  
11 duties as the Business Development Manager at Monster?

12 A. As the Business Development Director and  
13 manager at Monster to Head Monster, that specifically  
14 means I work directly with the CEO, Noel Lee, N-o-e-l,  
15 L-e-e, in understanding the market, current market  
16 strategies, current market trends, looking at  
17 technology, looking where technology is going and  
18 understanding and actually formulating a strategy for  
19 product development, marketing channel development,  
20 sales channel development as well as partnership  
21 development as well as the strategy for internal  
22 operations at Monster Products.

23 So in essence, internally and externally  
24 developing the Monster brand as well as business.

25 Q. And do the products for which you are

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1 responsible include a portable DJ system known as GO DJ?

2 A. Yes. I'm in charge of all -- well, I would say  
3 all products there including the Monster GO DJ, Monster  
4 headphones and many others.

5 Q. And during your period of working with Monster  
6 and your employment with Monster, it's been Monster's  
7 practice to keep records of its marketing and sales  
8 efforts relating to the GO DJ portable DJ system?

9 A. Yes. As with all other products, Monster does  
10 try to keep a detailed record of all information related  
11 to our products including marketing and sales  
12 information.

13 Q. And those records are created at or near the  
14 time of the marketing activity in question?

15 A. Yes.

16 Q. Just to -- for a little background, what  
17 exactly is a portable DJ system?

18 A. Well, specifically looking at the Monster GO  
19 DJ, formerly known as the PDJ, which stands for Portable  
20 DJ, it is the world's first and only truly portable and  
21 stand-alone DJ controller and music production studio.

22 By "stand-alone" I mean that, like others such  
23 as Serato, it does not need a laptop or other memory  
24 device or OS-based device to be able to produce and/or  
25 facilitate the modifications to the music that is

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1 relevant to DJ production.

2 In terms of portable, we mean that it is  
3 exactly the size of -- well, two smartphones, and now  
4 smartphones are a little bigger, but I would say it is  
5 the size of two smartphones such as an iPhone 5s or a  
6 Galaxy 4 or 5.

7 Q. Before you worked at Monster, where did you  
8 work?

9 A. Before I worked at Monster, I was the president  
10 of North American operations of JD Sound, a South  
11 Korean- and Japan-based startup company.

12 Q. And during what time period did you work at JD  
13 Sound?

14 A. I would say I worked there between 2012 and  
15 2013.

16 Q. And what was your job title at JD Sound?

17 A. President of North American headquarters, also  
18 known as president of North American operations.

19 Q. Did your job title remain the same during the  
20 entire period of your employment at JD Sound?

21 A. Yes.

22 Q. What were your job responsibilities as  
23 President of North American Headquarters of JD Sound?

24 A. My job duties included daily operations.

25 Because we were early in operation, I had to take on the

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1 role of chief marketing officer, chief -- also vice  
2 president of sales as well as coding the websites and  
3 helping with the product development as well.

4 Developing marketing channels, sales channels  
5 as well as partnerships, which in fact included running  
6 after the CEO of Monster at a trade show and from there  
7 forging a strong partnership with JD Sound and Monster.

8 Q. And we'll get back to that in a second. In  
9 your responsibilities for JD Sound, those included  
10 responsibilities for marketing and forging a  
11 relationship with Monster for portable DJ system; is  
12 that right?

13 A. Yes. During that time the main product of  
14 focus at JD Sound was the portable DJ, also known as  
15 PDJ, and my main responsibility was to market and sell  
16 that product.

17 I came up with a strategy to partner with a  
18 larger brand such as Monster, and I brought -- I showed  
19 the Monster -- the then JD Sound PDJ to the CEO of  
20 Monster, who was smitten by the product, I would say, as  
21 well as our company staff and wanted to forge a  
22 partnership based first upon the PDJ.

23 Q. Now, you mentioned a little earlier "chasing  
24 down," I think was the term you used, at a trade show  
25 the CEO of Monster, Noel Cook.

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1 A. Noel Lee.

2 Q. Pardon me. Thank you. Noel Lee.

3 Could you please describe what -- what -- first  
4 of all, when was that?

5 A. During South by Southwest, which happened in  
6 2013. South by Southwest, of course, happens annually.  
7 I first met him during the South by Southwest trade  
8 show/festival of 2013.

9 Q. And would that have been in the --

10 A. March 2013, I believe.

11 Q. And why don't you describe -- you said you  
12 chased him down. Could you just walk through what you  
13 remember about that meeting --

14 A. Sure.

15 Q. -- with Noel Lee and what happened?

16 A. Well, by this time I had been working with JD  
17 Sound for about half a year, I would say.

18 And again, as I said previously, I realized  
19 that the product that JD Sound, PDJ, needed a brand name  
20 in order to establish a strong presence in the  
21 marketplace.

22 In order to partner with a strong brand name, I  
23 began to research strong consumer electronics,  
24 specifically music-related consumer electronics  
25 products. And growing up with the Monster brand name,

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1 that was one of the first companies that I began to  
2 research.

3 I really looked up to the CEO, Mr. Noel Lee, as  
4 both a minority business person as well as an  
5 entrepreneur and technophile and audiophile. So I wrote  
6 myself a 50-page report on Monster Cable Products, its  
7 history, its business practices as well as the -- as  
8 much as I could find out about the personal life of  
9 Mr. Noel Lee. Almost like a really detailed business  
10 profile, if you will.

11 I initially did that to become like Monster in  
12 my business practices. Later I began to meet with other  
13 brand names including Beats by Dr. Dre, but I realized  
14 that Monster was Beats by Dr. Dre and was the inventor  
15 and the force behind that brand name.

16 Of course, we met with other brand names as  
17 well, but Beats wasn't really what we wanted to work  
18 with. So we left their headquarters and we continued to  
19 sell the product unit by unit or maybe a few units at a  
20 time at trade shows.

21 At South by Southwest we had a small ten-by-ten  
22 booth. We were meeting with passerby celebrities such  
23 as 50 Cent and others -- who I call Mr. Curtis  
24 Jackson -- and other actors and comedians. It was great  
25 for them to see the PDJ but, again, we needed the brand

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1 name.

2           During the second or third day, out of the  
3 corner of my eye I saw a glint of gold on a wheel. I  
4 looked over and it was a gold-rimmed Segway. I knew  
5 then that was the CEO, the Head Monster, Noel Lee due to  
6 his walking disability incurred after being dosed with  
7 radiation and creating -- and also having a tumor in his  
8 spine, it created a walking disability in his life.  
9 Hence, he rides a GO DJ, but rather than being -- or he  
10 rides a Segway, but rather than being embarrassed by it,  
11 he likes to embrace his disability and his technology so  
12 he fixes up his Segways with fancy wheels as well as  
13 custom paint jobs. I know this because of my research  
14 and also my personal information now.

15           At that time I dropped the GO DJ -- the PDJ in  
16 my hands and I ran after him because I wanted to meet  
17 with Mr. Lee, the entrepreneur that I longed to meet and  
18 be like.

19           He was surrounded at the time by police,  
20 security of the venue, as well as Monsters, which we now  
21 know as Monster handlers, as well as fans and other  
22 people who wanted to establish a business with him;  
23 i.e., the different vendors at the trade show.

24           I began to ran -- as I ran after him, I started  
25 exclaiming his name, "Mr. Lee, Mr. Lee, Mr. Noel Lee"

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1 and different variations thereof to which there was no  
2 response because I realized every other vendor was  
3 trying to get his attention as were artists and other  
4 people.

5 This was during the -- I would say the peak of  
6 Beats by Dr. Dre made by Monster, and in order to get  
7 his attention, using my opera voice -- I'm a  
8 professional opera singer on the side -- I began to  
9 recite his life history.

10 And that caught his attention. He turned  
11 around his Segway and looked at me and said, "Yes, what  
12 do you want?"

13 To which I responded, "Mr. Noel Lee, my name is  
14 Robin Lee of JD Sound, and I have an idea to make you  
15 millions."

16 And he responded by saying, "You have five  
17 seconds."

18 I gave him my five-second pitch. He was  
19 impressed. Then he said, "You have 10 seconds."

20 I gave him my 10-second pitch. Then he said,  
21 "Okay. You have passed the test. You have a 30-second  
22 elevator pitch. Go."

23 As he looked at his watch, I gave him my  
24 30-second business pitch. He was impressed and he  
25 introduced me to his assistant and vice president at the

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1 time.

2 But then I said, "Mr. Lee, with all due  
3 respect, may I have your business card?"

4 And he liked the initiative that I showed. He  
5 gave me his business card, which led to an e-mail, which  
6 led to a personal meeting at South by Southwest  
7 regarding the PDJ.

8 And then I had to convince Nick Cannon that it  
9 was a cool product, so Noel introduced me to the  
10 celebrity and producer Nick Cannon.

11 After speaking with him, he was impressed by  
12 the product. Noel said, "Let's go." And we set up a  
13 meeting for the following Monday -- it was Saturday  
14 then -- at Monster Products.

15 And we -- my company and I flew up with the  
16 PDJ, and we went through what I call the Monster  
17 gauntlet, which includes meeting with their engineers  
18 and their product development team, sales team,  
19 marketing team and a slew of other Monsters and being  
20 questioned for eight hours until they finally agreed to  
21 a partnership.

22 Q. And what were the terms to the partnership to  
23 which they agreed?

24 A. The terms of the Monster and JD Sound  
25 partnership were based upon a licensing agreement. JD

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1 Sound was a licensee who had the rights to use the  
2 Monster mark as well as the Monster GO DJ mark for the  
3 PDJ. For that relationship, or for that right, JD Sound  
4 was and is to pay a royalty to Monster Products for each  
5 unit sold.

6 Q. When was this partnership agreed to?

7 A. This partnership began to be forged in March of  
8 2013, I believe, until approximately June 2013 when  
9 the -- June, July 2016 [sic] when the contract was  
10 signed in front of the Korean government a la KOTRA,  
11 which was -- KOTRA is the Korean trade, investment and  
12 promotion agency division of the South Korean -- or  
13 would I -- shall I say Republic of Korea, government in  
14 charge of import/export, foreign direct investments and  
15 other international business transactions and projects.

16 KOTRA took on JD Sound as one of its, I would  
17 say, profile companies and helped throughout the  
18 relationship. I was a consultant for KOTRA prior to JD  
19 Sound, and KOTRA, when we signed a contract, helped to  
20 set up the venue at their office to bring the Korean --  
21 South Korean media and take pictures of our JD Sound and  
22 Monster partnership contract-signing ceremony.

23 Q. And you said that was June of -- did you say  
24 twenty --

25 A. June -- I would say between June and August

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1 2013. The exact date of the signing I can get for you,  
2 but I remember it was the summer of 2013.

3 Q. I may have misheard. I thought you said 2016  
4 but it sounds like that was incorrect.

5 A. That was incorrect. 2013. As I'm drinking my  
6 coffee, my brain wakes up.

7 Q. Now, at some point the name of the product in  
8 question changed from PDJ to GO DJ; is that right?

9 A. Yes.

10 Q. Why don't you describe when that happened and  
11 just how that came about.

12 A. The discussion within Monster and JD Sound to  
13 change the name actually began right after we began  
14 serious discussions of our partnership.

15 So in parallel of -- in parallel to the  
16 negotiation of the licensing agreement, we began to  
17 discuss the branding of the product itself. Noel Lee is  
18 well known and is fairly proud of himself for being what  
19 he calls a "great namer of products," and he said that  
20 the PDJ was not the best name. It doesn't roll off the  
21 tongue; it won't be recognized.

22 So we began the discussions with Mr. Noel Lee  
23 and the rest of the Monster team to rename the product  
24 itself. "Monster PDJ" just didn't seem right.

25 We went through different iterations of

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1 different names until we came out with GO DJ.

2 As a DJ myself, I had been DJ'ing by, at that  
3 time, for over 10 years. I knew that "PDJ" would not  
4 resonate with DJs.

5 If you look at Pioneer, they have the name  
6 Serato. Vestax has its own DJ products names as well.  
7 They also didn't really resonate with the DJ community.  
8 Popular products, I give you, but the names didn't  
9 really resonate.

10 So we decided to go with "GO DJ," because in  
11 popular culture such as hip-hop or pop music, you go  
12 into clubs or studios and if it's a song that you love  
13 and the DJ is spinning it, "Go DJ, that's my DJ."

14 In fact, a hip-hop producer from the South by  
15 the name of Mannie Fresh worked with an artist by the  
16 name of Lil Wayne and came up with a song, "Go DJ," and  
17 that was also one our inspirations for the name: "Go DJ,  
18 that's my DJ."

19 And that's how we came up with the name. Noel  
20 Lee came up -- originally came up with that name. We  
21 helped support it and he loved the idea, so we began to  
22 look at different ways to -- the creative around it,  
23 visually, how to spell it, how to draw it, et cetera.

24 Q. Two points. Number one, when there's a court  
25 reporter and a transcript is written, vocal inflection,

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1 such as you were giving with the "Go DJ" oftentimes  
2 isn't reflected.

3           So I wanted the record to reflect, how would  
4 you describe the manner in which you were saying the  
5 people in the clubs would chant "Go DJ"? Is it almost a  
6 chant or a song? Or how would you describe how you were  
7 inflecting those terms earlier?

8           A. I would raise my voice and, in fact, use -- I  
9 would excitedly raise my hands and wave them back and  
10 forth or side to side while raising my voice in  
11 inflection saying, "Go DJ, go DJ," and the rhythmic and  
12 repetitive pattern as -- with the other club-goers  
13 repeating what I said, or together, while the DJ raises  
14 his hands up and says, "Yes, that's me."

15           Q. When did these discussions that you've just  
16 described earlier about changing the name from PDJ of  
17 the product GO DJ occur?

18           A. I would say the light discussions, as I would  
19 say, began before the summer of 2016, the relationship  
20 with JD Sound and Monster began. Or --

21           Q. 2013?

22           A. -- 2013. I apologize, 2013.

23           We began our partnership discussions in March,  
24 April of 2013 and we began product development and  
25 modification during that time as well.

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1           Serious discussions, deeper discussions in  
2           which actions took place began in the summer of 2013.  
3           And the main creative, I believe, for the logo itself  
4           for the GO DJ and the Monster GO DJ was finalized, I  
5           would say, September to October 2013.

6           MR. MACKAY: I'd like to mark Applicant's first  
7           exhibit. And this is the first exhibit on the e-mail,  
8           Wendy. It's photos of product packaging and the product  
9           itself. There's base numbers on the bottom right-hand  
10          start -- side that start with Monster 2 and go through  
11          Monster 10.

12          Q. Robin, can you take a look --

13          MS. PETERSON: Is page 1 through 67.

14          THE COURT REPORTER: I didn't hear her.

15          Counsel, I did not hear you.

16          MS. PETERSON: I have a PDF that's marked pages  
17          1 through 67. And the numbers at the bottom of the  
18          pages aren't -- sometimes they're cut off. There's two  
19          I can see, but after that they're most -- well, four I  
20          can see. So if you can, you know, describe what's in  
21          the picture, that would be really helpful.

22          MR. MACKAY: Oh, absolutely.

23          MS. PETERSON: Okay.

24          MR. MACKAY: And Padmini, since you sent the  
25          exhibits to Wendy, when she's talking about the numbers,

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1 is she talking about the Bates numbers at the bottom?

2 MS. CHERUVU: No, she's referring to the page  
3 numbers on the PDF.

4 MR. MACKAY: Ah.

5 MS. CHERUVU: So this would be the first nine  
6 pages of the PDF.

7 MR. MACKAY: Okay. Good.

8 Yeah, Wendy, when we sent you the exhibits, we  
9 did it -- they're in order, so I think that this would  
10 actually be the first page, which is a copy of the --  
11 the product packaging. And it would go through the  
12 next, let's see, one, two, three -- the next -- it would  
13 be the first nine pages.

14 So the last page would have a -- it's got a  
15 picture of the product and it's got "GO DJ" on the last  
16 page. It will be the first nine pages that you've got  
17 there.

18 MS. PETERSON: Okay. All right. Thank you.

19 MR. MACKAY: Q. All right. Now, Robin, can  
20 you please look at Exhibit -- so all of that, Wendy, is  
21 Exhibit 1.

22 MS. PETERSON: Okay.

23 MR. MACKAY: Q. Could you look at Exhibit 1.

24 A. Yes.

25 Q. And could you please describe -- you can just

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1 flip through the pages and describe what it is that  
2 you're looking at.

3 A. Okay. The first page that I'm looking at  
4 marked MON000002 is a picture of the first -- or one of  
5 the first iterations of the Monster GO DJ logo on  
6 product packaging.

7 The box that you see before you in front of the  
8 telephone is the packaging for the Monster GO DJ. I can  
9 tell that this is one of the first iterations of the GO  
10 DJ logo because there is no triangle between the letters  
11 G-O and D-J symbolizing the play button.

12 So this was one of the first iterations. And  
13 also the "Monster" on top of the "GO DJ" is not scaled  
14 properly. That's what Noel Lee, the Head Monster, said  
15 in relation to the "GO DJ." So it should be justified.

16 So using that knowledge, I know that this is  
17 one of the first iterations of the Monster GO DJ logo.

18 Q. And when would that iteration have been  
19 created?

20 A. This is prior to, I would say, October,  
21 September 2013. Maybe even during. We can look at the  
22 design file changes in our system.

23 Q. And then moving on to the next page, looks like  
24 that's the bottom of the box?

25 A. The next page, we're looking at the bottom of

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1 the box with the -- with the serial number as well as  
2 the bar code number. And the certifications that the  
3 product has received, you will see that the product  
4 brand is "Monster" and the model is "GO DJ."

5 Q. Now, turning to the next page, it looks like  
6 this is the actual -- in addition to the box, the actual  
7 product itself?

8 A. What you are looking at on the third page that  
9 I am looking at, which is marked MON000004, you are  
10 looking at the -- well, the first iteration of the logo  
11 with the products itself.

12 You are looking, on the right side, that device  
13 with the chrome and silver details and the electronic  
14 screens, touchscreens, in fact, is the Monster GO DJ.

15 With it you will see a data transfer/power  
16 transfer USB to mini USB cable wrapped in Velcro as well  
17 as international tips for our international power  
18 adapter.

19 On the device itself you will see -- on the GO  
20 DJ itself you will see six knobs for analog controls as  
21 well as a cross fader for DJ and mixing functions. And  
22 the play button and cue button on top, you will also see  
23 two -- two jacks, I would say, two 3.5-millimeter audio  
24 jacks, one for line out and one for line in, and a mini  
25 USB port as well.

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1           Q.    And the cross fader is the black knob that's  
2    located towards the bottom?

3           A.    The cross fader is the black knob located at  
4    the bottom of the Monster GO DJ device which is used by  
5    sliding left and right to bring in proportional amounts  
6    of sound from the left channel or the right channel  
7    marked as track A and track B on the touchscreens.

8           Q.    And the unit contains a software component; is  
9    that right?

10          A.    Yes.  Being a stand-alone DJ controller and  
11   music production device, the Monster GO DJ includes  
12   proprietary software for music recording, production,  
13   mixing and other functions.

14          Q.    And it obviously contains hardware as well?

15          A.    It is a hardware device.  And, in fact, we're  
16   the first to bring touch screen and analog hardware  
17   together for DJ and music production functionalities.

18          Q.    Are there any other components to the device?  
19   Well, for example, it comes in a package; is that right?

20          A.    The device comes in a very nice package with  
21   velvet-like packaging material including, as I said  
22   before, the power data transfer cable as well as a power  
23   adapter and the international prongs for international  
24   use.

25          Q.    And it has speakers on the unit itself?

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1           A.    No, it does not.  You need to connect it to an  
2 external set of speakers or headphones to be able to  
3 hear either the headphone mix or the main mix out.

4           Q.    So going to the next page of this Exhibit 1,  
5 which is marked Monster 5, is that just another  
6 photograph of the initial box?

7           A.    That is what we consider the top, or the front,  
8 of the box, depending on which way you stack it.  But  
9 this is the main picture of the Monster GO DJ.  The  
10 packaging itself with the original iteration of the  
11 Monster GO DJ logo.

12                    But that may be an earlier picture of the  
13 Monster GO DJ; we may have changed it later on the  
14 packaging.

15                    You see the IF Design Award logo on the lower  
16 right-hand corner, which is part of -- let me rephrase  
17 that.

18                    It is -- we had the right to use that logo  
19 because we won the IF Design Award as well as many  
20 awards for the product design.

21           Q.    All right.  Going on to the next page.

22           A.    The next page --

23           Q.    Why don't you describe this.  This is Monster  
24 6 --

25           A.    Yes.

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1           Q.    -- Bates number.

2           A.    Monster 6, on the right side where you see the  
3    Monster GO DJ logo, that is the outer sleeve of the  
4    packaging.  So you would slide the outer sleeve off, and  
5    then you would open up a box itself and you will see  
6    your GO DJ and other electronic components in the box,  
7    which was covered by the outer sleeve.

8           Q.    Moving on to the next page, Monster 7, is that  
9    simply another photograph of the box?

10          A.    That is simply another angle of the front/top  
11   of the product packaging of the Monster GO DJ.

12          Q.    Moving on to the next page, Monster 8; simply  
13   another photograph?

14          A.    That is another angle, the -- what we would  
15   consider the side of the box of the Monster GO DJ, the  
16   packaging with the Monster GO DJ logo.

17          Q.    And moving on to the next page, Monster 9, what  
18   is this a photograph of?

19          A.    Monster 9, MON000009, is a picture of the  
20   instruction manual, or the one-page instruction manual,  
21   that quick start guide, which I call it, of the Monster  
22   GO DJ which includes, surprisingly enough, the newest  
23   version of the Monster GO DJ logo, which includes a play  
24   button.  A triangle, if you will.

25                We use an isosceles triangle, or try to use a

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1 triangle, pointing to the right between "GO" and "DJ,"  
2 which represents a play button symbolic of the music  
3 that you play.

4 So you see a quick start guide of the Monster  
5 GO DJ with the Monster GO DJ logo that is included in  
6 every product packaging.

7 Q. Were you involved with the creation of this  
8 document?

9 A. Yes, I was. I was deeply involved. I helped  
10 write and edit the whole document for the quick start  
11 guide as well as the instruction manual, and I was very  
12 much involved with the Monster GO DJ logo design as  
13 well.

14 Q. Moving on to the last page of this document, is  
15 that simply another enclosure or quick start manual?

16 A. This is the introductory manual, which I call  
17 it quick start manual. This is the folded version of  
18 the document that you just showed me, which includes the  
19 newest version of the Monster GO DJ.

20 And in it you see the -- one of the later  
21 pictures, or the more recent pictures, of the Monster GO  
22 DJ which includes a Monster logo at the bottom of the  
23 touchscreens one on the left side, one on the right  
24 side.

25 Q. And it's Monster's regular practice to maintain

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1 records of its prototype packaging and products and  
2 initial enclosures such as quick start manuals and  
3 instruction manuals when those are created?

4 A. Yes, Monster does keep detailed records, as  
5 well as JD Sound. During this time, I was still the  
6 president of JD Sound, and I do remember the e-mails  
7 going back and forth regarding this quick start manual  
8 as well as other manuals.

9 Q. And that's what happened with Exhibit 1; is  
10 that right?

11 A. Correct.

12 Q. I'd like to move on to Exhibit 2.

13 Actually, I'd like to move Exhibit 1 into  
14 evidence.

15 (Whereupon, Applicant's Exhibit No. 1  
16 was offered into evidence.)

17 MR. MACKAY: I'd like to move on to Exhibit 2.  
18 And Exhibit 2, that is -- should be the next page in  
19 your PDF. We're just having it -- Wendy, we're just  
20 having it marked now. This is the one that says,  
21 "Monster GO DJ Logo Style Guide" at the top.

22 So court reporter, if you would mark that as  
23 Exhibit 2.

24 (Whereupon, Applicant's Exhibit No. 2  
25 was marked for identification.)

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1           MR. MACKAY: Q. So Robin, would you please  
2 read Exhibit 2 and then describe what it is.

3           A. Exhibit 2, "Monster GO DJ Logo Style Guide,  
4 Version 1.0."

5           Q. Oh, I'm sorry. You can just read it to  
6 yourself --

7           A. Ah.

8           Q. -- and then you can describe what it is.

9           A. Sure.

10          Q. Thank you.

11          A. I know exactly what this is.

12          Q. And what is it?

13          A. This was a style guide used internally at  
14 Monster, sometimes externally with marketing partners,  
15 to put a style guide or, I would say, rules to how to  
16 use the Monster GO DJ logo.

17                 On the top you will see the original Monster GO  
18 DJ logo without the triangle, aka play button.

19                 During phase one, that was before November 2013  
20 when we used the original version of the logo that we  
21 created, we wanted to find a smooth way to transition  
22 into what we called our re-launch, which is basically  
23 the new logo with the play button in between. It looked  
24 cooler, it gave a more a sense of musical taste and  
25 style.

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1           So this was our style guide for our internal  
2 team to use. During this initial phase-one time, we  
3 will use the original Monster GO DJ logo but then we  
4 will re-launch into the Monster GO DJ new logo.

5           And the third part, the -- that is labeled  
6 "Other Logo Explorations," that -- those were just  
7 proposals or proposals by the Monster graphic design  
8 team and product development team on other ideas of the  
9 Monster GO DJ logo.

10           Ultimately, we decided with the Head Monster,  
11 Noel Lee, on the Monster GO DJ logo with the  
12 triangle/play button in between "GO" and "DJ."

13           Q. At the top of this document there's a date,  
14 October 28, 2013; was this document created on or about  
15 that date?

16           A. Yes.

17           Q. And how do you know that?

18           A. I know that because I was very much involved in  
19 this project, and you will see that the new logo started  
20 being used in November 2013 as we did many events as  
21 well as sales launches starting in Europe leading to a  
22 U.S. -- major U.S. launch.

23           Q. And it was Monster's practice when it did --  
24 when it created logo style guides to keep a record of  
25 the logo style guide on or about the time it was

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1 created?

2 A. Yes.

3 MR. MACKAY: Okay. I'd like to move Exhibit 2  
4 into evidence.

5 (Whereupon, Applicant's Exhibit No. 2  
6 was offered into evidence.)

7 MR. MACKAY: Moving on to Exhibit 3. This is  
8 the next document in the PDF. It's the one that is  
9 entitled "Launch Calendar."

10 Madam Court Reporter, if you could please mark  
11 Applicant's Exhibit 3.

12 (Whereupon, Applicant's Exhibit No. 3  
13 was marked for identification.)

14 MR. MACKAY: Q. So Applicant's Exhibit 3,  
15 could you please describe -- well, read it to yourself  
16 and then describe what the document is, please.

17 A. Ah, I know what this is.

18 Q. And what is it?

19 A. You are looking at a calendar shared by both JD  
20 Sound and Monster for our marketing, sales and product  
21 development teams.

22 You are looking at a calendar beginning in  
23 October 2013 to the end of January 2013 [sic] where we  
24 looked at key events that we wanted to market at as well  
25 as other opportunities.

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1           For example, in the end of October, from the  
2 27th through the 31st, we were reaching out to press for  
3 our press releases for events, sales launches, et  
4 cetera. And having that all organized in November, we  
5 did round -- we did launch the digital assets.

6           By digital assets we mean the website as well  
7 as social media assets, social media accounts and other  
8 things online. That's what "digital assets" means.

9           And on the 14th of November you see that we  
10 made sure to, I would say, make the launch loud of the  
11 new logo of the product by using social media messaging,  
12 which includes Facebook -- at that time, Facebook,  
13 Twitter, Instagram -- Facebook, Twitter and Instagram  
14 during that time. And maybe YouTube. Yes, we used  
15 YouTube as well.

16           And then we launched -- the major launch  
17 happened in November the 2018 [sic] at the Global Spin  
18 Awards where we met with the top DJs in the United  
19 States.

20           Global Spin Awards is a TV show/event on Revolt  
21 TV owned by Sean "Puff Daddy" Combs. And we were  
22 invited there to meet with all the major award-winning  
23 DJs from the 1980s up until 2013 to show them the  
24 Monster GO DJ.

25           And you will see that we have other key

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1 drive-time events. By "drive time" I mean key retail  
2 events such as holiday drive time.

3 And on November 26th we made sure to do a lot  
4 of pushes online as well as offline for Black Friday  
5 sales as well as the holiday sales coming up so that  
6 this is on everyone's mind for purchase.

7 Q. And the dates you're describing so far are in  
8 the year 2013?

9 A. Yes. This is a calendar excerpt from the end  
10 of October 2013 till February 1st, 2014.

11 Q. So sorry to interrupt. You were -- I think you  
12 were in November 2013.

13 A. I was describing the end of November 2013 when  
14 describing our Black Friday marketing and sales  
15 activities as well as preparation for the holiday  
16 activities.

17 Also, Cyber Monday on December 2nd, which is a  
18 fairly new consumer electronics sales holiday where we  
19 push sales online for products, including the Monster GO  
20 DJ.

21 And you will see on December 8 that we began  
22 the online promotion for the Monster GO DJ for the  
23 holiday drive time. It says, "Launch Final Holiday Push  
24 Assets," which means let's push the assets of the  
25 Monster GO DJ and make sure that people are familiar

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1 with the logo and the brand and the product.

2 October -- or December 11, 2013, "Promi  
3 Roadshow Monster HQ." That means that all the  
4 salespeople throughout the world and reps for Monster,  
5 not only internal Monsters but Monster partners, come to  
6 Monster headquarters in Brisbane, California, to learn  
7 about the newest products that we are launching as well  
8 as the marketing and sales campaigns attached to each.

9 And this included a training session on the  
10 Monster GO DJ, because we worked for almost a full year  
11 on how to present it to the rest of the world.

12 And then you see Christmas on the 25th.

13 January is a major date for the consumer  
14 electronics industry. On January 7, 2014, in this  
15 calendar you see "CES," and this is the Consumer  
16 Electronics Show, one of the biggest if not the biggest  
17 electronics consumer trade electronics show in the  
18 world.

19 And during the January 7 CES we launched  
20 different colors of the Monster GO DJ as well as  
21 continuing it -- to promote it to our retail partners  
22 and the worldwide consumer base.

23 And we also prepared for NAMM, North American  
24 Music Merchants show on January 22nd as well, so all of  
25 January was used for Monster GO DJ promotions as well as

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1 the preceding months.

2 Q. Were you involved with the preparation of this  
3 launch calendar?

4 A. Very much so.

5 Q. How so?

6 A. I was involved in coming up with the calendar  
7 by working with the Monster marketing team including the  
8 events coordination team as well as the online team and  
9 coordinating it with the JD Sound headquarters in South  
10 Korea.

11 So I would work with both the Monster team and  
12 the JD Sound team to make sure everyone is on the same  
13 page driving the efforts and the operations as well as  
14 helping leading the teams.

15 Q. And is it Monster and JD Sound's regular  
16 business practice to keep copies of launch calendars as  
17 records of the launch calendar at or near the time of  
18 their creation?

19 A. Yes, we try to --

20 Q. And is that what happened here?

21 A. Yes, this is what happened here.

22 MR. MACKAY: I'd like to move Exhibit 3 into  
23 evidence.

24 (Whereupon, Applicant's Exhibit No. 3  
25 was offered into evidence.)

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1           MR. MACKAY: Move on to Defendant's [sic]  
2 Exhibit 4, which is the press release. It's Monster 23  
3 and 24.

4           (Whereupon, Applicant's Exhibit No. 4  
5 was marked for identification.)

6           MR. MACKAY: Q. So Robin, I'm placing  
7 Applicant's Exhibit 4 in front of you.

8           A. Uh-huh.

9           Q. Would you please read it to yourself, and then  
10 when you're done reading it, describe what it is.

11          A. I understand what this is.

12          Q. And what is it?

13          A. On Monster -- with the Monster logo you are  
14 looking at the press release for the launch or re-launch  
15 of the PDJ as the Monster GO DJ on November 19, 2013.

16                 So this was put out by the Monster PR staff at  
17 the time, and I was very much involved in the wording of  
18 this document as well.

19          Q. When you say you were involved with the  
20 wording, you mean you wrote it or wrote parts of it?

21          A. I wrote parts of it as well as helped edit it.  
22 I put it in front of the eyes of Head Monster Noel Lee,  
23 the CEO of JD Sound, Mr. Hans, H-a-n-s, Kim, also known  
24 as Hee Chan Kim, H-e-e, C-h-a-n, Kim, and making sure  
25 that this was shown to, also, Swizz Beatz who was -- who

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1 was and is a Monster partner. He is a famous producer,  
2 DJ and hip-hop personality. And I remember when this  
3 went out.

4 Q. And the press release is dated November 19,  
5 2013; is that the date that it was actually released?

6 A. Yes.

7 Q. Was it also posted on Monster's website?

8 A. I'll have to go back and see. We usually try  
9 to put this either on the JD Sound website or the  
10 Monster website at the time, but during that time there  
11 were a lot of changes to the Monster website. I  
12 remember it was released to our PR database.

13 Q. And it was the regular practice of Monster and  
14 JD Sound to keep copies of press releases at or around  
15 the time that the release occurred?

16 A. Yes.

17 Q. And that's what happened with this exhibit?

18 A. Yes.

19 MR. MACKAY: I'd like to move Applicant's  
20 Exhibit 4 into evidence.

21 (Whereupon, Applicant's Exhibit No. 4  
22 was offered into evidence.)

23 MR. MACKAY: Moving on to Applicant's  
24 Exhibit 5. This is The New York Times two-page article  
25 marked Monster's 11 and 12.

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1           So we'll have that marked as Exhibit 5.

2           (Whereupon, Applicant's Exhibit No. 5

3           was marked for identification.)

4           MR. MACKAY: Q. As before, Robin, please read  
5 Exhibit 5 --

6           A. Uh-huh.

7           Q. -- silently to yourself and let me know when  
8 you're done.

9           A. I remember this.

10          Q. What is Exhibit 5?

11          A. Exhibit 5 is a review from The New York Times,  
12 a reputable American journal, about the Monster GO DJ.

13                 I remember when we gave it to the New York  
14 Times for review, the Monster GO DJ product for review.  
15 And this was during November 2013. We were excited when  
16 this article came out about the Monster GO DJ.

17          Q. And it's the regular practice of Monster and JD  
18 Sound to maintain copies of reviews of its products that  
19 are published in publications like The New York Times?

20          A. Yes.

21          Q. And that's what occurred in this instance?

22          A. Yes.

23          Q. And that would have been on or about November  
24 26th, 2013?

25          A. Yes.

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1           MR. MACKAY: I'd like to move Exhibit 5 into  
2 evidence.

3           (Whereupon, Applicant's Exhibit No. 5  
4 was offered into evidence.)

5           MR. MACKAY: Move on to the -- moving on to  
6 Exhibit 6, which is the "Whois Record for  
7 MonsterGoDj.com."

8           Please mark Exhibit 6.

9           (Whereupon, Applicant's Exhibit No. 6  
10 was marked for identification.)

11          MR. MACKAY: Q. So Robin, please review  
12 Exhibit 6 --

13          A. Uh-huh.

14          Q. -- and let me know when you're done.

15          A. I am done.

16          Q. And what is Exhibit 6?

17          A. As an individual with a website development and  
18 coding background, I recognize this as the Whois  
19 registry information for the Monster GO DJ domain name.

20                 Whois databases are where developers and coders  
21 usually go to find out who owns a certain domain name.  
22 In this instance, it is for the Monster GO DJ.

23                 I remember when we -- when we instructed the  
24 Monster team, specifically the legal and marketing team,  
25 to buy the Monster GO DJ domain name.

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1 Q. And is that MonsterGoDj.com?

2 A. Yes, but originally, I may clarify, JD Sound  
3 wanted to help expedite the process of purchasing the  
4 domain name, so this is when JD Sound purchased the  
5 domain name itself.

6 Q. And looking at the second page of this exhibit,  
7 what was the date on which the domain name was created?

8 A. The domain name was created on September 17,  
9 2013.

10 Q. And you say that JD Sound registered it  
11 originally; that was with Monster's permission?

12 A. Yes.

13 Q. And it is the practice of both Monster and JD  
14 Sound to maintain records of their domain names such as  
15 MonsterGoDj.com?

16 A. Yes.

17 Q. At or around the time that they were  
18 registered?

19 A. Yes.

20 Q. And that's what occurred here?

21 A. This is what occurred here.

22 MR. MACKAY: I'd like to move Exhibit 6 into  
23 evidence.

24 (Whereupon, Applicant's Exhibit No. 6  
25 was offered into evidence.)

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1           MR. MACKAY: And moving on to Exhibit 7.  
2 Exhibit 7 starts with -- well, it's basically copies of  
3 online advertising material.

4           It starts with Monster 14. This page, Wendy,  
5 says, "Monster GO DJ Portable," and then it goes on for  
6 five pages.

7           The last page says, "Software Specification."  
8 Please mark that as Exhibit 7.

9           (Whereupon, Applicant's Exhibit No. 7  
10 was marked for identification.)

11          MR. MACKAY: Q. So Robin, please review  
12 Exhibit 7 and let me know when you're done reading it.

13          A. Uh-huh.

14          Q. So what is Exhibit 7?

15          A. This looks to me to be a -- one of the --  
16 either -- it's one of two things, either an original  
17 version of the Monster GO DJ website as designed by JD  
18 Sound or Monster Products, or together, or a third-party  
19 sales website for the GO DJ.

20                 I would say this is closer -- this is more than  
21 likely the Monster GO DJ website created by JD Sound,  
22 judging by the quote on the last page.

23          Q. And can you place a date on when this would  
24 have been posted on the website?

25          A. This would have been posted on or by November

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1 2013.

2 Q. And how do you know that?

3 A. Because you see the Monster GO DJ brand name  
4 which was finalized in October to November 2013.

5 You see the new logo, if you look on the first  
6 page, MON000014.

7 You see in a small picture the "GO DJ" with the  
8 triangle in between.

9 On the second page you see a video that was  
10 created by Monster and JD Sound in November 2013 as a  
11 commercial -- online commercial for the Monster GO DJ.

12 Q. And just -- sorry to interrupt you but what  
13 you're referring to is the picture on the second page of  
14 this exhibit, Monster 15 --

15 A. Yes.

16 Q. -- that has an arrow in the middle of it; is  
17 that right?

18 A. You see the play button in the middle. The  
19 image is of a person's hands holding the GO DJ. This,  
20 judging by the graphic design, is an insert, an API  
21 insert from YouTube. So it's probably -- more than  
22 likely a YouTube video.

23 And judging by the -- judging by the words "You  
24 can be a DJ Anywhere, Anytime!" at the bottom, it was  
25 probably done by JD Sound because the English isn't too

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1 good. So it is written by the Korean company.

2 On the third page you see one of the original  
3 pictures that we took of the GO DJ with the sparkly  
4 lights. This was during November -- October, November  
5 2013 as well.

6 And judging by the English used in the product  
7 description, it was written by our Korean counterparts.  
8 I try to correct as much of it as possible but I can't  
9 catch all of it.

10 Q. And would you have been involved with this  
11 creation?

12 A. Yes.

13 Q. And it's a regular practice of JD Sound and  
14 Monster to keep copies of material that were on the  
15 websites --

16 A. Yes.

17 Q. -- at or near the time they were created?

18 A. Yes.

19 Q. And that's what occurred here?

20 A. Yes.

21 MR. MACKAY: I'd like to move Exhibit 7 into  
22 evidence.

23 (Whereupon, Applicant's Exhibit No. 7  
24 was offered into evidence.)

25 MR. MACKAY: Moving on to Exhibit 8. Exhibit 8

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1 is the document that on -- it's two pages. The first  
2 page says "Shipping Announcement" as does the second  
3 page, Monster 25 and 26.

4 Please mark Exhibit 8.

5 (Whereupon, Applicant's Exhibit No. 8  
6 was marked for identification.)

7 MR. MACKAY: Q. Robin, please review Exhibit 8  
8 and let me know when you're done.

9 A. Okay.

10 Q. What is Exhibit 8?

11 A. To me this looks like information that Monster  
12 gives to its partners, specifically its sales reps,  
13 distribution partners and employees, during the Monster  
14 road show.

15 And this is specifically announcing that the GO  
16 DJ -- or the Monster GO DJ is available for distribution  
17 for the Monster distribution network.

18 This looks to be something that we would give  
19 to a partner in the United Kingdom, judging by the  
20 currency used.

21 So this shows that the Monster GO DJ portable  
22 studio sound mixer is available for sale or distribution  
23 in probably the UK, specifically the England and  
24 surrounding areas.

25 Q. And when would this document have been created?

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1           A.     This document would have been created between  
2     October and November 2013 for distribution in November  
3     and December of 2013 to the Monster employees and  
4     distribution partners.

5           Q.     And it's a practice of Monster to -- and JD  
6     Sound to maintain copies of shipping announcements at or  
7     near the time they're made?

8           A.     Yes.

9           Q.     And that's what happened here?

10          A.     Yes.

11          MR. MACKAY: I'd like to move Exhibit 8 into  
12     evidence.

13                 (Whereupon, Applicant's Exhibit No. 8  
14     was offered into evidence.)

15          MR. MACKAY: Q. Robin, was there a limited  
16     release of Monster GO DJ initially and then a more -- a  
17     fuller release later on, or how did that work?

18          A.     We usually -- Monster's practices as well as JD  
19     Sound, we usually have limited releases before an  
20     official release of the product specifically to control  
21     supply very -- very stringently, I guess you would say.

22                 We control the supply and give it only to  
23     influencers. So this includes famous DJs, famous  
24     musicians, social media influencers as well as some key  
25     people in the public.

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1           And we have it for sale in very limited  
2 amounts. Maybe a few hands from the public may have had  
3 a chance to buy it, but in order to increase the demand  
4 of the product and the buzz, we do have a limited  
5 release.

6           Q.    And the limited release, is that the one that  
7 occurred here in November of 2013?

8           A.    Before November 2013 we, of course, started  
9 seeding celebrities. And we did a limited release also  
10 in November 2013, as can be seen by our activities at  
11 the Global Spin Awards as well as other celebrities  
12 following up to December 2013, January 2014.

13          Q.    And when you say you started seeding  
14 celebrities, what do you mean by that and who did you  
15 seed?

16          A.    By "seeding celebrities" I mean that  
17 celebrities were allowed to either buy or were gifted  
18 the Monster GO DJ.

19                If you were a high-level celebrity that we work  
20 with directly, then we would seed it or give it to you  
21 as a gift, such as Swizz Beatz, who did post about it on  
22 his Instagram account, I believe.

23                And we gave it to other celebrities as well to  
24 make sure that we create demand for the product by  
25 teasing images of it to the general public through

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1 the social media accounts and websites of celebrity  
2 partners.

3 Q. And when did that seeding occur?

4 A. We began seeding the product I would say  
5 towards the end of summer 2013.

6 MR. MACKAY: I'd like to have marked as  
7 Exhibit 9 -- these are copies of websites. And the  
8 first page says, "GODJ; the world's first 'pure'  
9 stand-alone & portable DJ system." And the exhibit goes  
10 on for 13 pages. Excuse me, 12 pages, actually.

11 And the last page says, "Designed and  
12 Manufactured by JD Sound Inc."

13 So please go ahead and mark that as Exhibit 9.

14 (Whereupon, Applicant's Exhibit No. 9  
15 was marked for identification.)

16 MR. MACKAY: Q. So Robin, please --

17 A. Uh-huh.

18 Q. -- review Exhibit 9 and let me know when you're  
19 done.

20 A. Uh-huh. Okay.

21 Q. And what is Exhibit 9?

22 A. Exhibit 9 is a combination of two websites.  
23 One is actually from the original JD Sound website, the  
24 maker of the GO DJ, which was -- had -- the URL is  
25 jdsound -- jdsound.co.kr, as well as the original

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1 Monster GO DJ website. The URL is MonsterGoDj.com,  
2 that's M-O-N-S-T-E-R-G-O-D-J dot com.

3 Q. Why don't you start with the first -- the first  
4 page here. Which website is that from?

5 A. The first page where it says, "GODJ; the  
6 world's first 'pure' stand-alone & portable DJ system"  
7 is from the original Korean website by JD Sound.

8 Again, judging by the misuse of punctuation and  
9 American grammar, this was written by my Korean  
10 counterparts.

11 And this is actually from the bulletin board  
12 page where we announce news for GO DJ fans and partners.  
13 You can tell that by the section where it says "News"  
14 and, 1 September 2013, "GODJ is now available at Vestax  
15 Europe webstore!"

16 So in September 2013 we began limited  
17 distribution in Europe to begin the teasing and sales  
18 process. And then we began bigger sales in the U.S. in  
19 October and November for our, quote/unquote, limited  
20 release.

21 Q. And on or about what date would this website  
22 have been posted?

23 A. This was posted in September twenty -- or let  
24 me see here. This looks like it's between September and  
25 November 2013.

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1 Q. And moving on to the second page of this  
2 exhibit, is this from the same website or just -- if you  
3 could just walk us through -- in fact, it might be  
4 easier if you just walk us through the other pages.

5 A. Yes. The next page introducing GO DJ is a  
6 basic teaser page about the product. You will see the  
7 Monster GO DJ with the Monster logo at the bottom of  
8 both screens and the copy at the bottom of the product  
9 saying "GO-DJ packs a studio full of pro gear into a  
10 pocket sized controller," et cetera, et cetera.

11 And the key bullet points, it's "Easy to  
12 Learn," it's "Incredibly Portable" and "Extremely  
13 Functional."

14 These are call-outs that we have about the  
15 product on the Web page itself. This is probably from a  
16 home page so that it -- it entices you into learning  
17 more about the product.

18 Q. The home page on Monster's website or...

19 A. Yes.

20 Q. And would the date have been the same as the  
21 other -- around the same time you were talking about  
22 earlier?

23 A. The Monster -- yes, November 2013.

24 Q. Okay. Going on to the next page, and if you  
25 could just describe it a little bit so Wendy can see

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1 which page you're looking at.

2 A. The next page is a jumble of words including  
3 star, "12 Hour Battery Life"; heart symbol, 4 gigabyte  
4 internal memory, or "4GB Internal Memory"; checkmark box  
5 symbol, "SD Card Slot"; comic book speaking bubble,  
6 "Headphone Input/Mic."

7 These are four of the cool product functions  
8 that we call out on a product introduction page on the  
9 Monster GO DJ website.

10 The product itself had a 12-hour battery life  
11 when the screens are on. When the screens are off, up  
12 to 24-hour battery life of music listening.

13 "4GB Internal Memory" means that the product  
14 has 4 gigabytes of internal memory, but you can expand  
15 it using the external card slot on the side, which the  
16 "SD Card Slot" function means.

17 So you can use Monster memory cards to put in  
18 and expand up to 32 gigabytes, 64 gigabytes or 128  
19 gigabytes of memory usage. And there's also a headphone  
20 input and microphone input.

21 At the bottom half you'll see half of a picture  
22 of a Monster GO DJ as well as a Monster headphone, looks  
23 to be the Monster 24k gold headphone and the Monster  
24 SuperStar speaker. We were keen on bundling the Monster  
25 GO DJ with Monster portable speakers and headphones.

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1           The next page we see the text, "To get started  
2 with GO DJ, you're going to want one of these..."

3           And it also says, "Why choose GO DJ?"

4           This was also copy that we used to help  
5 increase the curiosity and demand of the product GO DJ.

6           Q.   And this was on Monster's website in the fall  
7 of 2013?

8           A.   Yes, one of the iterations of the website  
9 itself.

10          Q.   And that was Monster 29.

11                Moving on to Monster 30 here.

12          A.   Monster 30 looks like, "Watch how GO DJ Works."  
13 It looks like a compilation of videos that -- or the  
14 title of a section that had a compilation of GO  
15 DJ-related videos that we pulled from either YouTube,  
16 Vimeo, V-I-M-E-O, or other video storage and playing  
17 platform sites.

18          Q.   Moving on to the next page; what is that?

19          A.   This is one of my favorite pieces, "GO DJ  
20 Reviews." We seeded, or gifted, the GO DJ product to  
21 key influencers including tech reviewers, and James Trew  
22 from Engadget.

23                Engadget.com is one of the most trusted and  
24 famous consumer electronics review and news sites in the  
25 world. And James Trew, he reviewed our product and we

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1 were proud that he said what he said in the quote that  
2 you see before you, "It's easily one of the most fun  
3 devices that we've seen here at NAMM." N-A-M-M.  
4 "Purists might malign the constant attempts to shrink  
5 and gameify DJ'ing, but we say you're thinking about it  
6 too much. Throw one of these in your bag, and the next  
7 time you're on the train and want to mix in headphones,  
8 or find yourself at a party."

9 So this was a famous reviewer on a famous  
10 website reviewing the Monster GO DJ in 2013.

11 The next page is a picture of the side of the  
12 GO DJ, probably used on our website itself, where we  
13 show the power button as well as the SD card slot as  
14 well as the slim profile of the hardware, which we are  
15 very proud of.

16 It's portable, it's thin, it's light, the  
17 Monster GO DJ.

18 Djbooth.net is probably a link to a third-party  
19 site to either find a review, find a product, or just  
20 find more information about the product.

21 And the bottom half, you see where it says,  
22 "Here You May Update Your GO DJ To The Latest Firmware  
23 Version Available," we would often, and we still do, put  
24 the latest firmware version of the software available on  
25 the Monster GO DJ website as well as the JD Sound

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1 website so that consumers that purchase the GO DJ can  
2 have the latest version of the software for their  
3 security and music production needs.

4 And you see the software download, and it  
5 continues on to the next page which includes  
6 instructions on how to update the software in your GO DJ  
7 by using the hardware itself to update the software.  
8 You can update your GO DJ via using a computer or  
9 putting the file on an SD card or other ways.

10 And you are looking at also where -- under  
11 where it says, "Keyboard Sounds Manual Download," the GO  
12 DJ has in its software a keyboard that you can use kind  
13 of like an electronic keyboard or a piano keyboard that  
14 you can customize with your own sounds.

15 And we give default sounds for the user, as can  
16 be seen here where it says, "Analog Strings, Bleep Saw,  
17 Brass Hopper, Chip Chop, Conservative." These are all  
18 titles of sound effects that -- sound effects that we've  
19 put in or sound samples, if you will, for the  
20 synthesizer keyboard.

21 Users can use these if they do not have their  
22 own sounds. And if you would like, you can even put in  
23 your own sounds including recordings of your own voice  
24 into the keyboard for use as a DJ or music producer.  
25 And this gives detailed instructions on how to update

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1 your Monster GO DJ with these files.

2 And it continues on to the next page marked  
3 MON000034 on how to download the manual, how to download  
4 the sounds and how to install it into your GO DJ device.

5 On the next page you see marked MON000035 you  
6 see the buttons that would have been used on the Support  
7 page of the Monster GO DJ website, which includes a link  
8 for the "Quick Start Guide," which I helped create.  
9 "FAQ," which stands for Frequently Asked Questions,  
10 which I also helped write. "Downloads," which includes  
11 the updates, or the firmware update as well as sound  
12 files. "Manual," which includes the in-depth user  
13 manual of the Monster GO DJ, which I also helped to  
14 write and edit. "Specs," which means product  
15 specifications, technology specifications of the  
16 product. And "Community," which is a bulletin board or  
17 other platform that we used for consumers to speak  
18 amongst each other as well as speak with the GO DJ  
19 Monster and JD Sound staff if they had any questions or  
20 comments.

21 So it was a community. Of course we had the  
22 newsletter sign-up, which increased our CRM, our  
23 Consumer Relations Management program, or basically a  
24 list of e-mails and consumer contact information. They  
25 can subscribe to get the latest news about the GO DJ.

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1           As we go to the next page marked MON000036 we  
2 see the copy of what you get if you will click -- you  
3 know, Get In Touch with Monster, or contact us.

4           And we usually had a data aggregation form,  
5 which means -- basically you can fill in your name, your  
6 e-mail address and enter the subject and write a message  
7 to us and it will send a message to the Monster GO DJ  
8 team so we can reach out to you as soon as possible for  
9 customer service-related inquiries, partnership-related  
10 inquiries or the like. That's what this page is.

11           And then the last page on MON000037, this is  
12 still part of the Monster GO DJ Web page. This looks to  
13 be the original iteration of the Web page before Monster  
14 did a whole revamp of the design.

15           You can see that there is a Twitter button, a  
16 Facebook button and a YouTube button usually used to  
17 either find the product social media page or to share  
18 what you've learned. But judging by this, it probably  
19 means find the Twitter GO DJ page, which was  
20 [twitter.com/monstergodj](https://twitter.com/monstergodj), and the Facebook page which was  
21 [facebook.com/monstergodj](https://facebook.com/monstergodj), or the YouTube channel,  
22 [youtube.com/monstergodj](https://youtube.com/monstergodj).

23           Maybe check on the address on the YouTube page,  
24 but there was a YouTube page for the Monster GO DJ.

25           And as you can see it says, the copyright

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1 symbol, "Designed and Manufactured by JD Sound Inc." So  
2 this means this was the JD Sound Web team working with  
3 the Monster team as well as myself to create this  
4 original website which was, of course, changed later for  
5 design purposes.

6 Q. When you say it was changed later, when was it  
7 changed?

8 A. It was changed by Monster, we're looking at  
9 November 2014. So this Web page itself was probably  
10 between October and early November 2013 before Monster  
11 took over.

12 Q. And it was Monster and JD Sound's regular  
13 practice to keep copies of the websites that they had  
14 posted related to the GO DJ product?

15 A. Yes.

16 Q. And do they keep these copies as records close  
17 to the time that they actually were posted?

18 A. Yes.

19 Q. And that's what happened with these pages?

20 A. Yes.

21 MR. MACKAY: I'd like to move Exhibit 9 into  
22 evidence.

23 (Whereupon, Applicant's Exhibit No. 9  
24 was offered into evidence.)

25 MR. MACKAY: I'm now going to have marked as

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1 Exhibit 10 -- Exhibit 10 consists -- the first page is  
2 entitled "YouTube Video Links," and then it goes on.  
3 The exhibit continues where it will capture screenshots  
4 of the actual videos. And so the entire exhibit has --  
5 I'll tell you how many pages, I'm just counting them.

6 THE WITNESS: I'm just seeing the screen now.

7 MR. MACKAY: So 13 pages.

8 Could you please mark that as Exhibit 10.

9 (Whereupon, Applicant's Exhibit No. 10  
10 was marked for identification.)

11 MR. MACKAY: If you need a break at any time,  
12 just let me know.

13 THE WITNESS: Oh, no. If you can order food  
14 in, then I'll be happy.

15 MR. MACKAY: Q. Okay. We'll get some food.

16 So what we're going to do with these is,  
17 Robin -- well, Robin, first, why don't you review this  
18 exhibit. And then on the screenshots on the videos,  
19 where the videos were short, we're just going to play  
20 the video, and we've -- those are on the links there.  
21 If the video's longer, we can probably just play  
22 selective portions.

23 A. Sure. I know what these are.

24 I have completed reviewing the documents and I  
25 do recognize these videos.

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1           Q.    All right.  Well, let's start -- so we have the  
2   links on the first page.  Let's actually go to the --  
3   the second page of the exhibit, and this is the Monster  
4   38.  It's entitled, "Monster Go DJ Portable DJ Mixer,"  
5   and it looks like there's a familiar face in that  
6   screenshot there.

7                    And we can actually -- Padmini, why don't you  
8   just go ahead and play -- the video's 25 seconds.  Why  
9   don't you go ahead and play it.

10                   And let's go off the record while we play it so  
11   you don't have to type everything in the video.

12                   THE COURT REPORTER:  Thank you.

13                   (Off the record.)

14                   MR. MACKAY:  So let's go back on the record.

15           Q.    So we've just played the YouTube video that is  
16   in the first link --

17           A.    Yes.

18           Q.    -- on the first page of Exhibit 10, Monster 67,  
19   and that video corresponds with the second page of  
20   Exhibit 10, Monster 38.

21                   Now, Robin, could you please describe that  
22   video.

23           A.    This video is one of many interviews that I did  
24   at various events for the Monster GO DJ.  This looks to  
25   be published on September 29, 2013, which means the

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1 video was recorded on or before September 29, 2013.

2 And during this video I am at a live event,  
3 probably a music party or a trade show, talking to the  
4 public about the Monster GO DJ's many functions.

5 This video shows my using the sampler, or the  
6 MPC-like sampler of the Monster GO DJ as well as talking  
7 about the sequencer, which is used to create beats.

8 Q. And looking at the second page of this exhibit  
9 there's a Courtney Luv who appears to have been the  
10 person who posted this video.

11 A. Yes.

12 Q. Who is she?

13 A. Courtney Luv is either the person who  
14 interviewed us or is just a fan of the Monster GO DJ who  
15 posted this video on her channel.

16 Q. Moving to the next page of this exhibit, and  
17 this is the screenshot that says, "PDJ Monster GO DJ."

18 And Padmini, just so Robin can be familiar with  
19 the video, let's go off the record and -- or let's play  
20 the first, maybe, 30 seconds and let -- and then Robin,  
21 you can let us know if you're familiar with it when we  
22 go back on the record.

23 Let's go off the record.

24 (Off the record.)

25 MR. MACKAY: Okay. Let's go back on the

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1 record.

2           So we have just played on a computer the video  
3 that is listed on the first page of Exhibit 10 as number  
4 2 that corresponds with the third page of Exhibit 10.  
5 This is Monster 39, the screenshot that says, "PDJ  
6 Monster GO DJ."

7           Q. Robin, do you recognize the video?

8           A. Yes.

9           Q. And the screenshot?

10          A. Yes.

11          Q. What are they?

12          A. This is when -- this is a video of the unboxing  
13 of the Monster GO DJ, specifically an earlier version of  
14 the Monster GO DJ with the original logo without the  
15 play sign given to a Korea DJ or reviewer.

16                 You see in the title where it says, "PDJ  
17 Monster GO DJ." In Korean it says (speaks in Korean).  
18 In parentheses, (speaks in Korean.)

19                 This is an unboxing video done by a Korean  
20 fan/DJ, also known as DJ DenOne, seen -- as can be seen  
21 as the owner of the video. And this was a review or  
22 unboxing video that was done on or before October 22,  
23 2013.

24                 And it looks like two years ago, or actually  
25 during this time, an employee of JD Sound also commented

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1 on the video. His name is Kyu-Bok CHOI; we know him as  
2 KB CHOI. And he wrote, "If you want one, you can get  
3 more information for this machine. (GODJ/PDJ)."

4 www.portable.dj was also a domain that we used  
5 to funnel traffic into MonsterGoDj.com.

6 Q. What date was this video posted?

7 A. October 22, 2013.

8 Q. All right. Let's go on to the next page of  
9 this exhibit. And let's go off the record again while  
10 we play the third video.

11 (Off the record.)

12 MR. MACKAY: So let's go back on the record.

13 Q. So we have just played on a computer the  
14 YouTube video in the third link that corresponds with  
15 page Monster 40 in this exhibit entitled "Monster GO  
16 DJ."

17 A. Uh-huh.

18 Q. Are you familiar with that video --

19 A. Yes.

20 Q. -- Robin?

21 And I see it was posted by a ProHoeZak, I  
22 believe is his name; is that right?

23 A. Spelled P-r-o-h-o-e-z-a-k, yes.

24 Q. Who is ProHoeZak?

25 A. ProHoeZak, while his official title at Monster

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1 as written on his business card is Friend of Head  
2 Monster, his role at Monster is to help produce music  
3 tracks for Monster as a professional producer, engineer  
4 and hip-hop performer as well as help us market Monster  
5 products.

6 This video was created when we gave  
7 Mr. ProHoeZak an original Monster GO DJ with the  
8 original logo without the play button to create a  
9 YouTube video.

10 And we gave him a Monster DJ jacket, which he  
11 is wearing. We have our Monster DJ program, and we gave  
12 these Monster letterman jackets to elite DJs, if you  
13 will.

14 And this video was created in November 2013,  
15 specifically on or before November 5, 2013, and it is a  
16 video of ProHoeZak showing the functionalities of the  
17 Monster GO DJ while using other Monster products such as  
18 Monster headphones. And there's a cameo by his son who  
19 we affectionately refer to as Dirty Milk.

20 Q. All right. Let's move on to the next video.

21 So let's go off the record, and Padmini, why  
22 don't you play the next one.

23 (Off the record.)

24 MR. MACKAY: All right. Let's go back on the  
25 record.

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1           So we have just played on the computer the  
2    YouTube video that corresponds with link number 4 on the  
3    first page of Exhibit 10. And that video corresponds to  
4    Monster 41, which is the screenshot capture from YouTube  
5    of that video.

6           Q.    Robin, do you recognize the video?

7           A.    Yes, I do.

8           Q.    Please describe what it is.

9           A.    This video is actually a commercial produced  
10   and shot by Monster for the GO DJ for our November  
11   launch. This was filmed during November 2013. It was  
12   filmed at the residence of a Monster employee, Mr. John  
13   Diaz. I was there during the production and filming of  
14   this video.

15                   And this was significant because it was our  
16   first major online commercial that we put on the Monster  
17   YouTube channel, and we also at the end used the new  
18   load -- screen-loading shot.

19                   By that I mean you see a graphic representation  
20   of Monster and then the word -- the logo "GO DJ," which  
21   appears underneath. That graphic animation is now used  
22   or -- started being used then but is currently used as  
23   the load-up screen. When you turn your Monster GO DJ  
24   on, you see it say "Monster" and then the "GO DJ" logo  
25   appears.

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1           Q.    Is that what's reflected on Monster 41 in this  
2 exhibit, the screenshot of that -- of the video?

3           A.    Yes, that is -- the screenshot represents  
4 probably the last few seconds of the load screen which  
5 shows the Monster GO DJ current logo.

6           Q.    And this video is posted by YouTube user  
7 Monster Cable Products; are you familiar with that user?

8           A.    Monster Cable Products is one of the official  
9 YouTube accounts of Monster Products.

10          Q.    When was this video posted?

11          A.    This video was posted on November 17, 2013.

12               MR. MACKAY: All right. Let's go on to the  
13 next video. Let's go off the record and play -- it will  
14 be number 5 on the YouTube video link, Padmini.

15               (Off the record.)

16               MR. MACKAY: All right. Let's go back on the  
17 record.

18          Q.    So we have just played the video that  
19 corresponds with link number 5, I believe, on the  
20 YouTube sheet there. And the screenshot capture  
21 corresponds with Monster 42 in this exhibit. It says,  
22 "GODJ Launch: Global Spin Awards."

23               Do you recognize that video, Robin?

24          A.    Yes, I do recognize the video.

25          Q.    And were you in the video?

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1           A.    Yes, I was in the video.

2           Q.    And what were you doing in the video?

3           A.    In the video I am seen playing with and  
4 demonstrating the functionalities of the Monster GO DJ  
5 to famous DJs from all over the United States at the  
6 Global Spin Awards which took place on November 2013 in  
7 New York, New York.

8           Q.    And this video was posted on YouTube by  
9 Monster?

10          A.    It was posted by Monster, specifically Monster  
11 Cable Products, on November 22, 2013.

12               MR. MACKAY: All right. Let's go on to the  
13 next video, which will be number 6 on the YouTube video  
14 links list on the first page of Exhibit 10.

15               Let's go off the record and go ahead and play  
16 that video.

17               (Off the record.)

18               MR. MACKAY: Let's go back on the record.

19               So we've just played the YouTube video that  
20 corresponds with the link number 6 on the first page of  
21 Exhibit 10. That also corresponds with the screenshot  
22 that is captured on Monster 43 on this exhibit that is  
23 entitled "Monster GO-DJ Demo 1."

24          Q.    Do you recognize that video, Robin?

25          A.    Yes.

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1 Q. Please describe what the video is.

2 A. The video that we just saw is from a series of  
3 videos that show on video the different functionalities  
4 of the GO DJ. Specifically in this video you see a DJ  
5 represented by the hands in the video using a sample, or  
6 an audio -- piece of audio bite saying "GO DJ" and  
7 modifying it to create a song out of it with the loop  
8 function of the GO DJ in combination with the sequencer  
9 function of the GO DJ to create their own beat.

10 Q. And who posted that video?

11 A. Monster Cable Products posted the video on  
12 their YouTube channel on November 26, 2013.

13 MR. MACKAY: All right. Let's play the next  
14 video, which is number 8 on the YouTube video link.

15 Let's go off the record while it plays.

16 MS. CHERUVU: Number 7.

17 MR. MACKAY: Oh, I'm sorry. Number 7. Thank  
18 you.

19 (Off the record.)

20 MR. MACKAY: All right. Let's go back on the  
21 record.

22 So we have just played on the computer the  
23 video that corresponds with link number 7 on the first  
24 page of Exhibit 10 that is Bates Monster 67. That video  
25 also corresponds with the screenshot capture that is

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1 listed on Monster 44 of this exhibit. The video that is  
2 entitled "Monster GO-DJ Demo 2."

3 Q. Robin, do you recognize that video and  
4 screenshot?

5 A. Yes, I do.

6 Q. And can you please describe what they are.

7 A. You are looking at another video from the  
8 series of videos created by Monster and JD Sound that  
9 shows the functionalities of the Monster GO DJ.

10 Specifically when -- within this video on the  
11 upper left-hand corner you will see the use of the  
12 latest version of the Monster GO DJ logo. You will also  
13 see the Monster logo in the center of the turntable and  
14 the Monster brand name at the bottom the GO DJ screen.

15 Q. And who posted this video?

16 A. This was posted by what looks to be a company  
17 called monsterproducts on their YouTube channel on  
18 January 18, 2014.

19 Q. Is that YouTube poster affiliated with Monster?

20 A. I will have to check that. It looks like they  
21 are not because there are only three subscribers. But  
22 this video was created by Monster in early -- it's  
23 either November or December 2013.

24 Q. And the video I see on this link, it says it  
25 was published on January 18, 2014?

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1           A.    Yes.

2           Q.    Let's move on to the next page.  So now we're  
3 on video number 8 --

4           A.    Uh-huh.

5           Q.    -- on the first page of Exhibit 10.

6                    Let's go off the record and play that video.

7                    (Off the record.)

8           MR. MACKAY:  All right.  Let's go ahead and go  
9 back on the record.

10                    So we've just played the YouTube video link on  
11 a computer, number 8, which is listed on the first page  
12 of Exhibit 10.  That corresponds with screenshot capture  
13 Monster 45.  And the title of this video on the  
14 screenshot and on the video is "AraabMuzik on Monster GO  
15 DJ."

16           Q.    Do you recognize the screenshot in this video,  
17 Robin?

18           A.    Yes.

19           Q.    And please describe what they are.

20           A.    This is a commercial shot by Monster Products  
21 for online and offline distribution featuring famous  
22 producer AraabMuzik using the Monster GO DJ at a party  
23 scene featuring Monster products such as Monster  
24 headphones.

25           Q.    And who posted this video?

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1           A.     This was posted by the official Monster  
2 Products YouTube channel Monster Cable Products, and it  
3 was published on February 19, 2014.

4           Q.     And Araab -- how do you pronounce it again?

5           A.     We say either AraabMuzik or I say AraabMuzik;  
6 just a difference in vowel pronunciation.

7           Q.     And AraabMuzik, you said that he's well known;  
8 can you give us some reasons why he's well known?

9           A.     He is well known for producing beats for  
10 hip-hop as well as EDM performers and DJs and MCs.

11          Q.     What's EDM?

12          A.     "EDM" stands for electronic dance music, a  
13 general term used for music created by electronic means  
14 such as Trance, Jungle, Drum and Bass, Synthpop, as well  
15 as other genres.

16          MR. MACKAY:   Okay.   Let's go on to video number  
17 9 on the first page of this Exhibit 10.

18          Let's go off the record, and Padmini, please  
19 play the video.

20          (Off the record.)

21          MR. MACKAY:   All right.   Let's go back on the  
22 record.

23          So we've just played the beginning and ending  
24 of the video, played about a minute or so of the video  
25 that is listed number 9 on the YouTube video links, the

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1 first page of Exhibit 10.

2 This corresponds with the screenshot Monster 46  
3 on this exhibit. The video's entitled, "Demo - Monster  
4 GODJ with New function updated."

5 Q. Do you recognize the video, Robin?

6 A. Yes.

7 Q. And please describe what it is.

8 A. The video is another Monster- and JD  
9 Sound-produced video that shows different  
10 functionalities of the GO DJ from the beginnings of this  
11 product as the Monster GO DJ until this video,  
12 specifically from 2013 to 2015, Monster and JD Sound  
13 continued to make cool functions for the Monster GO DJ.

14 This video was to show the new updated and  
15 advanced scratching capabilities of the GO DJ. And if  
16 you would like, I can give you a lesson on the theory of  
17 scratching.

18 Q. That's probably fine. Maybe you can just  
19 briefly describe what scratching is?

20 A. Scratching, which was supposedly started by  
21 Grand Wizzard Theodore of the hip-hop world in the early  
22 1980s, is a function used by hip-hop and other DJs  
23 including EDM DJs to create new sounds or subdivide  
24 current sounds into rhythmic components and melodic  
25 components to layer on top of other sounds.

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1           So what you are hearing in this Monster GO DJ  
2 sample video is using a certain sound, let's say (makes  
3 sound), and I am saying the S-H sound for those who do  
4 not have audio of this deposition, and modifying it  
5 through the back-and-forward motion, pushing the record  
6 back and forth, as well as using the cross fader in a  
7 sequence of motions, specifically turning it left and  
8 right to turn the sound on and off to create a new  
9 sound. So you are seeing what is called a Flare scratch  
10 in this video.

11           Q.    And the video was posted by whom?

12           A.    The video was posted by the official channel  
13 for Monster GO DJ, which is Monster, space, GODJ, on  
14 YouTube. This was published on January 19, 2015.

15           MR. MACKAY: All right. Let's play video  
16 number 11 on Exhibit --

17           MS. CHERUVU: 10.

18           MR. MACKAY: -- or I'm sorry, thank you, video  
19 number 10 on Exhibit 10.

20           Let's go off the record while it plays.

21           (Off the record.)

22           MR. MACKAY: All right. Let's go back on the  
23 record.

24           So we've just played YouTube video link number  
25 10 on the first page of Exhibit 10. That corresponds to

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1 the screenshot capture Monster 47 which is entitled,  
2 "Crab scratching with new fader by DJ Schedule 1."

3 Q. Do you recognize this video and screenshot?

4 A. Yes.

5 Q. Please describe them.

6 A. You are looking at a DJ who often works with JD  
7 Sound and Monster from Korea; his name is DJ Schedule 1.

8 And you see him playing with a GO DJ,  
9 specifically scratching with it. By "new fader," he  
10 means that he took the button cap off of the original  
11 fader and put in a separate fader cap so that he can  
12 better scratch with it.

13 And you see him doing different scratchers in  
14 the video including Stabs, Transforms and Crab  
15 scratching, which I can explain in detail, if needed.

16 But he is showing the advanced scratching  
17 capabilities as well as MPC-like sampling capabilities  
18 of the Monster GO DJ.

19 Q. What's "MPC"?

20 A. "MPC" is a sampler originally created by  
21 Roland. If you see the square buttons on the right  
22 screen, it is reminiscent of the hardware used by  
23 hip-hop and other producers in the '80s and '90s to  
24 produce beats.

25 The MPCs were hardware -- pieces of hardware

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1 with plastic/rubber square buttons. And you stored  
2 sounds in them, so when you pressed the buttons, the  
3 sounds would come out. And you would press the buttons  
4 in rhythmic fashion to create a beat. Made famous by  
5 the Roland 808 and the 909 drum machines.

6 Q. And who posted this video?

7 A. This video was posted by the official Monster  
8 GO DJ YouTube account, Monster Go DJ.

9 Q. When was it posted?

10 A. It was posted on March 20, 2015.

11 Q. And just real briefly, you mentioned scratching  
12 earlier. Is Crab scratching a variant of scratching?

13 A. Crab scratching is a variant of scratching used  
14 by DJs to subdivide a certain sample into quick  
15 scratches, usually 32nd, 64th or 128th rhythms.

16 MR. MACKAY: Okay. Let's play video number 11  
17 on the YouTube video link, the first page of Exhibit 10.

18 And let's go off the record while it plays.

19 (Off the record.)

20 MR. MACKAY: All right. Let's go back on the  
21 record.

22 We just played YouTube video link number 11  
23 from the first page of Exhibit 10 which corresponds to  
24 the screenshot on Monster 48 entitled, "Hiphop Mix with  
25 Monster GODJ."

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1 Q. Do you recognize the screenshot in the video?

2 A. Yes.

3 Q. Please describe it.

4 A. This is another video produced by Monster and  
5 JD Sound of DJ Schedule 1 showing the different  
6 capabilities of the Monster GO DJ.

7 In this video specifically you see him doing  
8 what is known as beat juggling, which I can explain if  
9 necessary, as well as the advanced scratching functions  
10 and track-loading functions of the Monster GO DJ.

11 Q. And who posted this video?

12 A. This was posted by the official Monster GO DJ  
13 YouTube page, Monster GO DJ, on May 21, 2015.

14 MR. MACKAY: All right. And let's go on to the  
15 last -- last video, number 12. This is video link  
16 number 12 on the first page of Exhibit 10.

17 Let's go off the record and play that video.

18 (Off the record.)

19 MR. MACKAY: All right. Let's go back on the  
20 record.

21 So we just played the beginning and end of  
22 YouTube video link number 12. It was a 10-minute video  
23 so we didn't play the entire video. That video, number  
24 12 on page -- the first page of Exhibit 10, Monster 67,  
25 corresponds with the last page of Exhibit 10, Monster

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1 49, which is a screenshot of the YouTube video entitled,  
2 "Trap Mix With MONSTER GODJ by DJ Stone."

3 Q. Robin, do you recognize the screenshot of the  
4 video and the video?

5 A. Yes.

6 Q. Please describe those.

7 A. This is done by a third-party DJ not affiliated  
8 to Monster or JD Sound, unless JD Sound contacted him  
9 separately. But this is of a DJ showing off his mixing  
10 skills, specifically with Trap music, which is a  
11 subcategory of hip-hop -- really popular music today is  
12 Trap -- showing the functionalities of the GO DJ.

13 Q. Who posted the video?

14 A. The official account of Monster GO DJ.

15 Q. When was it posted?

16 A. January 24, 2016. By this time, by the way,  
17 there were a lot of people purchasing the GO DJ and they  
18 would create their own GO DJ video showing their mixing  
19 and scratching capabilities with different genres of  
20 music. And we would pick different ones and post them  
21 up on our site, and the armature artists would be really  
22 excited by our sharing their musical talents.

23 Q. So the videos that are related to the GO DJ  
24 product that Monster posted, we've only gone over a  
25 sampling of those today?

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1           A.    The tip of the iceberg.  There are so many  
2    videos out there regarding the Monster GO DJ by DJs and  
3    artists affiliated with Monster and JD Sound as well as  
4    those who are just fans and consumers of the product.

5           Q.    If you had to estimate approximately how many  
6    videos Monster has posted under its accounts for the GO  
7    DJ product, what would the number be?

8           A.    I can't say off the top of my head.

9           Q.    Well, would it be greater than 50?

10          A.    I don't know.  I have to check that.  I just  
11   remember doing lots of videos.  I don't remember the  
12   exact number, but we can get that number, if necessary.

13          Q.    Would it -- in your best estimate, would it be  
14   more than 10?

15          A.    Yes.

16          Q.    Would it be more than 20?

17          A.    Yes.

18          Q.    Would it be more than 30?

19          A.    I don't know how many videos we would have  
20   posted, but it probably would have been closer to 30 to  
21   50 if we combine YouTube and social media accounts and  
22   Facebook postings.

23          Q.    And it's the regular practice of JD Sound and  
24   Monster to maintain the links to the videos on YouTube  
25   and screenshots as records of the posting of the videos?

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1           A.    Yes.

2           Q.    And that's what occurred here?

3           A.    Yes.

4           MR. MACKAY:  I'd like to move Exhibit 10 --

5           MS. PETERSON:  Could we take a five- or  
6 ten-minute break?

7           MR. MACKAY:  Absolutely.  Let me just finish.  
8 I'd like to move Exhibit 10 with the link to the videos  
9 into evidence.

10          MS. PETERSON:  Okay.  All right.

11          MR. MACKAY:  I'd like to move Exhibit 9 into  
12 evidence, if I didn't.

13          Let's go ahead and take -- what would you like,  
14 Wendy, five or ten?

15          MS. PETERSON:  How about ten?  I have a couple  
16 phone calls I have to return.

17          MR. MACKAY:  No worries.

18          All right.  Let's go off the record.

19          (Recess taken.)

20          (Whereupon, Applicant's Exhibits Nos. 9  
21 and 10 were offered into evidence.)

22          MR. MACKAY:  Let's go back on the record.

23          So I think we just finished with Exhibit 10.  
24 Now let's move on to Exhibit 11 which consists of two  
25 pages that are Facebook posts.

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1           Please mark that exhibit.

2           (Whereupon, Applicant's Exhibit No. 11  
3           was marked for identification.)

4           MR. MACKAY: Q. So Robin, please review  
5           Exhibit 11 and let me know when you're done reviewing  
6           it.

7           A. I am done reviewing it.

8           Q. What is Exhibit 11?

9           A. Exhibit 11 are samples taken from the official  
10          Monster GO DJ, looks like, Instagram page. Or is this  
11          the Facebook page? It's one of the social media  
12          accounts. It looks like -- ah, the Facebook page, yes.

13          Q. And did Monster -- so Monster had a Facebook  
14          account that was devoted to GO DJ?

15          A. Yes. In fact, I helped create the Monster GO  
16          DJ Facebook page.

17          Q. And when did you create that?

18          A. It was created probably November 2013, but we  
19          were active on it November, December 2013.

20          Q. And looking at this exhibit, the first page,  
21          how do we know that it was posted by Monster's GO DJ  
22          Facebook?

23          A. If you look at the first square, which  
24          represents the first post, you will see that it was  
25          posted by Monster GO DJ, which can be seen by the

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1 Monster GO DJ name as well as icon on the upper  
2 left-hand corner of the post where the post says, "The  
3 Monster GODJ is featured on DJBooth.net! Check it out!"  
4 followed by a screenshot from the article itself as well  
5 as the title, "Introducing the Monster GO-DJ Portable  
6 System," a review by DJBooth.

7 Q. And when was that posting created, or posted?

8 A. This posting was created on December 18, 2013.

9 Q. And does Monster still have the GO DJ Facebook  
10 page?

11 A. Yes, it does, and it is controlled by both  
12 Monster as well as JD Sound.

13 Q. And is it Monster's practice to keep records of  
14 its Facebook postings?

15 A. Yes.

16 Q. And is that what happened in this instance?

17 A. Yes.

18 Q. And the records would be kept at or near the  
19 time that the postings were made?

20 A. Yes.

21 MR. MACKAY: I'd like to move Exhibit 11 into  
22 evidence.

23 (Whereupon, Applicant's Exhibit No. 11  
24 offered into evidence.)

25 MR. MACKAY: Moving on to Exhibit 12. These

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1 are the -- or this is a single page from a Twitter  
2 account.

3 Please mark Exhibit 12.

4 (Whereupon, Applicant's Exhibit No. 12  
5 was marked for identification.)

6 MR. MACKAY: Q. Please review Exhibit 12.

7 A. Uh-huh.

8 Q. Do you recognize it?

9 A. I do recognize it.

10 Q. What is it?

11 A. It is the official Twitter account for the  
12 Monster GO DJ. You can tell by the official name,  
13 "@MonsterGODJ," the official Monster GO DJ logo and  
14 picture as the banner on top as well as the picture of  
15 the product itself as the profile picture.

16 Q. And when was the Monster GO DJ Twitter account  
17 created?

18 A. It was created on October of 2013.

19 Q. And how do you know that?

20 A. On the left side of this screenshot you will  
21 see under "Monster GO-DJ" as well as the name  
22 "@MonsterGODJ" a listing that says -- or text that says,  
23 "Joined October 2013." This was when we changed the  
24 name from "PDJ" to "GO DJ."

25 Q. And when was this Twitter post on this screen

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1 posted?

2 A. This looks like a post from January 24, 2014,  
3 or 2015. More -- more than likely this is a post from  
4 January 24, 2016 -- actually, 2016 because it's the gold  
5 GO DJ and this is a limited edition that we sent to the  
6 UK community.

7 The only other person who had a gold GO DJ was  
8 Swizz Beatz, which we gifted in 2013, actually. And  
9 that became such a popular secret item -- I mean secret  
10 because we didn't release it to the public, that in  
11 January of 2016 we launched a limited-edition gold  
12 series to our UK audience.

13 Q. And it's Monster's practice to maintain its  
14 Tweets, copies of its Tweets?

15 A. Yes.

16 Q. And this is one of its Tweets?

17 A. Yes.

18 Q. Maintained at or near the time it was made?

19 A. Yes.

20 MR. MACKAY: Okay. I'd like to move Exhibit 12  
21 into evidence and move on to Exhibit 13, which consists  
22 of Instagram posts.

23 (Whereupon, Applicant's Exhibit No. 12  
24 offered into evidence.)

25 MR. MACKAY: It is the first -- well, this is

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1 basically the last portion of the exhibits, Wendy, so it  
2 goes from where we are in your PDF through the end.

3 It's got --

4 MS. PETERSON: Okay. I haven't had any trouble  
5 keeping up.

6 MR. MACKAY: Okay. Great. All right. I won't  
7 bother counting the pages, then.

8 Go ahead and mark that one, please, as  
9 Exhibit 13.

10 (Whereupon, Applicant's Exhibit No. 13  
11 was marked for identification.)

12 MR. MACKAY: Q. So please review Exhibit 13.

13 A. I have reviewed Exhibit 13.

14 Q. What is it?

15 A. These are posts from the official Monster GO DJ  
16 Instagram account.

17 Q. How do you know that?

18 A. You can tell by looking at the upper left-hand  
19 corner of each post which shows the Monster GO DJ  
20 account name as well as the Monster GO DJ logo used as  
21 the account profile picture.

22 Q. Did you have any involvement with setting up  
23 the Instagram Monster GO DJ account?

24 A. Yes, I had direct involvement helping set up  
25 the Monday GO DJ Instagram account.

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1 Q. And when was it set up?

2 A. This was set up in October or November of 2013.

3 Q. And how do you know that?

4 A. I know that because I set it up, and you can  
5 see one of the original posts on -- as an exhibit. The  
6 first page you see is DJ D-Lyfe wearing the Grindin hat  
7 that is -- represents Grindin Entertainment, his  
8 entertainment company, showing the GO DJ in front of his  
9 eyes at the Global Spin Awards which took place on  
10 November 2013.

11 And you can tell by the post text at the  
12 bottom, "Monstergodj Gettin' our #MonsterGODJ on at the  
13 #GlobalSpinAwards with @bossladytv and" -- DJ  
14 grindinent. It's a little cut off here.

15 BossLadyTV is a Monster host that we use for  
16 our video programs, and that is a screenshot that we  
17 used in November of 2013.

18 Q. Are there any more posts on Instagram in this  
19 exhibit from 2013?

20 A. Yes. The next page you will see a post from  
21 the following week where it says, "monstergodj One of  
22 the touch screens on the #MonsterGODJ: #scratch platter,  
23 cue points, loops," et cetera, et cetera.

24 This was posted by us the following week after  
25 the Global Spin Awards. It's a screenshot of the

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1 product itself which shows the Monster logo as the  
2 center of the turntable platter and the Monster logo at  
3 the bottom scroll bar, the horizontal scroll bar at the  
4 bottom.

5 The next week -- or the next post was made  
6 approximately five weeks later in either December 2013  
7 or January 2014 which shows a lifestyle picture. We  
8 call this "What's in your bag?" or "What's in your  
9 purse?"

10 It shows what you carry when you travel. And  
11 then the picture, you see a Monster-branded lighter,  
12 headphones, the Monster turbine in your headphones, a  
13 smartphone, a Monster -- Monster power card charger as  
14 well as a travel bag and the Monster GO DJ.

15 The caption says, "What's your bag after #NYE?  
16 #gold #monstergodj #monsterturbine #monsterpowercard,"  
17 and others are cut off.

18 This was made as a campaign promotion during  
19 the holiday and New Year's Eve period.

20 And then approximately three weeks later we  
21 showed -- this was after the CES event of January 2014.  
22 You see a shiny gold GO DJ next to a Monster 24k gold  
23 headphone, caption being, "The Monster GODJ is on full  
24 display at #NAMM2014."

25 The gold GO DJ was shown during CES, which is

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1 in the beginning of November -- January 2014 as well as  
2 NAMM, which occurred during the second and third weeks  
3 of January 2014.

4 You can see the Monster GO DJ logo used on the  
5 museum case which was used to display the Monster GO DJ  
6 and the Monster 24k headphones.

7 And two weeks before that we also launched the  
8 different colors of the Monster GO DJ. The picture that  
9 you see on the next page which is labeled MON000057 is  
10 of my partner Mr. Randy Lee showing the different  
11 colors, new colors of the Monster GO DJ at the -- at  
12 both CES, the Consumer Electronics Show in Las Vegas, as  
13 well as NAMM in Southern California.

14 The caption you see is, "What's your favorite  
15 color? #poll #monstergodj #dj #mix #scratch #cue  
16 #producer."

17 The reason we use so many hashtags was to use  
18 it for search engine optimization on the Instagram  
19 account so that when someone looks up #poll or #DJ they  
20 will see a Monster GO DJ post come up.

21 And during the -- approximately two weeks  
22 before that you see a picture of a DJ using the Monster  
23 GO DJ on a display. During NAMM 2014 we had actually a  
24 huge GO DJ presence at the Monster booth at NAMM 2014.

25 Again, NAMM is a major trade show for

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1 music-product-related products and vendors.

2           You see the caption "Bustin' a #MonsterGODJ  
3 move at #NAMM2014."

4           In fact, during NAMM we were recognized for our  
5 innovative product, the Monster GO DJ, and we received  
6 many awards during and prior to NAMM for our product.

7           The next page we'll see two weeks later that DJ  
8 Chris is a fan of the GO DJ, as can be seen by the  
9 caption. This was during one of the many GO DJ events  
10 that we did.

11           Behind him you see what's called a Monster step  
12 and repeat; specifically, a Monster logo placed upon  
13 wallpaper so that people can take promotional-branded  
14 pictures in front of the step and repeat. And he is  
15 holding a Monster GO DJ showing his support of the  
16 product.

17           This looks like it was either from the NAMM,  
18 N-A-M-M, show or a mobile DJ show that was held in Las  
19 Vegas at the time.

20           And then the next page is also during the  
21 2013-2014 period. It is a picture of the GO DJ. You  
22 see the new scratch function, which is represented by  
23 the digital turntable you see on the screen with the  
24 current GO DJ logo and the Monster logo at the bottom  
25 horizontal scroll bar.

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1           And you see the text, "You asked so we  
2 delivered. Monster proudly presents the GO-DJ with  
3 Vinyl Mode!"

4           The Vinyl Mode is referring to the digital  
5 representation or the graphic representation of an  
6 original record in graphic form and which we -- which  
7 was used for advanced scratch functions.

8           The next page, which was probably during 2014,  
9 you see the Monster GO DJ with Monster headphones,  
10 specifically the Monster N-Pulse headphones, spelled  
11 capital N, capital P, u-l-s-e, a DJ headphone designed  
12 by Monster Products which we usually bundled with the  
13 Monster GO DJ for sales or marketing promotions.

14           You will see the text, "Making new beats with  
15 the Monster" -- or "Making new beats with the GO DJ  
16 #MonsterGoDJ #TGIF #MusicIsEverything #GoDJ."

17           The next page we'll see another promotional  
18 shot posted on our Instagram page. This is MON000062.  
19 In order to show the portable functionality and feature  
20 of the GO DJ we created a campaign called "Mix Anywhere  
21 Anytime!"

22           So you see a picture of the Monster GO DJ logo.  
23 Underneath that the Monster GO DJ itself. Under that  
24 the copy for our campaign, "Mix Anywhere, Anytime!"

25           After the Monster GO DJ account name at the

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1 bottom you see a whole bunch of travel-related emojis.  
2 And it says, "No matter how you travel, GO DJ allows you  
3 to" -- dot, dot, dot, continue on. It was a little cut  
4 off. But this was part of our portability and travel  
5 campaign in 2014 to 2015.

6 The next page you will actually see the picture  
7 of the Monster GO DJ with the Monster GO DJ logo at a  
8 baseball stadium which shows that you can mix anytime,  
9 anywhere.

10 You can't see the text because the printer --  
11 it's cut off, but this is from our official Instagram  
12 account. This looks to be from our 2014 to 2015  
13 portability and sports campaign.

14 And you also -- on the next page, MON000064,  
15 you see our advertising the Monster Facebook page or our  
16 Instagram account so we can increase the number of  
17 people on our Facebook page.

18 It says, "Monster GO DJ," its logo, then you  
19 see the GO DJ product with the Monster logos on it.

20 Under it says, "JOIN THE CLUB," in all caps  
21 with a period.

22 Under that is the official Facebook page  
23 address so that people can follow the URL mentioned and  
24 join the Facebook Monster GO DJ community.

25 The next page you will see a portable speaker

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1 with the Monster GO DJ showing the portability of the  
2 product. This is labeled MON000065. This was part of  
3 our 2014-2015 portability campaign, so you see a  
4 portable speaker as well as a Monster GO DJ. And the  
5 speaker is branded with a Monster GO DJ logo.

6 And in the next page you see a bus with a  
7 Monster GO DJ image called the Monster GO DJ Party Bus.  
8 Under it you see the caption, "Happy early New Year's  
9 everybody! Please be safe! Don't drink and drive!  
10 Next time throw" -- and then the rest of it is cut off.

11 But this was part of our next New Year's Eve  
12 campaign. This looks to be New Year's 2015, I would  
13 say. And, you know, we always advocate safe partying  
14 with the Monster GO DJ.

15 Q. On these Instagram pages that are included in  
16 Exhibit 13, the bottom right-hand corner, I'm on the  
17 first page now, Monster 53, it says, "125w."

18 Do you know what that means?

19 A. Yes. Instagram usually dates its posts if it's  
20 more than a week old by showing how far back it was  
21 posted. Specifically, from the time this was captured  
22 it was 125 weeks ago.

23 So when -- when this was extracted or -- when  
24 the screenshot was taken by the Monster team -- let me  
25 begin. Let me start all over.

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1           Let's look at MON000053. In this picture you  
2 see a person carrying a GO DJ in front of their eyes.  
3 This picture was -- the screenshot was taken by the  
4 Monster team, but this was -- the "125w" means that this  
5 was posted 125 weeks before this post was seen  
6 currently.

7           Q. And it was Monster's practice to maintain  
8 copies of its Instagram posts; is that right?

9           A. Yes.

10          Q. At or near the time that they were created?

11          A. Yes.

12          MR. MACKAY: All right. I'd like to move  
13 Exhibit 13 into evidence.

14                 (Whereupon, Applicant's Exhibit No. 13  
15 was offered into evidence.)

16          MR. MACKAY: Q. Are there any -- Robin, we've  
17 talked today about different uses of the GO DJ mark.  
18 Are there any other uses of the mark by Monster that we  
19 haven't talked about today?

20                 In other words, we've talked about Twitter and  
21 YouTube and websites and packaging. Any other uses that  
22 come to your mind that we haven't covered?

23          A. We will have used it for various reasons --  
24 various reasons from marketing to sales to just PR in  
25 general.

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1           So we have talked about social media accounts,  
2     Twitter, Facebook, Instagram and YouTube. It may have  
3     also been used on other social media accounts such as  
4     Vine, such as LinkedIn, depending on who we're talking  
5     to.

6           We also had two versions of it, "GODJ" as one  
7     word and "GO DJ" separated by a space, because when we  
8     discuss it online, we may -- either Monsters or third  
9     parties may spell it "GODJ" or "GO," space, "DJ."

10          So from various bulletin boards that we visited  
11     to e-mails that we wrote, there are various channels  
12     that we use the GODJ mark and name.

13          Q.     So Monster has used "GODJ" as one word as well  
14     as "GO DJ" with a space between the "GO" and the "DJ" --

15          A.     Yes.

16          Q.     -- to identify its -- and advertise its  
17     portable DJ product, correct?

18          A.     Yes.

19          Q.     And you're aware that at issue in this lawsuit  
20     there were two -- there's two intent-to-use trademark  
21     applications that were filed on August 26th, 2013, one  
22     for "GODJ," all as one word, and the other one for "GO  
23     DJ" with a space between the "GO" and the "DJ."

24          Based on your experience at JD Sound and at  
25     Monster, did Monster have an intention at that time to

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1 actually use those marks to identify the GO DJ portable  
2 DJ in commerce?

3 A. Yes, we had full intent.

4 Q. And why do you say that?

5 A. Judging by everything that we just previously  
6 discussed, specifically the product development plans,  
7 the product marketing, the product sales channel  
8 development and distribution into those sales channels,  
9 we were very serious and actually did follow through in  
10 executing the Monster GO DJ as a product, as a campaign  
11 and as a topic of conversation.

12 MR. MACKAY: Okay. No further questions.

13 Your witness, Wendy.

14 MS. CHERUVU: Do you want to admit all the  
15 evidence?

16 MS. PETERSON: Thank you.

17 MR. MACKAY: Oh. Or, pardon me. Actually, no,  
18 I think I've -- I think I've actually moved everything  
19 into evidence. If not, all exhibits moved into  
20 evidence, but I think I've already done that.

21 So sorry, Wendy. Yeah, Go ahead.

22 CROSS-EXAMINATION

23 BY MS. PETERSON:

24 Q. All right. Okay. Can we go back to the  
25 beginning. I'm sorry, just a quick segue, but thank

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1 you, I appreciate this.

2 Can you tell me what the sales were back in  
3 2013 when you introduced this?

4 A. I don't feel comfortable giving the exact  
5 number, but if necessary we can go into the JD Sound  
6 records and Monster records to find the exact number of  
7 units sold.

8 Q. Well, you can -- we can go to a confidential  
9 part of the proceeding but, I mean, you talked about  
10 selling these so it's certainly something that's fair  
11 game.

12 A. Oh, it's not a matter of confidentiality; I  
13 don't feel comfortable giving an exact number because I  
14 don't have an exact number at the top of my -- in my  
15 head right now, but I do remember selling products.

16 Q. Okay. But you don't have any idea how many?

17 A. No, by this time --

18 (Simultaneous talking.)

19 THE COURT REPORTER: Counsel, this is the court  
20 reporter. I didn't hear you.

21 MS. PETERSON: I'm sorry.

22 Q. Did you sell more than 30 of them in 2013?

23 A. I will have to ask the Monster sales and JD  
24 Sound sales department.

25 Q. So you don't know?

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1           A.    No, not off the top of my head.

2           Q.    How about for 2014, did you sell more than 50?

3           A.    Yes, I believe we sold more than 50.

4           Q.    Okay. Do you -- can you say how many that you  
5 sold in 2014?

6           A.    I can't say exactly how much but I do know that  
7 Monster got a pretty nice royalty check.

8           Q.    Okay. So it's actually the JD Sound that's  
9 selling them and then they give a licensing agreement --  
10 they give royalties to Monster?

11          A.    JD Sound and Monster sell the GO DJ, and  
12 Monster gets a royalty for every unit sold.

13                JD Sound did help in speaking with the  
14 distributors, bringing in new distributors. Monster  
15 aided in presenting the product and selling it into our  
16 current as well as future distributors as well.

17                So by JD Sound and Monster working together, we  
18 were able to diversify and maximize our distribution  
19 channels.

20          Q.    All right. So when the applications were  
21 filed, did you review them before they were filed?

22          A.    I did not review the applications. The Monster  
23 legal team takes care of that.

24          Q.    Okay. All right. So you have no personal  
25 knowledge of the applications?

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1           A.    I -- I have knowledge of our requesting the  
2 applications to be processed, specifically the Monster  
3 CEO and the JD Sound team asking the Monster legal team  
4 to get the trademark -- trademarks filed.

5           Q.    Okay.  And when did you give them that request?

6           A.    That was probably either June or July 2013.

7           Q.    Okay.  And how many trademark applications had  
8 you ordered to be made before that point?

9           A.    Regarding the GO DJ or in general?

10          Q.    Just in general in the U.S.

11          A.    For the GO DJ or all the projects that I'm  
12 working on?

13          Q.    All the products [sic] that you've worked on,  
14 how many trademark applications had you dealt with  
15 before 2013?

16          A.    Before 2013?

17          Q.    Yes.

18               MR. MACKAY:  Objection.  Vague and ambiguous as  
19 to "dealt with," but you can answer.

20               THE WITNESS:  Before 2013, I don't remember  
21 working on any trademarks.

22               MS. PETERSON:  Q.  Okay.  All right.  So this  
23 was your first experience in the trademark world?

24               MR. MACKAY:  Objection.  Vague and ambiguous.  
25 You can answer.

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1           MS. PETERSON: Q. All right. Go ahead,  
2 answer.

3           A. I have worked as a consultant and as part of  
4 different companies when we've processed trademarks. In  
5 terms of -- this was my first trademark in working with  
6 Monster and JD Sound.

7           Q. All right. Are you -- you talked about that  
8 you were certain that Monster had an intent to use these  
9 marks when they filed the trademarks, but you weren't  
10 really familiar with what those terms meant. Can you  
11 tell me what "in commerce" means?

12           MR. MACKAY: I think it misstates the  
13 testimony.

14           Go ahead.

15           MS. PETERSON: I'm sorry.

16           Q. Okay. Can you tell me what you think "in  
17 commerce" means?

18           A. "Commerce" means business, for sale, either in  
19 the online world or the offline brick-and-mortar sales  
20 world, the Omni-Channel Experience. But I'm not sure  
21 what you mean when I [sic] say that I am not familiar  
22 with the terms.

23           Q. Well, I'm -- I'm -- maybe you are familiar with  
24 the terms so I'll ask you some questions to see if you  
25 do.

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1           So at what point would you say -- what was the  
2 point in time when you would say that this -- the three  
3 applications that were filed were in use in commerce?

4           MR. MACKAY: Objection. Relevance, since  
5 there's only two applications at issue here.

6           MS. PETERSON: There were three applications  
7 that were filed. We can go through them one by one and  
8 say, you know, whatever he thinks about them. How about  
9 with a space?

10          MR. MACKAY: Well, he's -- he's going to answer  
11 the question.

12          MS. PETERSON: Q. Okay. Go ahead. I'm sorry.

13          A. I don't under -- can you repeat the specific  
14 question, please?

15          Q. At what point would you claim that these three  
16 individual applications were in commerce?

17          A. I would say beginning -- October 2013 is when  
18 we first started seeding them, seeding the GO DJ unit as  
19 well as preparing the website for online sales as well  
20 as talking to potential distributors, so I would say  
21 October -- September, October 2013.

22          Q. Okay. So you're saying that seeding and  
23 talking to people constitutes being in use in commerce?

24          A. Yes, because seeding doesn't necessarily mean  
25 it's a free gift. Sometimes we sell the product,

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1 sometimes we give it as a gift. And when you're looking  
2 at commerce, we're looking at the preparation as well as  
3 the selling -- sending the product and then selling it  
4 at the points of -- points of purchase and then the  
5 customer service that comes afterwards.

6 Q. Okay. When you seeded these, didn't you select  
7 who they went to?

8 A. I was one of the people that selected the  
9 people who it went to.

10 Q. Okay. But each person that received one was  
11 selected by Monster for that purpose?

12 A. Each person was selected either by Monster or  
13 JD Sound or both. We had a process in which we kept a  
14 list of parties that we are interested in seeding either  
15 for a price, a discounted price, or for free.

16 Q. Okay. All right. Let's go back to when you  
17 changed the logo to add the play button.

18 How do you think that someone perceives that  
19 play button? Do they perceive it as being a dash or  
20 just a decoration? How do you think that they perceive  
21 it?

22 MR. MACKAY: Objection. Lack of foundation.  
23 Calls for speculation.

24 You can answer.

25 MS. PETERSON: Q. You can go ahead and try to

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1 answer.

2 A. Sure. We actually had discussions about the  
3 graphic representation of the play button. We realized  
4 that some people who are not familiar with music symbols  
5 may see it as a dash or may see it as a space.  
6 Graphically we thought it looked cool, because the play  
7 button was related to music as well as consumer  
8 electronics equipment, as can be seen by play buttons on  
9 a VCR, on a boombox, on different devices, including the  
10 iPod.

11 And we -- we actually have different spellings  
12 of the word "GO DJ": GO, space, DJ; GODJ as one word; as  
13 well as GO, hyphen, DJ. And different people spell it  
14 in different ways.

15 We didn't see the play button as something that  
16 would confuse a consumer specifically, but we did know  
17 that people may spell the word "GO DJ" differently,  
18 hence internally we recognized the "GODJ" as one word,  
19 "GO DJ" with a space in between "GO" and "DJ" as well as  
20 "GO-DJ."

21 Q. So when you're talking about GO DJ in general,  
22 you're including all three of those things?

23 A. Yes, usually, because different people spell it  
24 differently and we wanted to make sure that all those  
25 avenues were covered.

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1 Q. Okay. Great.

2 When the big changes came in October of 2013,  
3 were you still working for JD Sound then or were you  
4 working for Monster?

5 A. I was still working for JD Sound in October  
6 2013.

7 Q. Okay. All right. Thank you.

8 All right. In Exhibit 5, which I believe is  
9 page 14 -- well, it's page 14 for me. It's The New York  
10 Times article --

11 A. Yes.

12 Q. -- "A D.J. Booth in Your Pocket."

13 Would you consider this a favorable review of  
14 the product?

15 A. Yes. By "favorable" I mean that any review is  
16 a favorable review because any PR is PR regardless. So  
17 although it talks about the frustrating lack of cables  
18 and it even talked about the small size of the screens,  
19 the fact that we were mentioned in The New York Times,  
20 it was a great -- was a great move for JD Sound and  
21 Monster for the GO DJ.

22 Q. What do you think about the conclusion that  
23 they make that it's not really intended for the average  
24 person, "It's really intended for the serious D.J., one  
25 with proper mixing skills and extra audio cables"?

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1           A.    We disagreed with that statement.  And later  
2    you find in other reviews where we actually talked to  
3    the reviewer and showed them the other capabilities of  
4    the GO DJ.

5                    So -- I mean, we didn't really mind.  We didn't  
6    see it as a completely negative review.

7                    If you look at other DJ products such as the  
8    Pioneer Serato or the Vestax Traktor, those were made  
9    for professionals or people who want to be  
10   professionals.

11                   Ours is in the same vein in that we have  
12   professional capabilities but we also have beginner  
13   functions as well.  And, in fact, after this article  
14   came out, we created a beginners mode on the GO DJ.

15           Q.    Okay.  After this came out, did you start  
16   supplying it with cable?

17           A.    It was already supplied with a data  
18   transfer/power transfer cable.

19           Q.    Yeah, but the article talks about not having  
20   line-in or line-out cable.

21           A.    Oh, no, we could not put in those cables  
22   because of product development costs.  However, we --  
23   they can always by Monster cables to attach to the  
24   product.

25           Q.    Okay.  So there aren't any GO DJ cables?

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1 MR. MACKAY: Objection. Misstates testimony.

2 MS. PETERSON: Q. At the time when this  
3 article was written, were there any GO DJ cables?

4 A. There was the power cable, from my  
5 recollection, which was -- which can be used for audio  
6 as well.

7 Q. Right, but did it say "GO DJ" on the cable?

8 A. I don't remember if it said "GO DJ" on the  
9 cable or not; I just remember it being a black USB to  
10 mini USB cable.

11 Q. Okay. So in 2013 did you sell any line-in or  
12 line-out GO DJ cables?

13 A. What do you mean by line-in or line-out cables?

14 Q. I'm reading it from your reviewer's article. I  
15 would assume that that's what you take to go to the  
16 speakers or to come in from another source?

17 A. That cable you're referring to is often  
18 referred to as a 3.5 millimeter audio cable, also known  
19 as an eighth-inch audio cable. The GO DJ did not come  
20 with that cable or variations of that cable, which  
21 includes an eighth-inch or quarter-inch adapter or other  
22 variations of an audio cable.

23 Q. Okay. So in 2013 it didn't come with that; did  
24 it come with that in 2014?

25 A. No.

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1 Q. 2015?

2 MR. MACKAY: Just vague and ambiguous. When  
3 you're saying "that," just so we're clear, you're  
4 talking about the in-and-out cable, Wendy?

5 MS. PETERSON: Right.

6 Q. If you order a Monster DJ portable DJ unit,  
7 does it come with GO DJ cables for line in or line out?

8 A. To be specific, the GO DJ did not come with  
9 audio cables that are 3.5 millimeter. They did come  
10 with a digital audio cable that is represented by the  
11 USB to mini USB digital power transfer cable.

12 Q. Okay. And did that cable say "GO DJ" on it?

13 A. I do not remember that detail.

14 Q. Okay. How about in 2015?

15 A. I do not remember that detail.

16 Q. 2016?

17 A. I do not remember that detail.

18 Q. Are there any headphones that say "GO DJ" on  
19 them and are sold as GO DJ headphones?

20 A. The -- we bundled the Monster GO DJ with  
21 Monster headphones; they were not considered GO DJ  
22 headphones, they were considered Monster headphones for  
23 use with DJ'ing activities.

24 Q. Okay. So you've never sold anything that's  
25 called a "GO DJ headphone"?

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1           A.    We may have skinned a headphone for promotional  
2 use, meaning we put the GO DJ logo on an  
3 already-existing headphone, but we have not created a  
4 separate Monster headphone and called it a GO DJ-branded  
5 headphone.

6           Q.    Okay. Thank you. Just a few more.

7                    How many newsletters have you produced? When  
8 you were talking about Exhibit 9 you were listing all of  
9 the different types of social media that you have. I  
10 believe that we would have been somewhere around page  
11 33.

12                   MR. MACKAY: We're just going to that right  
13 now, Wendy.

14                   MS. PETERSON: Yeah, me too. It's going to  
15 take me -- my notes are better than my scrolling  
16 capabilities.

17                   No, that's not the right page. All right. I'm  
18 sorry I'll skip that one. I did not write down the  
19 right page.

20                   All right. On page 30, which I think is  
21 Exhibit 9. I'm not sure. It's an archives page --

22                   MR. MACKAY: Okay.

23                   MS. PETERSON: -- from November 20th, 2014. It  
24 says, "Saving page now."

25                   MR. MACKAY: All right. We're looking at that

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1 page, Wendy.

2 MS. PETERSON: Q. Okay. Can you tell me what  
3 it means when it says in the background that GO DJ is  
4 "The best backup ever"?

5 A. Oh, you're looking at the image of the GO DJ  
6 behind the "Saving page now"?

7 Q. Yes.

8 A. It looks visually as it's behind but it's just  
9 a lighter texture, color contrast?

10 Q. Okay. Yes.

11 A. So what you're looking at there, it's next to,  
12 actually, a picture of Homer Simpson and Bart Simpson,  
13 animated characters, using the GO DJ.

14 Side note, that was actually drawn by one of  
15 the animators of The Simpsons for the GO DJ.

16 Q. Okay.

17 A. "The Best Backup Ever" --

18 (Telephone cutting in and out.)

19 THE WITNESS: Pardon me?

20 MS. PETERSON: Q. That's supposed to be  
21 Homer's review?

22 A. No, it's supposed to be Homer Simpson using the  
23 GO DJ while Bart Simpson is rocking out to it. By  
24 rocking out, I mean dancing and throwing up his hands.

25 Q. Okay.

**Chang "Robin" Lee**  
**April 18, 2016**

1           A.     But next to it you see an image that says, "GO  
2 DJ" with a picture of the device, and under it, "The  
3 Best Backup Ever!" That was probably written by one of  
4 my Korean counterparts without a full grasp of English,  
5 but I know what they usually mean by that.

6           The GO DJ device itself can be used as what we  
7 call a backup rig. "Rig" meaning a DJ setup. So when  
8 your huge DJ setup with turntables or CD mixers blows up  
9 or it is not functioning, you can use the GO DJ as a  
10 backup rig, meaning that it can function as your  
11 secondary source of music.

12           We also use it to back up your files. Because  
13 it has digital memory on board as well as its being able  
14 to expand its digital memory to up to 128 gigabytes with  
15 an SD card, we often -- by "we" I mean users of the GO  
16 DJ -- use it to back up music files as well as other  
17 digital files.

18           I personally --

19           Q.     Okay.

20           A.     -- use it to back up --

21           Q.     Thank you.

22           MR. MACKAY:   Okay.

23           MS. PETERSON:  Q.   Thank you.

24           Okay. I found what I was asking about before.

25           On page 35 you've got a -- like the final page where

**Chang "Robin" Lee**  
**April 18, 2016**

1 there's a button for the Quick Start Guide, the FAQ  
2 Downloads, et cetera.

3 You have a box where you can sign up for  
4 newsletter signups.

5 A. Yes.

6 Q. How many newsletters have you written?

7 A. I would have to check the records, if we even  
8 sent out many newsletters. This was taken care of by  
9 the social media team so I'll have to check on that.

10 We did most of our communications on the  
11 bulletin board on the JD Sound website, [jdsound.co.kr](http://jdsound.co.kr),  
12 as well as on our Facebook page, our Instagram page and  
13 our Twitter page.

14 Q. Okay. Speaking of your Facebook pages and  
15 Twitter pages -- let's see. If we go back to page 59.

16 MR. MACKAY: There we go.

17 I think we're there now, Wendy.

18 MS. PETERSON: Q. Okay. All right. And  
19 again, my numbers are off. You talked -- you covered a  
20 lot of material in a short period of time, and I have to  
21 say that my page numbers did not keep up with my notes.

22 Sorry, no, it's not -- it's not where I thought  
23 it would be. I'm sorry. I have to drop that one too.

24 All right. I'm sorry to jump around.

25 On the very last page -- you can probably

**Chang "Robin" Lee**  
**April 18, 2016**

1 remember this one without even scrolling -- or  
2 second-to-the-last page you've got a picture of an  
3 orange speaker.

4 A. Yes.

5 Q. Is this something that the public could buy or  
6 is this something that was made up for the photo shoot?

7 A. From my recollection, this was made up for the  
8 photo shoot, because if you look at the -- if you look  
9 below the name "Monster GO DJ," you see actually the  
10 brand name of the speaker. So this speaker was probably  
11 used for the photo shoot and/or a live event to help  
12 with the brand -- visual branding of the Monster GO DJ.

13 Q. Okay.

14 A. This is not a Monster product, the speaker,  
15 specifically.

16 Q. Okay. All right. So is social media a source  
17 of --

18 THE COURT REPORTER: I'm sorry, Counsel, I --  
19 Counsel, I'm sorry, I can't hear you.

20 MS. PETERSON: I'm sorry. It's because I set  
21 down the phone so I could look at my notes. I'm sorry.

22 Q. Is social media a big source of new clients for  
23 you?

24 A. Social -- social media is one main avenue of  
25 clients for us because today social media is a major

**Chang "Robin" Lee**  
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1 avenue for communication and business, including social  
2 media commerce. In fact --

3 Q. But you know that specifically about these  
4 particular trademarks? Have you ever researched it or  
5 done any surveys or any studies to follow up to see if  
6 social media actually leads to orders?

7 A. We did not do a specific survey to see if  
8 social media increased GO DJ orders. We do know that  
9 those who were interested in the GO DJ were very active  
10 in the social media community.

11 In fact, I personally responded to many YouTube  
12 comments, Instagram comments, Facebook comments and  
13 Twitter comments regarding the GO DJ.

14 On the social media channels, it created a lot  
15 of engaging conversation, which ideally leads to product  
16 sales.

17 Q. Okay. So are you saying that a lot of the  
18 comments that we would see are from you?

19 A. I don't know which comments you're referring  
20 to.

21 Q. Well, there's -- like at the bottom of some of  
22 the videos that you were showing there's a number of  
23 different comments shown from the time when it was first  
24 posted back in 2013 until the present date.

25 A. If it was between 2013 and 2014, there is a

**Chang "Robin" Lee**  
**April 18, 2016**

1 chance that I responded to it. It was either myself or  
2 one of the social media team members.

3 If you look at the video for AraabMuzik, for  
4 example -- I forget which -- let me -- let me get the  
5 Monster -- the number itself. Hold on, please.

6 Q. It's on --

7 A. MON000045. If you actually go to that page and  
8 you scroll down, you will see a comment -- subcomment by  
9 Chang Lee two years ago. That is me.

10 Q. Okay. Are you on that page now?

11 A. Yes.

12 Q. The comments for that?

13 A. Yes, so --

14 Q. Can you see the comment for hotsauce?

15 A. Pardon me? Comment for who? Hotsauce --

16 Q. Hotsauce.

17 A. -- yes.

18 Q. Hotsauce, that comment, yeah.

19 A. So what about that comment?

20 Q. Can you read it for us?

21 A. "Hotsauce. Hey, let's spend a bunch of money  
22 or R&D for a joke product and then waste a bunch of  
23 money on an endorsement from a dude who won't even use  
24 it in the commercial. Monster marketing 2015 ya'lll."

25 Q. I assume that is not you?

**Chang "Robin" Lee**  
**April 18, 2016**

1           A.    That is not me.

2           Q.    Okay.

3           A.    That is actually what we call trolls.

4   Those who --

5           Q.    Yeah, I'm sure a lot of comments are. I have  
6   no doubt about that, that some of the nasty stuff is  
7   just people that do nasty things.

8           A.    Or -- and it's their opinion and we love  
9   commenting and hearing them.

10          Q.    Yeah. Yeah.

11                Okay. You were at the NAMM show in 2014?

12          A.    Correct.

13          Q.    And -- but at that time the general public  
14   couldn't buy any; is that correct?

15          A.    I wouldn't say that. I believe the website was  
16   up by that time and they can buy it.

17          Q.    In the U.S. they could buy it by then?

18          A.    Yes.

19          Q.    Okay.

20          A.    We had a U.S. office and we -- it was based  
21   at -- we had two offices in Los Angeles, not at the same  
22   time. One was on Wilshire Boulevard. We shared a  
23   building with the Korean government office called KOTRA,  
24   and we also had our distribution from Los Angeles, so we  
25   would ship products out of the office.

**Chang "Robin" Lee**  
**April 18, 2016**

1 Q. Okay. Were you at the NAMM show in 2015?

2 A. Yes.

3 Q. With GO DJ products?

4 A. By 2015 the GO DJ product was there, but by  
5 that time I became an executive at Monster and there  
6 were other Monster employees that were helping with the  
7 GO DJ product.

8 I was helping on a higher level, but on a  
9 day-to-day basis it was assigned to two gentlemen, one  
10 by the name of Vern Smith and one by the name of John  
11 Diaz.

12 Q. Okay. So you don't have any personal knowledge  
13 of the trade shows after you went to work for Monster?

14 A. I was at the trade shows. I helped set them  
15 up, but I don't know what you mean by personal  
16 knowledge.

17 Q. Well, you said you don't know if GO DJ was at  
18 the show in 2015.

19 A. We -- I usually have -- the -- GO DJ was at  
20 this show because I usually carry one with me wherever I  
21 go.

22 Q. Okay. But not part of the official display?

23 A. It was part of the -- part of the official --  
24 well, 2015, I would say that Monster had a -- had a  
25 different style booth. So we did show it to artists and

**Chang "Robin" Lee**  
**April 18, 2016**

1 influencers in our special VIP area.

2 Q. Okay. But not to the general public?

3 A. In videos, yes, but the product was hidden in  
4 the back to give it an exclusive feel. By "back" I mean  
5 there was a curtained-off area only -- where only  
6 celebrities and consumer electronics industry  
7 individuals could enter upon Monster's approval.

8 Q. Okay. So how about the 2016 NAMM show, was --

9 A. This year?

10 Q. -- GO DJ there?

11 Yeah.

12 A. Yes, I personally brought it myself. And in  
13 the same fashion, it was shown in a secret area, what we  
14 called secret, but it was basically a curtained-off area  
15 where only industry professionals such as buyers and  
16 distributors as well as celebrities can get into after  
17 approval from Monster.

18 Q. Okay.

19 A. It gave it that whole exclusive mystique to it.

20 Q. Okay. How many different official buyers and  
21 distributors do you have?

22 A. Well, Monster is in over 40,000 retail  
23 locations worldwide, so that is a difficult question to  
24 answer.

25 Q. Okay. Have you sold more than 40,000 GO DJs?

**Chang "Robin" Lee**  
**April 18, 2016**

1           A.    For the exact sales numbers, I will refer -- I  
2 will have to refer to JD Sound's bookkeeping as well as  
3 Monster's bookkeeping.

4           MR. MACKAY:   And Wendy --

5           MS. PETERSON:   Q.   So you have no idea?

6           MR. MACKAY:   Oh, sorry to interrupt.   Can we  
7 make this part of the transcript basically confidential  
8 in the sense that --

9           MS. PETERSON:   Sure.

10          MR. MACKAY:   If we get into financial issues or  
11 that kind of thing?

12          MS. PETERSON:   Yeah.   Oh, yeah.   Absolutely.  
13 Absolutely.

14          MR. MACKAY:   I'm sorry to interrupt.

15          MS. PETERSON:   No -- no problem.

16                        (The following confidential portion, page 114,  
17 line 16 to page 119, line 7, was excerpted and  
18 sealed separately.)

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23                        (Confidential portion redacted.)

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(The confidential portion, page 114, line 16 to page 119, line 7, was excerpted and sealed separately.)

(Confidential portion redacted.)

**Chang "Robin" Lee**  
**April 18, 2016**

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(Confidential portion redacted.)

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(The confidential portion, page 114, line 16 to page 119, line 7, was excerpted and sealed separately.)

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(The confidential portion, page 114, line 16 to page 119, line 7, was excerpted and sealed separately.)

(Confidential portion redacted.)

Chang "Robin" Lee  
April 18, 2016

1 (The confidential portion, page 114, line 16 to  
2 page 119, line 7, was excerpted and sealed  
3 separately.)  
4  
5 (Confidential portion redacted.)  
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8 (Conclusion of confidential portion.)  
9 (Conclusion of proceedings at 1:38 p.m.)  
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13 Signed under penalty of perjury.  
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17 CHANG "ROBIN" LEE  
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

—o0o—

DONALD REID,  
Opposer,

vs.

MONSTER, INC.,

Applicant.

Proceeding No. 91218973

Mark: GODJ

Serial No. 86048004

Mark: GO DJ

Serial No. 86047996

Published for Opposition:

June 24, 2014

DEPOSITION OF CHANG "ROBIN" LEE

Taken before RENEE M. BENCICH, CSR No. 11946, RPR  
a Certified Shorthand Reporter  
for the State of California  
Monday, April 18, 2016

—o0o—

Signed under penalty of perjury.

  
\_\_\_\_\_  
CHANG "ROBIN" LEE

5/12/16 Date signed

Signed in the presence of:

  
\_\_\_\_\_  
Stacy L. Lozano, CSR No. 12831

5/12/16 Date signed

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CERTIFICATE OF REPORTER

I, RENEE M. BENCICH, Certified Shorthand Reporter, License No. 11946 in and for the State of California, Registered Shorthand Reporter, hereby certify:

That CHANG "ROBIN" LEE was duly sworn/affirmed to tell the truth, the whole truth, and nothing but the truth in the within-entitled cause;

That said deposition was taken in shorthand by me, a licensed Certified Shorthand Reporter and officer of the court who has no personal or financial interest in said proceedings;

That said deposition commenced on Monday, April 18, 2016, at 10:39 a.m. and concluded on Monday, April 18, 2016, at 1:38 p.m. at the Law Offices of Donahue Fitzgerald, LLP, 1999 Harrison Street, 25th Floor, Oakland, California;

That the testimony of CHANG "ROBIN" LEE was thereafter reduced to typewriting, by computer, under my direction and supervision;

That said deposition transcript is a true and accurate transcript of the testimony given by said witness;

That opponent, DONALD REID, was not present at said deposition.

Dated: Monday, May 9, 2016



Renee M. Bencich, CSR No. 11946, RPR

CAL Reporting  
Certified Shorthand Reporters  
P.O. Box 519  
Pleasanton, California 94566  
Telephone (925) 425-9669

Job No. 14805

May 9, 2016

Chang "Robin" Lee  
c/o Andrew S. MacKay, Esq.  
Donahue Fitzgerald LLP  
1999 Harrison Street, 25th Floor  
Oakland, CA 94612

Re: Donald Reid vs. Monster, Inc.

Dear Mr. Lee:

The original transcript of your deposition taken in the above-mentioned action has been prepared and will be held at our office.

You may read your attorney's copy of the deposition. Your attorney can advise me and opposing counsel of any changes you may make in your testimony. (Please do not change the questions.)

Upon receipt of any changes, I will enter them in the original transcript before it is filed at court.

Please ask your attorney how to proceed.

Very truly yours,  
CAL Reporting



RENEE M. BENCICH, CSR No. 11946, RPR

cc: All Counsel

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

---o0o---

**CERTIFIED  
COPY**

DONALD REID,  
Opposer,

vs.

MONSTER, INC.,  
Applicant.

Proceeding No. 91218973

Mark: GODJ

Serial No. 86048004

Mark: GO DJ

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Published for Opposition:  
June 24, 2014

DEPOSITION OF CHANG "ROBIN" LEE

CONTAINS CONFIDENTIAL EXCERPTS

Taken before RENEE M. BENCICH, CSR No. 11946, RPR  
a Certified Shorthand Reporter  
for the State of California  
Monday, April 18, 2016

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Chang "Robin" Lee  
April 18, 2016

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10	CONFIDENTIAL EXCERPTS INCLUDED	
11	Page 114, line 16 to page 119, line 7	
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13                   (Whereupon, the testimony from page 114, line  
14                   16 to page 119, line 7 has been marked  
15                   confidential, excerpted, and bound separately.)

16           Q.    [REDACTED]  
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18    [REDACTED]

19           A.    [REDACTED]

20           Q.    [REDACTED]  
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22           A.    [REDACTED]  
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24           Q.    [REDACTED]  
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Chang "Robin" Lee  
April 18, 2016

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Chang "Robin" Lee  
April 18, 2016

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Chang "Robin" Lee  
April 18, 2016

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Chang "Robin" Lee  
April 18, 2016

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(Conclusion of confidential portion.)

(Conclusion of proceedings at 1:38 p.m.)

Signed under penalty of perjury.

\_\_\_\_\_  
CHANG "ROBIN" LEE

\_\_\_\_\_Date signed

---o0o---

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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Monday, April 18, 2016

—o0o—

Signed under penalty of perjury.

  
\_\_\_\_\_  
CHANG "ROBIN" LEE

5/12/16 Date signed

Signed in the presence of:

  
\_\_\_\_\_  
Stacy L. Lozano, CSR No. 12831

5/12/16 Date signed

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CERTIFICATE OF REPORTER

I, RENEE M. BENCICH, Certified Shorthand Reporter, License No. 11946 in and for the State of California, Registered Shorthand Reporter, hereby certify:

That CHANG "ROBIN" LEE was duly sworn/affirmed to tell the truth, the whole truth, and nothing but the truth in the within-entitled cause;

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Renee M. Bencich, CSR No. 11946, RPR

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Telephone (925) 425-9669

Job No. 14805

May 9, 2016

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Donahue Fitzgerald LLP  
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Very truly yours,  
CAL Reporting



RENEE M. BENCICH, CSR No. 11946, RPR

cc: All Counsel



Exhibit No. 1, Chang "Robin" Lee  
Monday, April 18, 2016  
Donald Reid v. Monster, Inc.  
No. 91218973  
Offered by: Monster, Inc.

RB

C. Lee  
Exhibit 1  
Date: 4/18/16  
Renee M. Bencich, CSR

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**MONSTER**

Model: GODJ  
Input: 5V 1A(MAX), USB(MINI-B) Type  
Designed by JD SOUND Inc.  
S/N : **GODJ-21300052**

Made in Korea

     
KCC-REM-JDs-PDJ(B)





MON000004



MON000005



MON000006

MONSTER  
DJ



MON000007

**GO  
DJ** **MONSTER**  
**GO DJ**

MON000008

# MONSTER® GO-DJ™

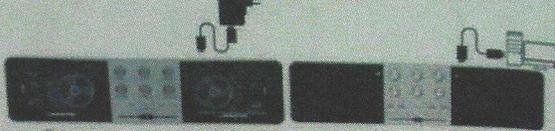
## INTRODUCTORY MANUAL



### Charging

You can charge the battery in your GO-DJ™ in two ways:

- You can connect the GO-DJ™ to an electric outlet by using an authentic GO-DJ™ power cables and adaptors.
- You can connect the GO-DJ™ to a power source that can charge via USB, such as a computer.



### Getting Started With Your Monster® GO-DJ™

#### Power On

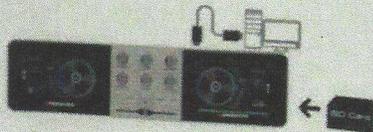
You can turn on your GO-DJ™ by pressing down and holding the Power button, which is located on the right side panel of your GO-DJ™. If you see a "Low Battery" message, then please connect your GO-DJ™ to your authentic GO-DJ™ charger and recharge your GO-DJ™.



### Load Your Music

You can load music, samples, and other audio files in the form of .mp3 and .wav in your GO-DJ™ using two methods:

- **Connect to a Computer:** You can connect your GO-DJ™ to a computer using the official GO-DJ™ USB file transfer cable. After connecting your GO-DJ™ to a computer, swipe the horizontal scroller bar at the bottom of the touchscreen interface and navigate to the "System Settings" screen. Please enter the "System" screen by touching "System" in the menu bar. Please find the option marked "USB Storage Mode" and turn it ON.
- **SD Card:** You can insert an SD memory card that contains .mp3 and .wav files into the SD card slot of the GO-DJ™. Please note that the GO-DJ™ recognizes up to 32 GB for SD cards.



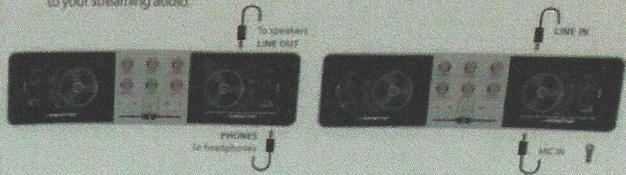
### Connect to Your Sound System

You can connect the GO-DJ™ to your sound system in these ways:

- You can connect your speakers or mixer to your GO-DJ™ through the LINE OUT jack, which is located on the top panel. You can also connect headphones to the LINE OUT jack of your GO-DJ™.
- You can connect your headphones to your GO-DJ™ through the PHONES jack,

which is located on the bottom panel.

- You can connect an external audio device (e.g., Smartphone, MP3 Player, Musical Instrument, etc.) to your GO-DJ™ through the LINE IN jack, which is located on the top panel of your GO-DJ™. To listen to the external audio device, swipe to the GO-DJ™ Music Library and choose the LINE IN option, which is in the main parent directory. After loading the LINE IN option, press the PLAY button to listen to your streaming audio.



### Play Your Music

In order to view your GO-DJ™ Music Library, you can swipe the bottom of the screen until you see your GO-DJ™ Music Library. Search for and select your music file, which has to be in .mp3 or .wav format, in the GO-DJ™ Music Library.

When you have found the music file that you want to play, you can either use the touchscreen function (i.e., touch/tap) or use the analog control button to select the music file. When the LOAD button appears, touch or click the LOAD button, which will load the music file to the assigned digital turntable. After the music file has been loaded, press the PLAY button to start listening to the music file.



### Update Your Monster® GO-DJ™

You can update your GO-DJ™ with the latest firmware by following these directions:

1. Check the official GO-DJ™ website for firmware updates ([www.monstergodj.com](http://www.monstergodj.com)).
2. Download the latest firmware update from the official GO-DJ™ website ([www.monstergodj.com](http://www.monstergodj.com)).
3. Connect your GO-DJ™ to your computer using the official GO-DJ™ USB cable.
4. Place the latest firmware update file to the GO-DJ™ directory. You can also copy the latest firmware update file to your SD card.
5. You can use your SD card by inserting the SD card into the SD card slot.
6. Swipe to the SYSTEM SETTINGS screen and activate the SYSTEM tab. You can touch the SYSTEM tab until you see SYSTEM2.
7. Slide and activate the UPDATE bar.

### Discover Your GO-DJ™

You can find the official GO-DJ™ instruction manual in the GO-DJ™ MANUAL directory of your GO-DJ™ (when connected to a computer). You can also find the official GO-DJ™ instruction manual on the official GO-DJ™ website ([www.monstergodj.com](http://www.monstergodj.com)).

### The Monster® GO-DJ™ User Manual

Thank you for purchasing the Monster® GO-DJ™. This instruction manual includes the directions to handle the GO-DJ™ properly and safely. Please read this manual thoroughly before using the device in order to ensure safe and proper use. Please keep this instruction manual at a secure place that can be found at any time for your reference.

#### About the Monster® GO-DJ™

The GO-DJ™ is a completely independent autonomous DJ controller and music production system, which provides multiple functions needed for producing, mixing, recording, and your music almost anywhere.

#### GO-DJ™ Package Contents:

Content	Quantity
GO-DJ™	1
USB Cable	1
AD/DC Adapter	1
Connector (220V 50Hz)	1
Connector (220V 50Hz)	1
Connector (110V 60Hz)	1
Original User Manual and Warranty	1

**MONSTER®**

# GO-DJ™

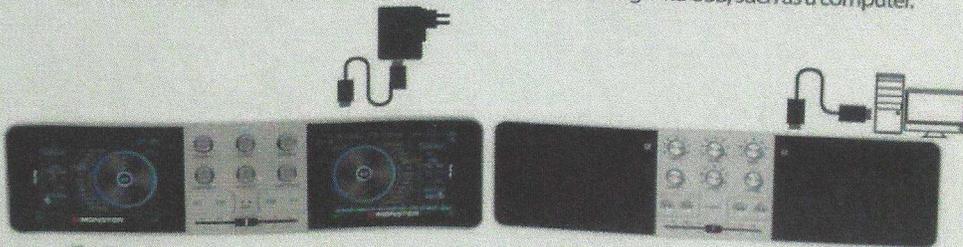
INTRODUCTORY MANUAL



## Charging

You can charge the battery in your GO-DJ™ in two ways

- You can connect the GO-DJ™ to an electric outlet by using an authentic GO-DJ™ power cables and adaptors.
- You can connect the GO-DJ™ to a power source that can charge via USB, such as a computer.



## Getting Started With Your Monster® GO-DJ™

### Power On

You can turn on your GO-DJ™ by pressing down and holding the Power button, which is located on the right side panel of your GO-DJ™. If you see a "Low Battery" message, then please connect your GO-DJ™ to your authentic GO-DJ™ charger and recharge your GO-DJ™.

# MONSTER GO DJ LOGO STYLE GUIDE

Version 1.0 - October 28, 2013

## PHASE ONE LOGO



- The G, O, and D lock tight together emphasizing the word GOD in the logo. J pulls away.
- Red box is an extraneous mark that takes attention away from the product name.

## RE-LAUNCH LOGO

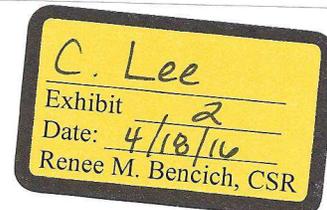


- Clean, Stylized, Powerful
- The arrow represents the action of GOing  
Adds life and motion to the mark. Forward, Future
- The arrow is a known positive action icon.  
Play, Power, Turn On, Forward, Advance, Go
- Clear, 3-D definition between GO and DJ
- The GO> mark becomes a Monster call to action,  
GO> Create... *Anywhere You Are.*
- In line logo emphasizes MONSTER GO!  
Monster goes anywhere you are. Part of your life.

## Other Logo Explorations



Exhibit No. 2, Chang "Robin" Lee  
Monday, April 18, 2016  
Donald Reid v. Monster, Inc.  
No. 91218973  
Offered by: Monster, Inc. RB





Launch Calendar  
 October 28, 2013  
 Version 1.0

OCTOBER 2013	27	28	29	30	31	NOVEMBER	1	2
			FINALIZE MEDIA OUTREACH OPPORTUNITIES					
	3	4	5	6	7	8	9	
		LAUNCH ROUND 1 DIGITAL ASSETS (limited product view)						
	10	11	12	13	14	15	16	
		LAUNCH ROUND 2 DIGITAL ASSETS (elevated product view)			LAUNCH ELEVATED SOCIAL MESSAGING			
	17	18	19	20	21	22	23	
		GO DJ LAUNCH - LAUNCH WEB ASSETS 12:00 PM pst - Global Spin Awards Demo Party - NYC						
	24	25	26	27	28	29	30	
		LAUNCH BLACK FRIDAY/HOLIDAY ASSETS (hot new gift guide product)			Thanksgiving	Black Friday		
DECEMBER	1	2	3	4	5	6	7	
		Cyber Monday						
	8	9	10	11	12	13	14	
	LAUNCH FINAL HOLIDAY PUSH ASSETS (Last chance gift opportunities)			12:00PM PROMI ROADSHOW MONSTER HQ	5:00PM			
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
				Christmas				
	29	30	31	JANUARY 2014	1	2	3	4
			New Years Eve					
	5	6	7	8	9	10	11	
			CES	CES	CES	CES		
	12	13	14	15	16	17	18	
				PROMI PRODUCT IN LVDC				
	19	20	21	22	23	24	25	
				NAMM	NAMM	NAMM	NAMM	
	26	27	28	29	30	31	FEBRUARY	1
	NAMM					MONSTER NAMM JAM (TENTATIVE)		

Exhibit No. 3, Chang "Robin" Lee  
 Monday, April 18, 2016  
 Donald Reid v. Monster, Inc.  
 No. 91218973  
 Offered by: Monster, Inc.

ZB

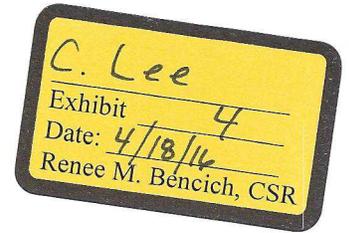
C. Lee  
 Exhibit 3  
 Date: 4/18/16  
 Renee M. Bencich, CSR



**The DJ Redefined  
Introducing GO-DJ™**

*DJ to Go*

*Portable, Light, Full Featured*



**Brisbane, Calif., November 19, 2013** – Monster, the world leader in high-performance personal audio, connectivity and power, is set to redefine DJing and Music Production with the release of its stand-alone, portable DJ rig and music production studio—The Monster® GO-DJ™. Small enough to fit in the palm of your hand, the Monster® GO-DJ™ enables DJs and Producers—amateur and pro—to perform, write, record, produce, remix and DJ anywhere they are.

**Head Monster Noel Lee stated:** “GoDJ is a game changer. The Monster GO-DJ takes the DJ out of the booth, takes producers and musicians out of the studio, and allows them to make music anywhere they are. The performing DJ will never be the same again.”

**Swizz Beatz noted:** “Its Showtime!”

**It's Showtime!**

The Monster® GO-DJ™ allows the DJ to step out from behind the console and onto the stage, solo, center stage to engage with the audience like never before. DJs can go to jam sessions with other DJs and whip out their The Monster® GO-DJ™ and music from their pocket and just plug in.

**Powered by Monster™**, Eliminate the controller. Eliminate the laptop. Eliminate the turntables. Put them all in your pocket. The Monster® GO-DJ™ features dual touch-panel LCD screens, hardware knobs, a crossfader, and a line in via a 1/8 headphone jack that can be used with any audio source. The device, which has easy and advanced modes, has BPM auto sync capability, seven special effects, 24 default sample sounds, and a 16-beat step sequencer. The GO-DJ™'s three-band equalizer controls the high, mid, and low ranges; and users can toggle between the touchscreen, hardware knobs, and/or the hardware crossfader.

The GO-DJ™ touchscreen user interface features turntables and musical pads so DJs and producers can scratch and loop music and create drum beats and samples from its hard drive, SD card or streamed from other devices. While, its 16-Beat Routine Composer/Step Sequencer features a BPM controller, editable preset rhythmic patterns (4 pattern/sequencer), user/custom rhythmic patterns (4 patterns/sequencer) and 18 instrument sources.

The Monster® GO-DJ™ has two gigs of internal memory and available SD memory cards; users can always carry music with them. Capture performances on the internal recorder and share them. The GO-DJ™ is exclusively available on [www.monstergodj.com](http://www.monstergodj.com) for \$599.95.

## **ABOUT MONSTER**

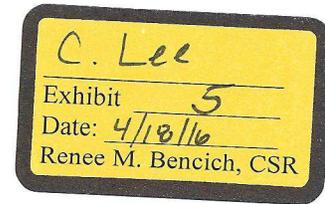
Monster was founded over 30 years ago by Head Monster Noel Lee, who was recently honored with the prestigious Plus X Award<sup>®</sup>: Lifetime Achievement Award, as a company dedicated to creating products that enhance the sound quality of music. The company engineered the sound of the acclaimed Beats by Dr. Dre<sup>®</sup> headphones, and has become the world's leading manufacturer of high-performance, sonically superior headphones, all of which feature the company's Pure Monster Sound<sup>™</sup>. Monster is also the world's leading manufacturer of advanced connectivity solutions for high-performance home entertainment, audio, home cinema, computer and gaming as well as a leading innovator in the field of mobile accessories and professional audio. The company also provides high-performance AC power line conditioning and protection products for audio/video systems, as well as energy-saving power products. Monster continues to lead in innovation with over 300 U.S. and international patents and dozens pending, offering more than 4,000 products in over 134 countries worldwide.

Explore the world of Monster at [www.monsterproducts.com](http://www.monsterproducts.com). To become a fan of Monster<sup>®</sup> products, please follow us on Facebook ([www.facebook.com/monsterproducts](http://www.facebook.com/monsterproducts)) or Twitter ([www.twitter.com/monsterproducts](http://www.twitter.com/monsterproducts)). Follow the Monster<sup>®</sup> GO-DJ<sup>™</sup> on social media via #MonsterGODJ

###

### **Press Contact:**

Crystal Howard, Monster, [choward@monsterproducts.com](mailto:choward@monsterproducts.com)



**The New York Times** | <http://nyti.ms/1gfn5Gd>

Exhibit No. 5, Chang "Robin" Lee  
 Monday, April 18, 2016  
 Donald Reid v. Monster, Inc.  
 No. 91218973  
 Offered by: Monster, Inc.

ZB

PERSONAL TECH | GADGETWISE

# A D.J. Booth in Your Pocket

Review: GO-DJ From Monster

By GREGORY SCHMIDT NOV. 26, 2013

Monster has found a way to shrink the D.J. booth into a pocket-size device. The company, known for its audio cables and headphones, this month introduced the GO-DJ, a portable turntable and mixer.

Monster packed a full sound studio into the GO-DJ, which the company sells on its website for \$600. The slim device, which looks like the removable faceplate of a car stereo, offers the ability to play, mix and record digital music from a personal collection via an auxiliary line-in or SD card port (microphone and headphones ports are also included).

Dual LCD touch screens flank an analog control panel with hardware knobs used to cue tracks, control volume, crossfade and add special effects (seven of which are included, along with two dozen sample sounds and a 16-beat step sequencer).

Music is assigned to a digital turntable on each LCD screen, and can then be looped, scratched or mixed with other music or sound effects with the touch of a finger. An auto-sync tool makes matching beats easy. Swiping horizontally on the bottom of the LCD screens reveals five more screens, each with a different function, like equalization, sampling and sequencing.

But the experience can quickly become overwhelming for a novice.

Usually, small touch screens mean simple navigation. Not so with the GO-DJ. The touch screens are crammed with tiny, busy type and multiple functions, making them difficult to comprehend. To fully appreciate all of the features, the instructions, more than 100 pages worth, are required reading (I felt as if I was studying for an engineering exam).

Also frustrating was the lack of cables (especially from a company that started out selling audio and video cables). The device comes with a USB power cable with an AC adapter, but no line-in or line-out cables.

Casual users could find the GO-DJ digital music mixer overly complicated. It's really intended for the serious D.J., one with proper mixing skills and extra audio cables.

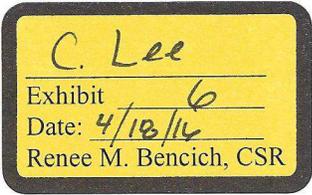
A version of this article appears in print on November 28, 2013, on page B8 of the New York edition with the headline: A D.J. Booth in Your Pocket.

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Exhibit No. 6, Chang "Robin" Lee  
Monday, April 18, 2016  
Donald Reid v. Monster, Inc.  
No. 91218973  
Offered by: Monster, Inc.

RB



Home > Whois Lookup > MonsterGoDj.com

# Whois Record for MonsterGoDj.com

Find out more about Project Whois and DomainTools for Windows.

**DOMAINTOOLS** for Windows [Download Now](#)  
Access domain ownership records from your desktop

### Whois & Quick Stats

<b>Email</b>	abuse-contact@publicdomainregistry.com is associated with ~4,424,638 domains marketing@jdsound.co.kr is associated with ~4 domains
<b>Registrant Org</b>	JDSOUND is associated with ~5 other domains
<b>Registrar</b>	PDR LTD. D/B/A PUBLICDOMAINREGISTRY.COM
<b>Registrar Status</b>	clientTransferProhibited
<b>Dates</b>	Created on 2013-09-17 - Expires on 2016-09-17 - Updated on 2015-07-30
<b>Name Server(s)</b>	NS.MAILPLUG.COM (has 7,371 domains) NS2.MAILPLUG.COM (has 7,371 domains)
<b>IP Address</b>	198.57.221.168 is hosted on a dedicated server
<b>IP Location</b>	🇺🇸 - Utah - Provo - Unified Layer
<b>ASN</b>	🇺🇸 AS46606 UNIFIEDLAYER-AS-1 - Unified Layer (registered Oct 24, 2008)
<b>Domain Status</b>	Registered And Active Website
<b>Whois History</b>	12 records have been archived since 2013-09-18

### Tools

- Whois History
- Hosting History
- Monitor Domain Properties
- Reverse Whois Lookup
- Reverse IP Address Lookup
- Reverse Name Server Lookup
- Network Tools
- Buy This Domain
- Visit Website

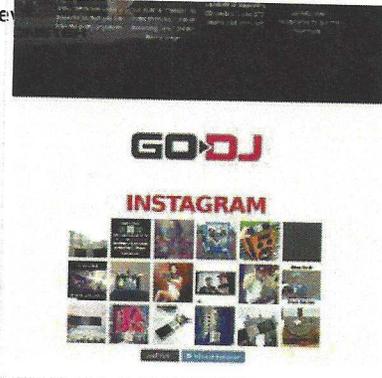
Preview the Full Domain Report

**EXCELLENT FEATURES**

- 12 Hour Battery Life
- 4GB Internal Memory
- SD Card Slot
- Headphone Input / Mic

<b>IP History</b>	6 changes on 4 unique IP addresses over 2 years
<b>Registrar History</b>	1 registrar
<b>Hosting History</b>	3 changes on 3 unique name servers over 2 years
<b>Whois Server</b>	whois.publicdomainregistry.com
<b>- Website</b>	
<b>Website Title</b>	GO DJ by Monster Cable   Portable DJ Mixer and Music Studio
<b>Server Type</b>	Apache
<b>Response Code</b>	200
<b>SEO Score</b>	86%
<b>Terms</b>	346 (Unique: 182, Linked: 68)
<b>Images</b>	10 (Alt tags missing: 7)
<b>Links</b>	48 (Internal: 39, Outbound: 4)

in New



**GO DJ**  
**INSTAGRAM**

View Screenshot History

Last checked July 28, 2015

Queue Screenshot for Update

**Available TLDs**

<b>General TLDs</b>	<b>Country TLDs</b>
---------------------	---------------------

The following domains are available through our preferred partners. Select domains below for more information. (3rd party site)

- Taken domain.
- Available domain.
- Deleted previously owned domain.

<b>MonsterGoDj.com</b>	<b>View Whois</b>
<b>MonsterGoDj.net</b>	<b>Buy Domain</b>
<b>MonsterGoDj.org</b>	<b>Buy Domain</b>
<b>MonsterGoDj.info</b>	<b>Buy Domain</b>
<b>MonsterGoDj.biz</b>	<b>Buy Domain</b>
<b>MonsterGoDj.us</b>	<b>Buy Domain</b>

**Whois Record ( last updated on 2015-08-11 )**

```

Domain Name: MONSTERGODJ.COM
Registry Domain ID: 1827901371_DOMAIN_COM-VRSN
Registrar WHOIS Server: whois.publicdomainregistry.com
Registrar URL: www.publicdomainregistry.com
Updated Date: 2015-07-30T00:48:53Z
Creation Date: 2013-09-17T14:14:18Z
Registrar Registration Expiration Date: 2016-09-17T14:14:18Z
Registrar: PDR Ltd. d/b/a PublicDomainRegistry.com
Registrar IANA ID: 303
Domain Status: clientTransferProhibited
https://icann.org/epp#clientTransferProhibited
Registry Registrant ID:
Registrant Name: KIMJECHUL
Registrant Organization: JDSOUND
Registrant Street: Sungkyunkwan Univ. Natural Sciences Campus, Cheoncheon-dong, Jan Corporate Collaboration Center,85412
Registrant City: none
Registrant State/Province: 1
Registrant Postal Code: 440746
Registrant Country: KR
Registrant Phone: +82.7044050494
Registrant Phone Ext:
Registrant Fax:
Registrant Fax Ext:
Registrant Email: marketing@jdsound.co.kr
Registry Admin ID:
Admin Name: KIMJECHUL
Admin Organization: JDSOUND
Admin Street: Sungkyunkwan Univ. Natural Sciences Ca
    
```



**1 free ALPHA SSL**  
Included with all domain name registrations.

mpus, Cheoncheon-dong, Jan Corporate  
Collaboration Center,85412  
Admin City: none  
Admin State/Province: 1  
Admin Postal Code: 440746  
Admin Country: KR  
Admin Phone: +82.7044050494  
Admin Phone Ext:  
Admin Fax:  
Admin Fax Ext:  
Admin Email: marketing@jdsound.co.kr  
Registry Tech ID:  
Tech Name: KIMJECHUL  
Tech Organization: JDSOUND  
Tech Street: Sungkyunkwan Univ. Natural Sciences Cam  
pus, Cheoncheon-dong, Jan Corporate  
Collaboration Center,85412  
Tech City: none  
Tech State/Province: 1  
Tech Postal Code: 440746  
Tech Country: KR  
Tech Phone: +82.7044050494  
Tech Phone Ext:  
Tech Fax:  
Tech Fax Ext:  
Tech Email: marketing@jdsound.co.kr  
Name Server: ns2.mailplug.com  
Name Server: ns.mailplug.com  
DNSSEC:Unsigned  
Registrar Abuse Contact Email: abuse-  
contact@publicdomainregistry.com  
Registrar Abuse Contact Phone: +1-2013775952  
URL of the ICANN WHOIS Data Problem Reporting System  
:  
<http://wdprs.internic.net/>  
For more information on Whois status codes, please v  
isit <https://icann.org/epp>  
Registration Service Provided By: LINUXWARES INC.



## MONSTER GODJ Portable, Stand-Alone DJ System and Production Studio

~~\$599.00~~ **\$499.00**

GO-DJ packs a studio full of pro gear into a pocket sized controller, allowing you to produce (and record) broadcast quality audio and DJ sets anywhere you are.

No more laptops. It is completely stand-alone.



1

 Add to cart

SKU: monstergodj.

Exhibit No. 7, Chang "Robin" Lee

Monday, April 18, 2016

Donald Reid v. Monster, Inc.

No. 91218973

Offered by: Monster, Inc.

RB

C. Lee

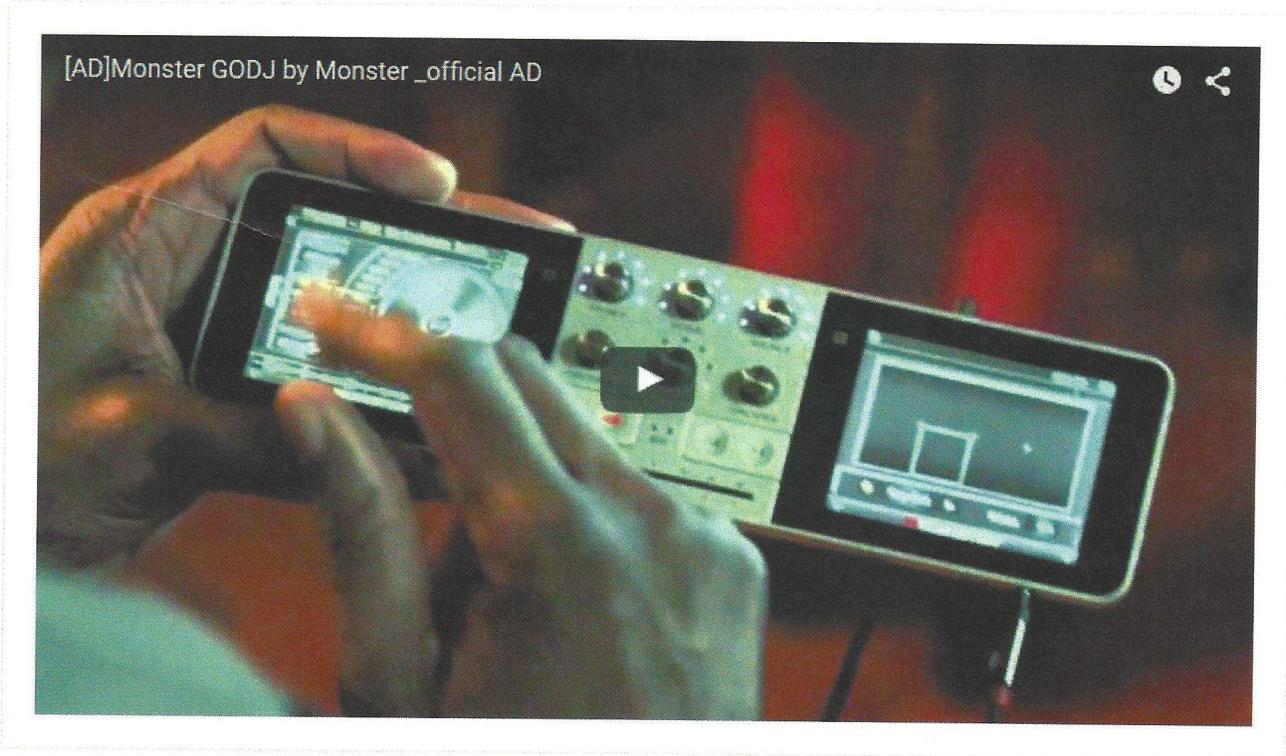
Exhibit

Date: 4/18/16

Renee M. Bencich, CSR

MON000014

## Product Description



### Delivery

- United States of America (+\$20)  
(If you buy Monster GO-DJ, you may qualify for **FREE** Shipping)
- International Shipping Outside U.S.A. (+\$50)



**JUST \$499**

You can be a DJ  
Anywhere, Anytime!

## GODJ Features



## Now the full decks can finally fit in your pocket

GO DJ is a completely standalone and all-in-one DJ system. The GO DJ weighs at 0.6 lbs and far less heavier than any typical DJ controller out right now with the same functions. GO DJ will allow anyone to take the party anywhere and anytime.

## A controller that can be played easily with the tip of your fingers.

The GO DJ is not just a touchscreen turntable. It features a cross fader, knobs, and buttons to give users the ultimate mixing experience. GO DJ can be customized to match the sensitivity and precision that all musicians crave for.





## Internal and External Memory.

You may store up to 2GB using Internal Memory and 2TB using SD cards. GO DJ allows ample amount of songs in addition to large high resolution files.

## Specifications

### HARDWARE SPECIFICATION

Sound I/O : 3.5mm Stereo Jack x 4 (Line-out, Headphones, Line-in, Microphone)

Line-out 1.0 Vrms / Headphones : 1.0 Vrms

THD : 0.015% (L-OUT, 1KHz), 0.009% (H.P. OUT, 1KHz)

S/N Ratio : 100dB (L-OUT), 100dB (H.P. OUT)

Interface : Mini-B USB x 1 (for USB 2.0 connection and power supply)

Storage : Internal Flash Memory (2GB for user space, 1GB for recording space)

SD Card Slot x 1 (up to 32 GB)

General : 320 x 240 resolution color display 2EA

Internal Li-Polymer Battery / Max 12hrs play back / Support Sleep mode

286g / 250mm(W) x 66(D) x 16.8(H) mm

## SOFTWARE SPECIFICATION

File manager : General directory based file system (support up to 10000 files)

File name/ Track name/ BPM sorting

Alphabet search / History reference

Supported file format : MP3, WAV for play back, WAV for recording

Player : Two individual players with CUE, PLAY/PAUSE, LOOP and Tempo control

4-hot CUE memory / 9-range loop control (1/32 to 32-beat)

Tempo control (-16.00% ~ + 16.00) with/without master pitch

Automatic synchronization (BPM adjust and beat matching)

Recorder : Record Lin-out sound to the internal memory in WAV format

Up to 200 files and 2 hours total / Can make hardcopies to SD cards

Platter operation : Scratch/ Pitch bend/ Loop range adjust/ Cue point search

Volume control : Master volume/ Track volume/ Crossfader

Sound effect : Phaser/ Flanger/ Delay/ Filter/ Roll / Bit Crusher

3-band visual equalizer : Low, Middle, High / Support multi touch and knob control

Musical Pad : One shot sample pad x 8 / Loop sample pad x 8 / Drone sample pad x 8

40beat step sequence : Editable preset pattern x 4 / User pattern storage x 4

18 instrument sources / BPM controller

Auto DJ : Normal mix mode / Club mix mode / House mix mode

Option : Cross fader curve control / Backlight brightness control / Beat LED switch

Firmware upgradeable via the internet

**'Monster Cable', a globally known audio and sound equipment company, is the licensing partner of JD Sound's Monster GODJ. JD SOUND maintains the sales for worldwide distribution.**

# SHIPPING ANNOUNCEMENT

## Professional Audio Products

### Outside-In:

Today's musicians, DJs, and recording professionals are using more sophisticated, higher quality gear than ever before; the sound reproduction possible from even modestly priced PRO/MI equipment is incredible. The quality and sound of the cables they use plays a crucial role in delivering all the performance they paid for. Monster Professional Audio Products are used by the world's top recording artists, engineers and producers. Monster PRO/MI products are engineered for better sound and designed with musicians in mind.

### Theme: Professional Audio Products

With proven and powerful branding, advanced technologies and performance, Monster's complete line of PRO/MI cables and accessories provide higher profit, easy attachments that retailers can use to increase their bottom line.

### Accessories

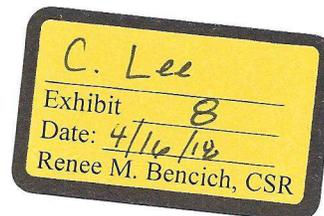
### Monster® GO-DJ Portable Studio Sound Mixer



- Two touch screen turntables loaded with: Pitch Adjust/Lock, Cue Point, Scrub Bar and Visual Sound Waves
- Also loaded with: Loop Control, Scratch Platter and Swipe Menus
- Effect processor with two knob control. Phaser, Flanger, Filter, Decimator, Roll, Bit Crusher, and Layer FX
- User loadable Touch Pad Sampler
- 24 available banks to store samples that will loop, drone, or one shot, plus a Synth keyboard
- Step Sequencer to program custom beats
- Comes with 4 editable factory preset and 4 user assignable presets
- Digital Recorder captures master mix
- Recordings are saved into drive and immediately available for play and remixing

Product Description	Model	GB £	GB £	M.C.	UPC	B.U.
		M.S.R.P.	NET	Qty		
Portable Studio Sound Mixer	600021-00 GODJ MIXER PTBL	599.95 ea.	499.95	15 ea.	710988	

Exhibit No. 8, Chang "Robin" Lee  
 Monday, April 18, 2016  
 Donald Reid v. Monster, Inc.  
 No. 91218973  
 Offered by: Monster, Inc. TB



MON000025

**SHIPPING ANNOUNCEMENT**

INTERNET ARCHIVE <http://www.monstergodj.com/> Go

waybackMachine 5 captures 10 Nov 13 - 18 Dec 14

OCT NOV MAY  
10  
2012 2013 2014

# ***GODJ; The world's first "pure" stand-alone & portable DJ system***

## News

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1 Sep. 2013 GODJ is now available at [Vestax Europe](#) webstore! (Updated the [Retailers](#) page)

---

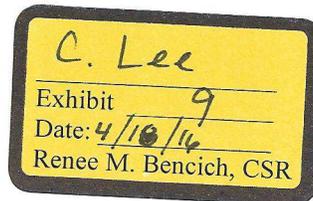
[News archive](#)

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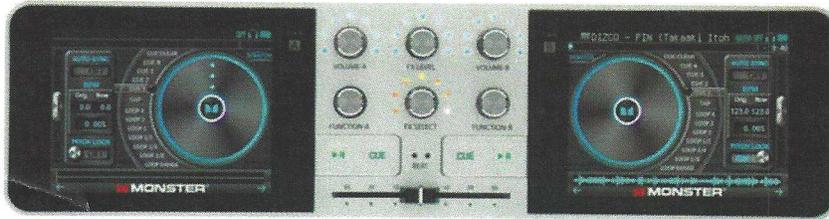
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Exhibit No. 9, Chang "Robin" Lee  
 Monday, April 18, 2016  
 Donald Reid v. Monster, Inc.  
 No. 91218973  
 Offered by: Monster, Inc.

ZB



## Introducing GO-DJ



GO-DJ packs a studio full of pro gear into a pocket sized controller, allowing you to produce (and record) broadcast quality audio and DJ sets anywhere you are. No more laptops. It is completely stand-alone.



### Easy to Learn

Are you already a DJ? Then learning GO DJ will be far more simpler than you think! New to DJing? No problem because we make it easier for all music lovers!



### Incredibly Portable

Ditch the computer! Put GO DJ in your pocket and control the party wherever you go! No need to plug into an AC Adaptor either!



### Extremely Functional

With dual touchscreen turntables, GO DJ is capable of mixing, recording, and producing music on the fly. We are proud to say there is nothing like it!



3 captures  
/web/20141120074753  
//www.monstergodj.co

# Excellent Features

Go

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20 /web/20141218030646/http://www.monst  
2013 2014 2015

20 Nov 14 - 21 Dec 14

/web/20060615000000/http://www.monst

(http://

GO DJ has many features that makes it unique from any other DJ controllers currently out on the market. Here are our top reasons you should take a more serious look.



### 12 Hour Battery Life

Lithium-ion battery powered so that you can take the party anywhere!



### 4GB Internal Memory

Your internal memory fits 2GBs of music, 1 GB of Recording, and 1GB for flash storage.



### SD Card Slot

SD card slot that is capable of supporting SD cards of up to 2TB. That's a lot of music!



### Headphone Input / Mic

Connect your headphones to cue the next track!



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To get started with GO DJ, you're going to want one of these...

## Why Choose GO DJ?

There are many advantages for using GO DJ versus a regular controller. Here is our list of why we recommend GO DJ.

- 👍 Extremely portable and fits in your pocket. Great for travel.
- 👍 No AC Adaptor necessary. Lithium ion battery powered.
- 👍 Great backup controller for all your professional use.
- 👍 Responsive touchscreen turntables.
- 👍 Firmware updates that adds new features and improves performance.
- 👍 High Resolution Audio Player. Record and playback dual high resolution WAV files.
- 👍 Automatic BPM Analyzer
- 👍 3 Band Equalizer



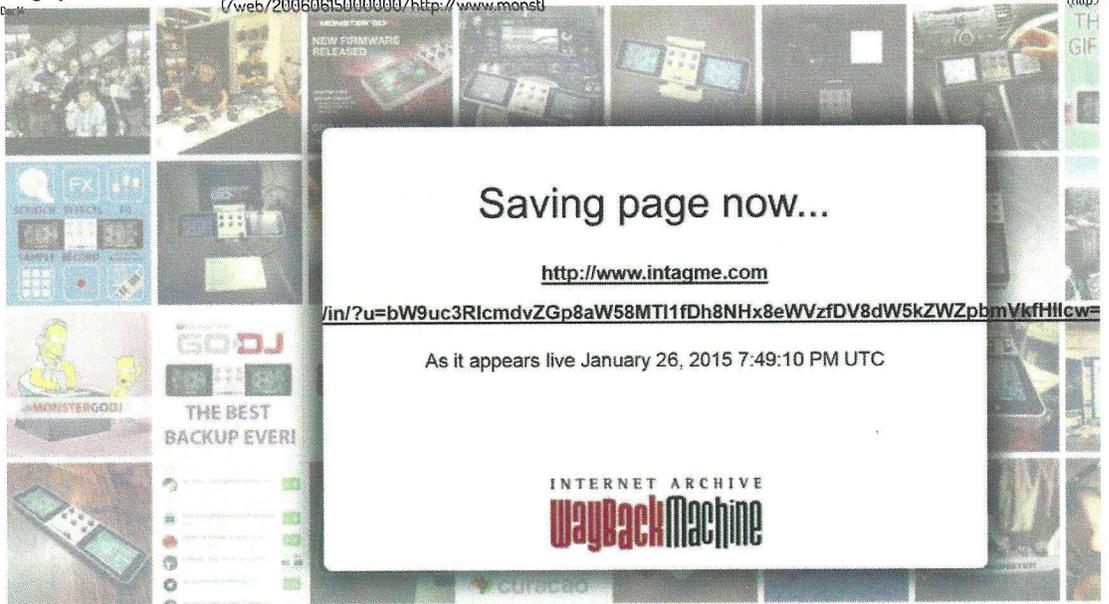
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**GO DJ** Photos

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## Watch How GO DJ Works

scroll down to watch video with sound

## Videos



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## Here You May Update Your GO DJ To The Latest Firmware Version Available.

### SOFTWARE DOWNLOAD

Version	Release Date	File Name	File Size	Additional Changes in Detail	Download
---------	--------------	-----------	-----------	------------------------------	----------

1. Download "update.bin" to your computer.
2. Connect using a USB cable and PC 2. GO-DJ, Turn ON the USB storage mode of GO-DJ.
3. Copy the file named "update.bin" to the root directory of the SD card or built-in memory of the GO-DJ.
4. Disconnect the USB and Exit USB Mode
5. Go to the Options (2) screen
6. Slide the switch and UPDATE.

Keyboard Sounds Manual Download [ I (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Pack%201.zip)want to download in bulk] (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Pack%201.zip)

Title	Release Date	File Name	File Size	Download
Analog Strings	9/30/13	KBD Analog Strings.zip	26,764 KB	<a href="#">DOWNLOAD</a> (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Analog%20Strings.zip) (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Analog%20Strings.zip)
Bleep Saw	9/30/13	KBD Bleep Saw.zip	21,453 KB	<a href="#">DOWNLOAD</a> (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Bleep%20Saw.zip) (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Bleep%20Saw.zip)
Brass Hopper	9/30/13	KBD Brass Hopper.zip	5,870 KB	<a href="#">DOWNLOAD</a> (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Brass%20Hopper.zip) (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Brass%20Hopper.zip)
Chip Chop	9/30/13	KBD Chip Chop.zip	1,938 KB	<a href="#">DOWNLOAD</a> (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Chip%20Chop.zip) (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Chip%20Chop.zip)
Conservative	9/30/13	KBD Conservative.zip	25,068 KB	<a href="#">DOWNLOAD</a> (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Conservative.zip) (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Conservative.zip)
Hard EP (Pow)	9/30/13	KBD Hard EP (Pow).zip	5,560 KB	<a href="#">DOWNLOAD</a> (/web/20141120074753/http://www.monstergodj.com/firmware/12898/update.bin) (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20Hard%20EP%20(Pow).zip)
My Rhodes	9/30/13	KBD My Rhodes.zip	16,917 KB	<a href="#">DOWNLOAD</a> (/web/20141120074753/http://www.monstergodj.com/firmware/12898/update.bin) (/web/20141120074753/http://www.monstergodj.com/sounds/KBD%20My%20Rhodes.zip)

Directions to install Keyboard Pad Sounds

1. Download and save file to your computer
2. Connect your GO DJ with USB cable to your computer. Turn on USB storage mode from the SYSTEM tab in the Options screen.
3. Copy zip file to the root directory of the internal memory of the GO-DJ.
4. Unzip the file from your root directory. A directory called "/" [name of the sound source was installed] / pad / key "/" will be created automatically)
5. Disconnect the GO DJ and exit USB mode. Reboot your GO DJ and you now have Keyboard Pad sounds!

Guitar Tone Data Download [ I (/web/20141120074753/http:



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G Acoustic 2	5/16/14	G Acoustic 2.zip	3.8 MB	<a href="#">DOWNLOAD</a> [ /web/20141120074753/http://www.monstergodj.com/sounds/G%20Acoustic%202.zip]
G Electric 1	5/16/14	G Electric 1.zip	3.5 MB	<a href="#">DOWNLOAD</a> [ /web/20141120074753/http://www.monstergodj.com/sounds/G%20Electric%201.zip]
G Electric 2	5/16/14	G Electric 2.zip	4.4 MB	<a href="#">DOWNLOAD</a> [ /web/20141120074753/http://www.monstergodj.com/sounds/G%20Electric%202.zip]
G Electric 3	5/16/14	G Electric 3.zip	4.0 MB	<a href="#">DOWNLOAD</a> [ /web/20141120074753/http://www.monstergodj.com/sounds/G%20Electric%203.zip]

Directions to install Guitar Tone Data

1. Download and save file to your computer
2. Connect your GO DJ with USB cable to your computer. Turn on USB storage mode from the SYSTEM tab in the Options screen.
3. Copy zip file to the root directory of the internal memory of the GO-DJ.
4. Unzip the file from your root directory. A directory called "/" [name of the sound source was installed] / pad / guitar /" will be created automatically)
5. Disconnect the GO DJ and exit USB mode. Reboot your GO DJ and you now have Guitar Pad sounds!

Manual Download

Version	Upload Date	File Name	File size	Download
v2.40 (12898)	9/26/14	GODJ_users_manual_EN.pdf	5.44 MB	<a href="#">DOWNLOAD</a> [ /web/20141120074753/http://www.monstergodj.com/manuals/GODJ_users_manual_EN.pdf]



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20 //web/20141218030646/http://www.monst  
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## Support

**QUICK START  
GUIDE**

//web/20141120074753/http:  
//www.monstergodj.com/manuals/GO-DJ-  
Quickstart.pdf

**FAQ**

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//www.monstergodj.com/manuals/GO-DJ-  
FAQ.pdf

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//www.monstergodj.com/manuals  
/CompleteMonsterGODJ-UserInstManual.pdf

**SPECS**

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//www.monstergodj.com/manuals/Technical-  
Specifications-GO-DJ.pdf

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//godj.uservice.com/

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## Get In Touch

Got a question or comment? Fill out the form below and we will get back to you shortly.

### Video Submission Contest

We are constantly searching for the world's top GO DJ users! If you have a video of yourself using the GO DJ that you would like to share with our team, please send us a YouTube Link of your video to our submission team!

Please provide us with the following:

\*DJ NAME:

\*YouTube Video Link:

 (mailto:submission@monstergodj.com)submission@monstergodj.com (mailto:submission@monstergodj.com)

### Contact Us

 Please enter your name.

Name \*

 Please enter your valid E-mail ID.

Email \*

 Please enter the subject.

Subject

 Please enter your message.

Message

 Your message has been sent successfully.

 Sorry, error occurred this time sending your message.

SEND US



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◀ 20 ▶ [web/20141218030646/http://www.monst  
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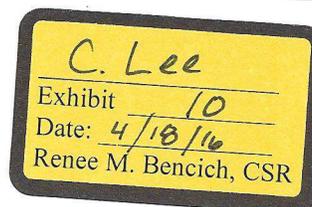


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### YOUTUBE VIDEO LINKS

1. <https://www.youtube.com/watch?v=sk88Sxr53SI>
2. <https://www.youtube.com/watch?v=MYj4g5v0cW8>
3. <https://www.youtube.com/watch?v=mD5fgBOUJLY>
4. <https://www.youtube.com/watch?v=Y93BBpg4H2U>
5. <https://www.youtube.com/watch?v=hjqkaoVMS30>
6. <https://www.youtube.com/watch?v=Bq8gcg04ob4>
7. <https://www.youtube.com/watch?v=hXKblGleueY>
8. <https://www.youtube.com/watch?v=-CV9QsaZnSo>
9. <https://www.youtube.com/watch?v=yViH3Ma-Nw>
10. <https://www.youtube.com/watch?v=-U-XppQTg9c>
11. <https://www.youtube.com/watch?v=MDrmWvTZprY>
12. <https://www.youtube.com/watch?v=Or3E-W5vKg0>

Exhibit No. 10, Chang "Robin" Lee  
Monday, April 18, 2016  
Donald Reid v. Monster, Inc.  
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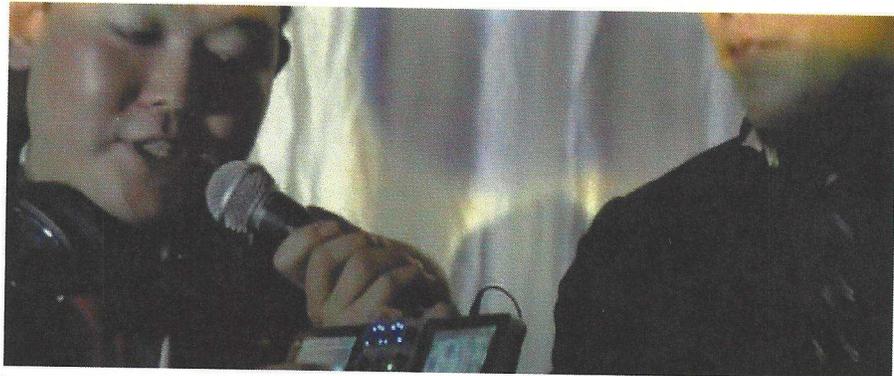


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monster godj

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0:08 / 0:25



# Monster Go DJ Portable DJ Mixer



Courtney Luv

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Start at: 0:08

Published on Sep 29, 2013  
Monster Monster Monster Monster!!!! Go DJ

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Randy Lee  
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**Skillful mix set with Monster GODJ**  
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**Monster Energy - #Dooones2 [Official 4K]**  
Monster Energy  
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**Monster GO DJ, portable DJ controller and music production**  
ARMdevices.net  
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ZEUS the DJ  
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5,442 views

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Andru Edwards  
84,280 views

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**Techno DJing with Monster GoDJ by BART**

kim bart  
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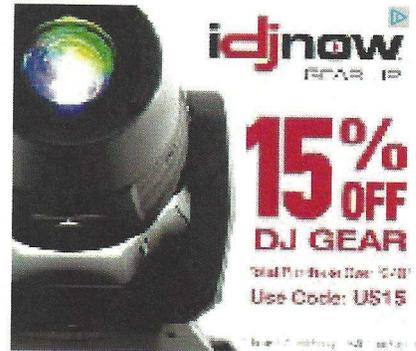
29:39

**Monster GODJ mix set 'Hands up' with Loop mode.**  
MONSTER GODJ

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# PDJ MONSTER GO DJ (개봉기) 입니다.

**DJ DenOne**  
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Published on Oct 22, 2013  
MONSTER GO DJ (개봉기) 입니다.

일 끝나고 집에와서 카메라 찾지 못해서 핸드폰 어플로 이용해서 한거라

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## COMMENTS • 1

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Top comments ▾

**Kyu-Bok CHOI** 2 years ago  
 if you want, you can get more information for this machine. (GODJ/PDJ)  
[www.portable.dj](http://www.portable.dj)  
 Reply •

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**MONSTER GO DJ VERSUS VINYL PUREST!**  
 Djanja HITS  
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 Monster Energy  
 Recommended for you

**DJ DenOne Mixset [Ep.05] Dutch House**  
 DJ DenOne  
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**DJ DenOne Mixset - Electro Swing [Monster Go DJ]**

monster godj

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0:11 / 6:49

### Monster Go DJ



prohoezak

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Published on Nov 5, 2013

If you want to buy a GoDJ Now click link below

<http://www.gigasonic.com/Monster-GoDJ...>

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COMMENTS • 59



Add a public comment...

Newest first



prohoezak 1 month ago

Check it out fuck boy keep all that negative hater ass shit to your self fuckin coward. I'm not that dude! All you mutha fuckas tryin to be black but don't want to be around us. We shutting you fake mutha fuckas down homey come to EPA with that shit trick!

Reply •



anonymous mc 1 month ago

He should change his name to pro-wack :)

Reply •



Emmanuel Wedgeworth (DJCBZ) 7 months ago

what is the difference between this and the PDJ?

Reply •

Kayjeewon 7 months ago

WEAK ASS MUSIC AN MIX

Reply •

Sung Min Hwang 11 months ago

<https://www.massdrop.com/buy/monster-ao-di-controller>

<https://www.youtube.com/watch?v=mD5fgB0U1LY>

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Wix.com

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DJ DenOne Mixset - HipHop [Monster Go DJ]  
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[2/3]いつでもどこでもDJ! 最強モパイルDJギアMONSTER GODJのotaircord  
otaircord  
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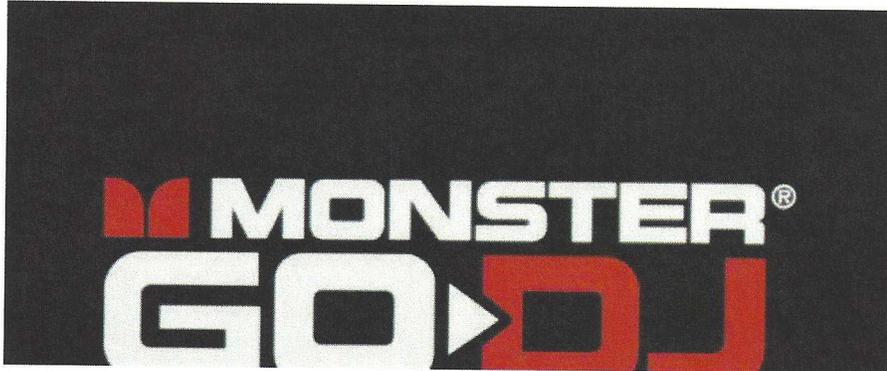
GODJ 'Routine Play' Djing spin using juggling  
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sk8grams productions  
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Credit Karma Check My Scores

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### GO-DJ by Monster

Monster Cable Products

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Published on Nov 17, 2013

DJing is now mobile. With the GODJ, you can remix, scratch, sample, and it fits in your pocket. Be the party with GODJ by Monster, any time, anywhere. <http://www.monstergodj.com> #MonsterGODJ

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#### COMMENTS • 36

Add a public comment...

Top comments ▾

**Darryn Jones** 7 months ago  
 pure garbage thats going to add another million more djs to the over crowded scene of guys without basic dj fundamentals  
 Reply •

**ZORUAMAGE** 1 year ago  
 WHO THE FUCK WOULD BUY THIS LOL.  
 YOU COULD LITERALLY GET SKRILLEX-LEVEL CDJ'S FOR THAT MUCH MONEY.  
 Reply •

**Knarf Swal** 2 years ago  
 That's a nice piece of gear..! The only thing I'm concerned about is the price..599.99..wowers..!! Mpc Studio is capable of doing the same and even more for the same price or less..!!  
 Reply • 1  
 View all 2 replies

**Knarf Swal** 1 year ago  
 TrueDat..!  
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**Mix - GO-DJ by Monster**  
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**AraabMuzik on Monster GO-DJ**  
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### GODJ Launch : Global Spin Awards



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Published on Nov 22, 2013

Monster showcased the brand new Monster GO-DJ at the 2013 Global Spin Awards where top tier DJs, living legends and other major players came together at the only award show exclusive to DJs. The Monster GO-DJ is a portable studio that lets the DJ out from behind the DJ booth and is now available

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Monster GO-DJ Demo 1  
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DJ Hombre having fun on the PDJ (early drum & bass mix)  
djhombre  
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Monster GODJ: The DJ's Swiss Army Knife  
JD SOUND  
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qdiscokr  
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50cent  
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Monster Go DJ  
prohoezak  
41,185 views

6:50

Monster GO DJ, portable DJ controller and music production

monster godj

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0:06 / 0:34



# Monster GO-DJ Demo 1



Monster Cable Products

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Published on Nov 26, 2013

Check out the latest game changer. Monster GO-DJ : your standalone, portable DJ rig. For more info, go to [#MonsterGODJ](http://www.monstergodj.com)

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## COMMENTS • 5



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Top comments ▾



BrandonL 2 years ago

I swear to god I thought this was a previous April Fools joke I stumbled on or something.

\$600... for that piece of garbage. WHY.

Reply • 4



GO DJ Videos 1 year ago

Don't knock on it until you've tried it sir! It's actually quite useful.

Reply •



Umut Alptekin 2 years ago

How much is this if its not very expensive i wanna buy it

Reply •



GO DJ Videos 1 year ago

The cost is \$499 on Amazon and Ebay! Yay!

Reply •

julien gallet 1 year ago

lol lol, a big big shit...

Reply • 2

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GO-DJ by Monster  
Monster Cable Products  
63,160 views



50+ VIDEOS

Mix - Monster GO-DJ Demo 1  
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Monster Cable Products  
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Portable DJ (PDJ) Review & Walkthrough  
Digital DJ Tips  
36,399 views



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Randy Lee  
21,459 views



Skillful mix set with Monster GODJ  
MONSTER GODJ  
19,580 views



What's inside a Rattlesnake Rattle?  
What's Inside?  
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Monster GODJ - Mix Using YOUTUBE directly  
MONSTER GODJ  
8,664 views



Demo - Monster GODJ with New function updated  
MONSTER GODJ  
7,855 views



Schedule 1 with PDJ Mini Mixing  
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Portable DJ Machine  
qdiscokr  
25,237 views

6:06

Monster Go DJ  
prohoezak

monster godj

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0:05 / 0:55



# Monster GO-DJ - Demo 2

**monsterproducts**  
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0 1

Published on Jan 18, 2014

GO-DJ - Der neue mobile DJ-Pult von Monster Products. Weitere Informationen finden Sie unter: <http://www.monstergodj.com>

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## COMMENTS



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**Portable DJ (PDJ) Review & Walkthrough**  
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**Monster GO DJ - Tutorial for Beginners (English)**  
Randy Lee  
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**MONSTER GO DJ VERSUS VINYL PUREST!**  
Djarja HITS  
2,492 views



**Demo - Monster GODJ with New function updated**  
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**Monster GO-DJ**  
monsterproducts  
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ARMdevices.net  
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**Swizz Beatz & Robin Lee Present Monster GO DJ**  
BoomshotsTV  
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**How to DJ Wirelessly with Bluetooth speakers and Monster**  
Randy Lee  
2,359 views



**MONSTER GO DJ Beat**  
Konductaz  
Beat Konductaz  
2,333 views

**DJ Hombre having fun with the PDJ (Fools mix)**  
djhombre  
7:31 3,608 views

**Monster GODJ Promotion video+DEMO(Kor sub)**  
Jung Jay  
2:36 6,460 views

**DIY einer beleuchteten DJ Theke mit K&M 18950 und LED Stripes**  
tonimedia GmbH  
14:24 6,679 views

**MONSTER GO-DJ**  
ES Corporation  
2:06 4,064 views

**周星馳來了 on 康熙來了 05**  
swallowindy  
523,994 views

monster godj

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0:05 / 1:19



# AraabMuzik on Monster GO-DJ



Monster Cable Products

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95 9

Published on Feb 19, 2014

Kill it on the dance floor with Monster GO-DJ. AraabMuzik gets it... do YOU? For more info: <http://www.monstergodj.com> Araabmuzik: <http://bit.ly/AraabMonster> Special Guests: <http://bit.ly/ShinobiMonster> Videographer: Daniel Velasquez: <http://danieljvasquez.com/> Video Editor:

SHOW MORE

## COMMENTS • 22



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patrick bardsley 11 months ago

What is that beat called

Reply •



hotsauce 1 year ago

"hey, lets spend a bunch of money on R&D for a joke product and then waste a bunch of money on an endorsement from a dude who won't even use it in the commercial" Monster marketing 2015 ya'll;

Reply •



Dizzy 034 2 years ago

could you put some more effects and cuts in this video? I almost saw the product... and by the side, that thing is a waste of araabs talent ;)

Reply • 6

View all 4 replies

Dizzy 034 1 year ago

+Randy Lee show me these people, they cant be seruios djs if they prefer this thing... Nobody would use this instead of a good mixer

Reply •

<https://www.youtube.com/watch?v=-CV9QsaZnSo>

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AraabMUZIK Samples On iMPC DA-SHOCKER  
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50+ VIDEOS  
Mix - AraabMuzik on Monster GO-DJ  
YouTube



GO-DJ by Monster  
Monster Cable Products  
63,160 views



Monster GO-DJ : D-Lyfe Live in NYC  
Monster Cable Products  
19,099 views



Monster GO-DJ : Underground Freestyle  
Monster Cable Products  
28,893 views



Monster GO-DJ : D-Lyfe LIVE  
Monster Cable Products  
6,176 views



AraabMuzik (The Documentary)  
Andre Delgado  
44,633 views



Monster GO DJ - Tutorial for Beginners (English)  
Randy Lee  
21,459 views



Portable DJ (PDJ) Review & Walkthrough  
Digital DJ Tips  
36,399 views



Monster GODJ - Mix Using YOUTUBE directly  
MONSTER GODJ  
8,664 views

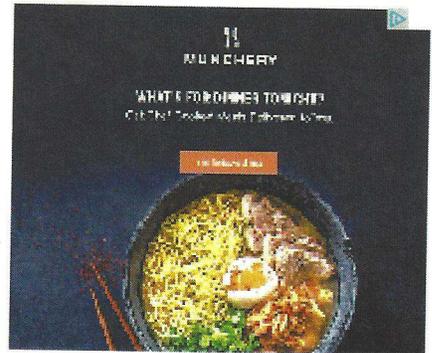
8:32  
Araab Muzik CRAZY SHIT!!!!!!  
Miami 2012  
Rory Florez  
573,498 views

What's inside a Rattlesnake Rattle?

monster godj

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0:05 / 5:57

### Demo - Monster GODJ with New function updated



MONSTER GODJ

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7,925

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19 1

Published on Jan 19, 2015

Now, It is available to set up with more detail function in vinyl mode, and new control page is added. You can check at <http://www.monstergodj.com>

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#### COMMENTS • 1



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Top comments ▾



阿希傑 5 months ago

Hi.where did you downlond "GODJ Drive > Loops" ??

Reply •

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Portable DJ (PDJ) Review & Walkthrough  
Digital DJ Tips  
36,399 views



4  
VIDEOS  
MonsterGODJ DEMO  
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Monster GO DJ - Tutorial for Beginners (English)  
Randy Lee  
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MONSTER GO DJ VERSUS VINYL PUREMENT!  
Djdanja HITS  
2,492 views



Skillful mix set with Monster GODJ  
MONSTER GODJ  
19,580 views



Techno DJing with Monster GoDJ by BART  
kim bart  
2,679 views



What's inside a Rattlesnake Rattle?  
What's Inside?  
Recommended for you NEW



GODJ 'Routine Play' Djing spin using juggling  
MONSTER GODJ  
12,669 views

DJ DenOne Mixset - Electro Swing [Monster Go DJ]  
DJ DenOne  
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Portable DJ Machine  
qdiscokr

monster godj

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0:05 / 0:55



# Crab scratching with new fader by DJ Schedule 1



MONSTER GODJ

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24 0

Published on Mar 20, 2015

Check out DJ Schedule 1 crab scratching on the Monster GODJ with his own custom crossfader! for more info : [www.monstergodj.com](http://www.monstergodj.com)

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## COMMENTS • 5



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David BOPPA Robson 4 months ago

What's this called I want one anyone no where to buy it from

Reply •



MONSTER GODJ 4 months ago

+David BOPPA Robson Monster GODJ. Pls check <http://monstergodj.com/>

Reply •



Fabian Nevarez 7 months ago

where can i buy this??? lol

Reply •



phatlin 6 months ago

+Fabian Nevarez <http://monstergodj.com/>

Reply •



David BOPPA Robson 4 months ago

Yeah a found it last night thanks

Reply •

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Trap mix set with scratching on the GODJ  
MONSTER GODJ  
7,236 views



Skillful mix set with Monster GODJ  
MONSTER GODJ  
19,580 views



Monster GO DJ - Tutorial for Beginners (English)  
Randy Lee  
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[MonsterGODJ] 1. Introduction of GODJ  
MONSTER GODJ  
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Trap Mix With Monster GODJ by DJ Stone  
MONSTER GODJ  
989 views



GODJ 'Routine Play' Djing spin using juggling  
MONSTER GODJ  
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Twerk mix set on the MonsterGODJ  
MONSTER GODJ  
4,238 views



Routine Play GODJ  
MONSTER GODJ  
2,882 views



Scratching with the fader  
Rob Swift  
2,653 views

### MONSTER GODJ LANDED ON CHINA!!

MONSTER GODJ

6:19 338 views

### PDJ Demonstration

JDSoundPDJ

Recommended for you

10:37

### BEST SCRATCH DJ OF 2015

T.U.B.E

796,400 views

5:58

### Hamster / Reverse vs Regular

Fader Scratch Tutorial

Studio Scratches

5:12

### Schedule 1 with PDJ Mini Mixing

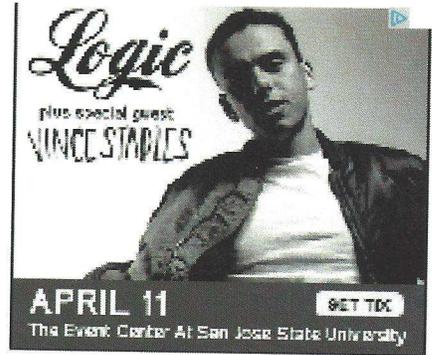
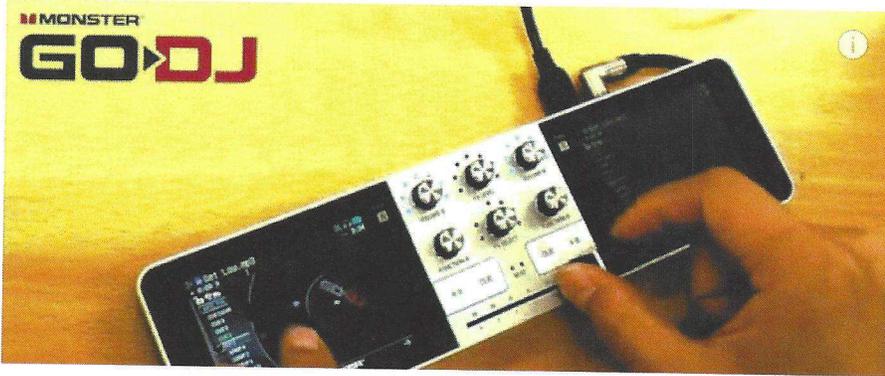
Schedule 1

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0:11 / 1:17



# Hiphop Mix with Monster GODJ



MONSTER GODJ

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Published on May 21, 2015

Various skills on the GO-DJ with just 6 knob controls by DJ Schdule 1. M.Loop, delay, pad, scratch and back spin.

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antherock 2 months ago

두개 같은 노래 틀어놓은건가요?

Reply •



MONSTER GODJ 2 months ago

+antherock 네 같은노래로 매쉬업하고 있는겁니다!

Reply •



Henry Cho 6 months ago

I want the full version of this.

Reply •

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Skillful mix set with Monster GODJ  
MONSTER GODJ  
19,580 views



DJ Stone 7min mix with Monster GODJ  
DAE SEOK SON  
1,192 views



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8,664 views



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21,459 views



How to DJ Wirelessly with Bluetooth speakers and Monster  
Randy Lee  
2,359 views



MONSTER GODJ LANDED ON CHINA!!  
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338 views



MONSTER GO DJ Beat Conductaz  
Beat Conductaz  
2,333 views



Trap mix set with scratching on the GODJ  
MONSTER GODJ  
7,236 views



MonsterGoDJ - How to use your FX on the GO DJ  
MONSTER GODJ  
982 views



Demo - Monster GODJ with New function updated  
MONSTER GODJ  
7,855 views

Campus Djing with Monster GODJ  
MONSTER GODJ  
2,602 views

2:11

Longest Consecutive Headspin World Record 11YR OLD B-girl

monster godj

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0:26 / 9:18



# Trap Mix With Monster GODJ by DJ Stone



MONSTER GODJ

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17 2

Published on Jan 24, 2016

Find Full Mix-Set underneath URL

<https://www.mixcloud.com/thseotjrking...>

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COMMENTS • 3



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Top comments



heejun um 2 months ago

hey erm.. I just bought this and I do not know how.. can u teach me plz??

Reply •



MONSTER GODJ 2 months ago

+heejun um You can find GODJ Tutorial here!

[https://www.youtube.com/watch?v=fEIGVXkcClw&list=PL4Q2F8XzADVVixBW2oSdpVyhIT\\_XI6g7t&index=1](https://www.youtube.com/watch?v=fEIGVXkcClw&list=PL4Q2F8XzADVVixBW2oSdpVyhIT_XI6g7t&index=1)

v=fEIGVXkcClw&list=PL4Q2F8XzADVVixBW2oSdpVyhIT\_XI6g7t&index=1

Reply •



Arath DiscAlien 1 month ago

Impresionante, qué desesperación.

Reply •

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**KILL THE NOISE & BRILLZ** live trap & bass sets in The Lab LDN  
Mixmag  
473,319 views



Trap mix set with scratching on the GODJ  
MONSTER GODJ  
7,236 views



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Skillful mix set with Monster GODJ  
MONSTER GODJ  
19,580 views



AD+Demo  
MONSTER GODJ  
561 views



Monster GO Pro DJ Mobile console mix music new  
Vlad Romanof  
348 views



DJ Snake - Propaganda (Crankdat x Havok Roth Remix)  
EDM Planet  
2,534 views



DJ Snake - Middle ft. Bipolar Sunshine  
DJSnakeVEVO  
8,632,686 views



Monster GODJ - Mix Using YOUTUBE directy  
MONSTER GODJ  
8,664 views



Dj Stone Street Fire 5 Kenyan Music mix (Jan 2016)  
RICHY HANIEL  
36,930 views

Monster GO DJ - Tutorial for Beginners (English)

Randy Lee  
21,459 views

DJ SNAKE - PROPAGANDA (W&W REMIX)

2014

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Monster GODJ

December 18, 2013 ·

The Monster GODJ is featured on DJBooth.net! Check it out!



### Introducing the Monster GO-DJ Portable System - DJBooth

Monster is bringing us a new and ultra-portable DJ system called GO-DJ. The GO-DJ device has a built in mixer, storage for music, dual screens for deck controls,...

DJBOOTH.NET

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Monster GODJ

December 16, 2013 ·

"Music, at its essence, is what gives us memories. And the longer a song has existed in our lives, the more memories we have of it." -Stevie Wonder



Monster GODJ

December 16, 2013 ·

Just a few of the many features of the GO-DJ! Now available at [www.monstergodj.com](http://www.monstergodj.com) #monstergodj



### Monster GO-DJ Demo 1

Check out the latest game changer. Monster GO-DJ: your standalone, portable DJ rig. For more info, go to <http://www.monstergodj.com> #MonsterGODJ Check out D...

YOUTUBE.COM

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Monster GODJ

December 13, 2013 ·

Freestyle Friday: #MonsterGODJ hits the subways of NYC w/ DJ D-LYFE!



### Monster GO-DJ : Underground Freestyle

Check out the latest game changer, Monster GO-DJ the ultra-portable DJ rig. #MonsterGODJ <http://www.monstergodj.com> DLyfe demos GO-DJ...

YOUTUBE.COM

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Exhibit No. 11, Chang "Robin" Lee  
Monday, April 18, 2016  
Donald Reid v. Monster, Inc.  
No. 91218973  
Offered by: Monster, Inc.

RB

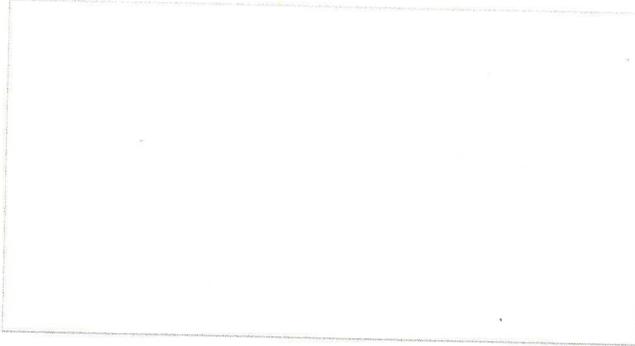
C. Lee  
Exhibit 11  
Date: 4/18/16  
Renee M. Bencich, CSR



Monster GODJ via Monster Products

December 12, 2013 ·

Awesome review of the ##MonsterGODJ from Elektro Magazine.  
If you think it's as cool as they do, you can get yours exclusively here:  
<http://bit.ly/monstergodj>



Our review of the Monster GoDJ portable DJ system | Elektro

Monster has been a leader in the audio cable game for decades, promising optimized gear performance for your on-stage and studio needs. In recent years,...  
ELEKTRODAILY.COM

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Paul Im, Koichiro Miyazaki, 임근욱 and 9 others like this.



Monster GODJ updated their cover photo.

December 12, 2013 ·



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Brandon Endut Endut, Andres Molina, Jaime Janacett Puello and 18 others like this.

1 share



TWEETS 116 FOLLOWING 46 FOLLOWERS 131 LIKES 36

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**Monster GO-DJ**

@MonsterGODJ

A Music Studio that fits in you Pocket!  
Now available at [monstergodj.com](http://monstergodj.com)

Global

[monstergodj.com](http://monstergodj.com)

Joined October 2013

Tweets Tweets & replies

Monster GO-DJ Retweeted



**Kyle S** @imkyles · Jan 24

Nothing like mixing it up a little bit on the flight back @MonsterGODJ



2 3

Monster GO-DJ @MonsterGODJ · 20 Dec 2015



👏👏👏 Many thanks to djrandywilson for mixing for us today! Who else wants to come DJ with us?!?!?... [instagram.com/p/\\_h2sD8RdrW/](https://www.instagram.com/p/_h2sD8RdrW/)

1

Exhibit No. 12, Chang "Robin" Lee  
Monday, April 18, 2016  
Donald Reid v. Monster, Inc.  
No. 91218973  
Offered by: Monster, Inc.

RB

C. Lee  
Exhibit 12  
Date: 4/18/16  
Renee M. Bencich, CSR