Transcript of Naga Kusima

Date: April 24, 2026
Case: ClearCorrect Operating, LLC -v- Align Technology, Inc. (PTAB)

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WORLDWIDE COURT REPORTING & LITIGATION TECHNOLOGY

1 UNITED STATES PATENT AND TRADEMARK OFFICE

2 _____

3 BEFORE THE PATENT TRIAL AND APPEAL BOARD

4 _____

5 CLEARCORRECT OPERATING, LLC

6 Petitioner,

7 v.

8 ALIGN TECHNOLOGY, INC.,

9 Patent Owner.

10 _____

11 CASE NOS. IPR2025-00818
12 IPR2025-00819
IPR2025-00820
13 IPR2025-00821
US PATENT NOS. 10,973,613
14 11,154,384
11,648,090
15 11,648,091
_____

16 DEPOSITION OF NAGA KUSIMA

17 Conducted Virtually

18 Friday, April 24, 2026

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1 Deposition of NAGA KUSIMA held virtually.
2 All appeared remotely.
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1 I N D E X

2
3 NAGA KUSIMAPAGE
4 Examination by Mr. Howarth 6
5 Examination by Mr. Argenti 171

6 E X H I B I T S

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1 P R O C E E D I N G S
2 THE STENOGRAPHER: As we begin this
3 proceeding, I will ask our witness to please
4 raise your right hand.
5 THE WITNESS: (Complies.)
6 THE STENOGRAPHER: Do you swear or
7 affirm that the testimony you're about to
8 give will be the truth, the whole truth, and
9 nothing but the truth?
10 THE WITNESS: I do.
11 THE STENOGRAPHER: Thank you.
12 THEREUPON:
13 NAGA KUSIMA
14 being first duly sworn or affirmed to
15 testify to the truth, the whole truth, and
16 nothing but the truth, was examined and
17 testified as follows:
18 THE STENOGRAPHER: We may begin.
19 THE WITNESS: Thank you.
20 EXAMINATION
21 BY MR. HOWARTH:
22 Q. Good morning, Mr. Kusima. I very much

1 appreciate you taking the time out of what I'm
2 sure is a very busy schedule of yours for the
3 deposition today, so thank you.
4 Before we begin, could you please state
5 your name, for the record.
6 A. My name is Naga Kusima.
7 Q. Mr. Kusima, where are you currently
8 located?
9 A. I'm located in San Jose, California.
10 Q. Is there anyone else in the room with
11 you today?
12 A. No.
13 Q. Do you have any papers in the room with
14 you today?
15 A. I do.
16 Q. What papers are in the room with you
17 today?
18 A. I have the -- my declarations and then I
19 have a printout of the three exhibits.
20 Q. Okay. And -- and those exhibits are
21 EX 2030, EX 2031, and EX 2032; correct?
22 A. That is correct.

1 Q. Okay. And are those exhibits and your
2 declaration the same as what was submitted in
3 these proceedings?
4 So, in other words, there aren't any
5 mark-ups on those, those exhibits; correct?
6 A. That is correct.
7 Q. Okay. Have you ever had your deposition
8 taken before today?
9 A. Yes.
10 Q. How many times?
11 A. Two times.
12 Q. Do you understand that you are providing
13 testimony under oath and you're expected to tell
14 the truth?
15 A. I do.
16 Q. Is there any reason you cannot provide
17 complete and accurate testimony today?
18 A. No reason.
19 Q. And, Mr. Kusima, if you don't understand
20 any of my questions, please let me know that you
21 don't understand it. If you don't tell me
22 otherwise, I will assume that you understand the

1 question. Is that okay?
2 A. I will do that.
3 Q. Great.
4 Also, if you need a break at any time,
5 just let me know and we can take one. I only ask
6 that if there's a question pending, you answer the
7 question before we take the break. Is that okay?
8 A. Fair enough, yes.
9 Q. Is it your understanding that you are
10 here to testify regarding your declaration
11 submitted in four inter partes review or IPR
12 proceedings?
13 A. That is correct.
14 Q. And if you look at the cover of your
15 declaration, EX 2018, are those the IPRs that this
16 declaration was submitted in?
17 A. That is correct.
18 Q. So just -- just for clarity, IPR
19 2025-00818, 00819, 00820 and 00821; correct?
20 A. That is correct.
21 Q. Okay. And this declaration was
22 submitted in support of Align's/patent owner's

1 response for U.S. Patent No. 10,973,613, was
2 one -- one of the patents it was submitted for;
3 correct?
4 A. That is correct.
5 Q. And the others are patent number.
6 11,154,384, patent 11,648,090, and patent
7 11,648,091; right?
8 A. That is correct.
9 Q. Okay. And did you submit the same
10 declaration in each of these proceedings?
11 A. You mean, like, under previous two
12 depositions?
13 Q. No.
14 My question was: For each of these four
15 IPRs that we just discussed, the same declaration
16 was submitted for each one; right?
17 A. I only have this one declarations.
18 Q. That -- that answers my -- my question,
19 I think.
20 So that --
21 A. Okay.
22 Q. -- one exhibit, EX 2018, that was the

1 only declaration you submitted for these
2 proceedings?
3 A. That is correct.
4 Q. Okay. Can you please turn to the last
5 page of your declaration in EX 2018.
6 A. Yes.
7 Q. Is that your signature?
8 A. That is mine.
9 Q. Did you add that signature to the
10 document yourself?
11 A. I do.
12 Q. Did you type this document?
13 A. I work with my legal departments to --
14 to draft it together.
15 Q. But when you signed off on the
16 declaration, you endorsed all the -- all the
17 statements in the declaration?
18 A. That is correct.
19 Q. Did you meet with anyone to prepare for
20 the deposition today?
21 A. I do.
22 Q. Who did you meet with?

1 A. I met with my legal team, and then
2 the -- Mr. Matthew Argenti and Mr. Patrick Medley.
3 Q. Okay. And when you said you met with
4 your legal team, is that in-house counsel at Align
5 or Mr. Argenti and Mr. Medley?
6 A. In-house counsel, plus Mr. Argenti and
7 Mr. Medley.
8 Q. Okay. And approximately how long did
9 you meet with the attorneys to prepare for the
10 deposition?
11 A. Maybe three, four hours.
12 Q. Okay. Mr. Kusima, when did you start
13 working for Align Technology?
14 A. So I started working with Align again in
15 January 20 -- 2009.
16 Q. And when you say "again," had you
17 previously worked for Align?
18 A. I did, but I left and then come back.
19 Q. And when was your start and end of your
20 first tenure at Align?
21 A. From 2001 to 2008.
22 Q. And what were your roles at Align during

1 that time period, so starting from 2001 to 2008?
2 A. I was a financial analyst and a sales
3 operations analyst for Align Technology.
4 Q. And what were your responsibilities in
5 those roles from 2001 to 2008?
6 A. I -- in that period, I -- I manage the
7 group -- sales and marketing group budgets,
8 spending budgets.
9 Q. And -- and briefly, why did you end up
10 leaving during that 2001 to 2008 time period?
11 A. Oh. A co-worker of mine asked me if I
12 want to join a company they're working, so I -- I
13 left to -- to join different companies.
14 Q. Okay. And also, Mr. Kusima, looking
15 at -- at paragraph 1 of your declaration, so that
16 sentence sen- -- that second sentence in
17 paragraph 1 says, "I began my employment with
18 Align."
19 Is it fair to say that should say you
20 began your second tenure or second employment with
21 Align?
22 A. That is fair.

1 Q. Okay. So what was your title when you
2 started first working for Align in 2009?
3 A. My title was senior finance and business
4 development manager.
5 Q. And what were your roles as the senior
6 finance and business development manager?
7 A. So my role was to -- number one, is to
8 manage the spending for the sales and marketing
9 group. And, number two, was to support the
10 commercial group in evaluating business
11 opportunities.
12 Q. What types of business opportunities
13 would -- would you be analyzing?
14 A. An example is if we are trying to
15 introduce a different type of sales org- -- sales
16 reps or sales -- sales roles into the
17 organizations, we -- we -- if we are trying to do
18 a certain promotion or marketing campaign for --
19 for Invisalign.
20 Q. Okay. So is it fair to say you were
21 involved in promotions and -- and marketing for
22 Invisalign?

1 A. I am the finance support for promotion
2 and marketing for Invisalign.
3 Q. What is your current role at Align?
4 A. My current role is I'm the vice
5 president of corporate financial planning and
6 analysis.
7 Q. And did you have any roles in between
8 your current role and the one we just spoke about
9 as senior finance and business development
10 manager?
11 A. I have.
12 I have probably multiple different roles
13 at Align.
14 Q. And -- sorry.
15 And what were -- what were those roles?
16 A. Just on top -- off my memory, after I
17 was the senior finance and business development
18 manager, I was the director of corporate financial
19 planning and analysis. And then I got promoted to
20 become a senior director for the same -- same
21 role. And then I was a vice president of -- of
22 technology and product. And then now I'm back

1 into the vice president for corporate financial
2 planning and analysis.
3 Q. Have your responsibilities changed under
4 each of those roles as you've progressed?
5 A. Yes. My responsibility has changed all
6 throughout the time.
7 Q. How -- how has your responsibilities
8 changed?
9 A. I have more responsibilities and --
10 and -- and I think probably the bigger teams to
11 oversee some more area of the business.
12 Q. In any of these roles were you involved
13 in product development?
14 A. I am the finance -- financial planning
15 persons -- or my team and me is the financial
16 planning support for product development. That is
17 correct.
18 Q. So I think, it might be easier, we can
19 just walk through the different roles since you
20 said your responsibility has changed from -- from
21 each role, to get just a better sense of what that
22 entailed.

1 A. Sure.
2 Q. So after the senior vice -- finance and
3 business development manager, you noted you
4 shifted to director of corporate financial
5 planning and analysis; is that correct?
6 A. That is correct.
7 Q. And so what would your responsibilities
8 be under this role?
9 A. So -- so when I was the senior finance
10 and business development managers, my business
11 partners are typically the commercial team at
12 Align Technology.
13 As the director of financial planning
14 and analysis, my focus switched to more monitoring
15 and managing the financial at -- at Align
16 Technology level, while also supporting the R&D
17 and general administrative functions, such as HR,
18 legal, finance.
19 And, then, when I become a senior
20 director, so -- so on that one, I would say that
21 the role stays roughly the same.
22 When I become the VP of technology and

1 product, so that the focus was to -- to support
2 the -- our marketing, product marketing team in
3 understanding the -- the effort needed and then
4 the benefit of launching different product for
5 Align Technology. "Different," I would call it
6 new product introductions.
7 And then starting last year, early last
8 year, then I'm back again at the -- vice president
9 for corporate FBMA. And the role now is
10 encompassing the -- supporting the product team
11 and also the -- the corporate FBMA, which means
12 managing and monitoring the financial for the
13 company, along the -- with the R&D and the general
14 administrative team.
15 Q. Okay. So in these roles, you were
16 involved in decisions regarding the marketing of
17 Align's products; right?
18 A. So that in the current role, I'm no
19 longer supporting the commercial team.
20 Q. But in your prior roles you -- you were?
21 A. Yes. On the senior finance and business
22 development manager.

1 Q. Okay. As part of your roles, was it
2 important to understand technical aspects of the
3 products that Align was commercializing?
4 MR. ARGENTI: Objection, form.
5 A. I -- I -- most of the time, I'm focused
6 on the -- the -- the costs and the benefit arm of
7 the said product.
8 Q. In your role, was it -- in your roles,
9 was it, nonetheless, important to understand at
10 least how and -- and why Align's products worked?
11 MR. ARGENTI: Objection, form.
12 A. I do -- I do trying to learn on how
13 Align's product work.
14 Q. As part of these roles, was it important
15 to identify reasons why customers were using the
16 products that Align was releasing?
17 A. I would say that would not be my role.
18 That would be the product team role. And then
19 from time to time they will share what did they
20 learn from the customer.
21 Q. So they still would share some
22 information about that with you in those roles?

1 A. That is correct.
2 Q. And then also going back in time, what
3 was your -- your educational background? So the
4 degrees and the diplomas, certificates that you
5 have.
6 A. I have a bachelor degree in finance
7 for -- from California State University of
8 Sacramento, and I have an MBA from San Jose State
9 University.
10 Q. And so based on your experience at
11 Align, you are knowledgeable about Align's
12 finances and revenue in the global medical device
13 marketplace from at least 2009 to today, April
14 24th, 2026; correct?
15 A. That is correct.
16 Q. And would you have had knowledge of that
17 in your first tenure at Align, from 2001 to 2008?
18 A. I spent most of my time in the beginning
19 on managing expenses.
20 Q. And -- and what do you mean by managing
21 expenses?
22 A. So -- so the commercial team has a

1 spending budget. And then I -- my responsibility
2 was to track how they're doing against that set
3 budget. So that was my -- my -- my focus at
4 the -- my first tenure at Align.
5 On the second -- the second part, it's
6 then I -- I started more to understand more
7 associated with revenue and -- and programs and --
8 and different commercial activities.
9 Q. So in -- in the second tenure, from
10 2009, sounds like it was a broader scope, then,
11 than your first tenure.
12 A. That is correct.
13 Q. Mr. Kusima, in paragraph 2 of your
14 declaration, you state, "Align is a global medical
15 device company primarily engaged in the design,
16 manufacture and marketing of Invisalign Clear
17 Aligners for the treatment of misaligned teeth and
18 malocclusions (misaligned bite) by dentists,
19 Vivera retainers for retention, iTero intraoral
20 scanners and services for dentistry, and exocad
21 computer-aided design and computer-aided
22 manufacturing ('CAD/CAM') software for dental

1 laboratories and dental practitioners."
2 Do you see that?
3 A. That is correct. I saw that.
4 Q. The products included in this paragraph
5 are products that Align designs, manufactures, and
6 markets; correct?
7 A. That is correct.
8 Q. Are these products examples of the Align
9 products that you have worked with in your roles
10 at Align?
11 A. "Work with" means I -- I seen and I -- I
12 touch it, yes.
13 Q. Are there any other products not listed
14 in paragraph 2 in Align's portfolio that you have
15 worked with?
16 A. Exocad. I think this is -- this should
17 be it.
18 Q. But Align does have other products it
19 designs, manufactures, and markets besides those
20 in paragraph 2; correct?
21 A. I'm not aware of any other brand. Or
22 maybe there -- we could have, like, a sub-brand or

1 anything. But in term of the -- the big product
2 family, Invisalign, iTero, exocad, those are the
3 three big brand that we have, even the Vivera
4 retainer part of Invisalign.
5 Q. Okay. So, like you noted, these are the
6 products and services and in paragraph 2, these
7 are broad families; there might be subgroups
8 within that family?
9 A. That is correct.
10 Q. Okay.
11 A. We might have a sub-brand such as
12 Invisalign First, Invisalign Comprehensive. So
13 those are -- those are sub-brands.
14 Q. Okay. Mr. Kusima, please look at
15 paragraph 1 of your declaration. In the last
16 sentence you state, "I make this declaration based
17 on my personal knowledge of the facts and on a
18 review of the supporting data records for Align,
19 unless I otherwise indicate that I've stated the
20 matters on information and belief."
21 Do you see that?
22 A. I saw that.

1 Q. What are the data records that you
2 reviewed that are mentioned in this paragraph?
3 A. So I use mainly Align quarterly result,
4 as -- as we submitted this. It's primarily on
5 the -- the Q4 2012, Q1 2013, and the full year --
6 the Q4 2020 -- 2025, I believe. Q4 2025. Yes.
7 Q. And are -- are those documents that you
8 just referred to EX 2030, EX 2031 and EX 2032?
9 A. That is correct.
10 Q. Did you rely on any other Align
11 quarterly results presentations?
12 A. I don't recall reading -- no, I did not
13 recall reading any -- any other periods.
14 Q. And you've noted that you mainly relied
15 on Align quarterly results. Were there any other
16 documents besides these financial presentations
17 that you reviewed?
18 A. I don't recall using any other
19 documents.
20 Q. Okay. To the best of your knowledge,
21 EX 2030, EX 2031 and EX 2032 are complete copies
22 of the presentations; correct?

1 A. That is correct.
2 Q. So there are no missing slides from
3 these presentations; correct?
4 A. Not that I'm aware of. Yeah, not that
5 I'm aware of.
6 Q. And because you noted you relied on
7 EX 2030, 2031, and 2032, there aren't any other
8 data records you reviewed that are not included as
9 an exhibit; correct?
10 A. That is correct. I don't recall using
11 any other data record.
12 Q. Okay. Mr. Kusima, you mentioned
13 previously the Invisalign family of -- the
14 Invisalign family. What is the Invisalign system?
15 A. Invisalign system is a -- our propriety
16 product where we provide doctors with our
17 ClinCheck software that they can use to design
18 treatment to strengthen teeth, along with the
19 aligners that will be produced to help facilitate
20 such treatment.
21 Q. And you mentioned the ClinCheck
22 software. What is that?

1 A. That is the -- the software that the --
2 that I think you can call it the CAD/CAM software,
3 that the doctor will use to -- to design how they
4 want the treatment to progress.
5 Q. Okay. So the Invisalign system, it
6 includes this software, the Aligner, and those are
7 provided by Align to -- to doctors?
8 A. That is correct.
9 Q. Is there any 3D scanning technology in
10 the Invisalign system?
11 A. I would say that the 3D scanning
12 technology is separate from the Invisalign system.
13 Doctors could always purchase the -- or to
14 prescribe the Invisalign treatment without the 3D
15 scan.
16 Q. How does the 3D scanning technology
17 differ from this ClinCheck software?
18 A. So in order for us to -- to create the
19 ClinCheck soft- -- treatment, Doctors could do two
20 things. Doctors could either send us what we call
21 a PVS impression, so like a physical impression of
22 the patient's mouth, or they could use a 3D

1 scanner to -- to take a -- an image of the -- the
2 patient indentations and then send it to us.
3 Q. Understood.
4 So, in other words, the ClinCheck
5 software could be used to create a -- an aligner
6 using either the 3D scanning image or a physical
7 mold?
8 A. That is correct.
9 Q. Okay. Are there any other technologies
10 in the Invisalign system, such as treatment
11 planing technologies?
12 A. Sorry. Can you repeat the question?
13 Q. Sure.
14 Are there any other technologies in the
15 Invisalign system, such as treatment planning
16 technologies?
17 A. You mean besides ClinCheck?
18 Q. So just to -- to recap, the Invisalign
19 system, it includes ClinCheck --
20 A. Uh-hmm.
21 Q. -- it includes aligners. What else is
22 in the Invisalign system?

1 A. So those are the two primary one.
2 Because ClinCheck is the software that the doctor
3 use to design the treatment and then Aligner is
4 the physical tool that they use to deliver that
5 treatment.
6 Q. Okay. Do you know what material was
7 used in Align's Invisalign aligners in 1999?
8 A. I -- I do not know personally, but I --
9 I think I heard that it's called PC-30, but that
10 was way before my time.
11 Q. And sometime after that, Align switched
12 to EX-30 for its Invisalign system aligners;
13 correct?
14 A. That is correct.
15 Q. And is it your understanding that EX-30
16 is a single-layer material?
17 A. That is correct.
18 Q. And Align currently uses SmartTrack
19 material for Invisalign aligners; correct?
20 A. That is correct.
21 Q. Do you know when Align first
22 commercially launched SmartTrack?

A. It was roughly in January 2013.
Q. After launching SmartTrack, did Align continue selling Invisalign aligners using EX-30?
A. I know there was a transition period. I just -- I just don't know how long between the two.
Q. Okay. Do you have an approximate idea of how long the transition was?
A. I honestly do not know, to be honest.
Q. Okay. And, to your knowledge, does Align currently sell any Invisalign product using EX-30?
A. Currently we have a very limited product, and it's not under Invisalign brand. We sell it under Essential brand to -- to -- it's because it's a less premium product for us. It's a very small portion of our -- our business right now.
Q. When did the Essential brand start?
A. To the best of my recollections, I know it's after COVID. I'm -- I'm -- I'm -- it's probably around 2021, 2022.

1 Q. Okay. Are there any other materials,
2 besides EX-30 and SmartTrack, that Align uses in a
3 clear aligner product?
4 A. I know that we have a different material
5 for our Vivera retainer.
6 Q. Do you know what material that is?
7 MR. ARGENTI: Objection, scope.
8 A. I -- I can't remember the name of it.
9 Q. And is the Vivera retainer under the
10 Invisalign family?
11 A. We -- we treat Invisalign -- the
12 retainer outside of Vivera -- outside of the
13 Invisalign brand because the Invisalign brand are
14 for our product that is moving teeth and then the
15 Vivera is to hold it still.
16 Q. Makes sense.
17 So you noted that for the Invisalign
18 clear aligners, Align has used SmartTrack, EX-30
19 and PC-30 as the materials in the aligners; right?
20 A. You mean over time?
21 Q. Over time, correct.
22 A. That is correct.

1 Q. But despite changing materials over
2 time, Align still referred to its system as
3 Invisalign; right?
4 A. That is correct.
5 Q. So Invisalign could refer to a product
6 using PC-30, EX-30 or SmartTrack, depending on
7 which materials Align was using at that time;
8 right?
9 A. That is correct.
10 Q. To your knowledge, how many competitors
11 did Align have in the clear aligner market when
12 Align first launched in 1999?
13 MR. ARGENTI: Objection, scope.
14 A. I honestly do not know.
15 Q. Was Align one of the first companies to
16 successfully launch a clear aligner product?
17 MR. ARGENTI: Objection, scope, form.
18 A. To the best of my knowledge, we are one
19 of the first, first one to launch it.
20 Q. And Align launched its first clear
21 aligner product in 1999; right?
22 A. I believe so.

1 Q. Why did Align choose to sell clear
2 aligners instead of using a material that wasn't
3 clear or transparent?
4 MR. ARGENTI: Objection, scope.
5 A. Great -- great questions.
6 I don't know -- I don't know why that
7 was decided that way back then.
8 Q. Okay. When you started your second
9 tenure at the company in 2009, approximately how
10 many competitors did Align have?
11 A. I honestly -- I honestly don't know. I
12 mean, the -- the -- the -- the previous CEO
13 started the company in 2005, maybe, but, I mean, I
14 don't know how many more others back then.
15 Q. Approximately what percentage of -- of
16 the clear aligner market belonged to Align in
17 2009?
18 A. I would not know.
19 Q. Do you have an approximate idea?
20 Was it over 50 percent?
21 MR. ARGENTI: Objection, form.
22 A. I would be speculating to -- to answer

1 your question there.
2 Q. Was Align, in your opinion, a leader in
3 the clear aligner market in 2009?
4 MR. ARGENTI: Objection, form.
5 A. We were very proud of our business, if
6 that's the questions.
7 Q. In 2009, did Align's Invisalign products
8 use EX-30 exclusively?
9 A. Sorry. Say that again.
10 Q. In 2009, did Align's Invisalign clear
11 aligners use EX-30 exclusively?
12 A. I -- I would not know for sure, but I
13 believe so. Yeah.
14 Q. Was the international clear aligner
15 market as developed as the North American aligner
16 market in 2009?
17 MR. ARGENTI: Objection, form.
18 A. Sorry. If you don't mind repeating the
19 questions.
20 Q. Yeah.
21 Was the international clear aligner
22 market as developed as the North American aligner

1 market in 2009?
2 MR. ARGENTI: Objection, form.
3 A. I'm not sure. I'm not sure what is the
4 questions.
5 Q. Okay.
6 A. If you're asking about the market or if
7 you're asking about our company.
8 Q. I'm asking about the market generally.
9 So I can ask a different question, if that would
10 help clarify.
11 A. Okay.
12 Q. Were there as many existing customers
13 for the market generally internationally in 2009
14 as compared to the North American market?
15 A. We -- we do sell to both U.S. and
16 international customer, if that is the questions.
17 Q. And in 2009, were there more customers
18 in the North American market than the
19 international market?
20 A. I see. I see the question.
21 Yes, we do sell more Invisalign in the
22 U.S. market than to the international market in

1 2009.
2 Q. Okay. And today, in 2026, do you know
3 approximately what percentage of the clear aligner
4 market currently belongs to Align?
5 A. You're asking how much is the Align
6 international sales relative to Align worldwide
7 sales?
8 Q. I'm asking a -- a little different.
9 For the international clear aligner
10 market, what percentage of sales come from Align
11 as compared to competitors of Align?
12 A. I would not know, to be honest.
13 Unlike -- unlike -- unlike other --
14 other company, we do not have access to other --
15 other company informations.
16 And then we -- we always focus on -- on
17 getting patients treated with Invisalign. And
18 we -- we're trying to convert wire and bracket
19 patients, any -- any patient who needs smiles.
20 That is our goal.
21 Q. In your opinion, has Align had a strong
22 market presence since you started in 2009 until

1 today in 2026?
2 A. If you don't mind defining what is a
3 "market presence."
4 Q. What is -- what does market presence
5 mean to -- in your opinion, to you?
6 MR. ARGENTI: Objection, form.
7 A. Market presence is reputations.
8 Q. And -- so do you -- in your opinion, has
9 Align had a strong market presence and strong
10 reputation from 2009 until today in 2026?
11 MR. ARGENTI: Objection, form.
12 A. I believe they -- I believe we have a --
13 great reputations between 2009 and -- and 2026.
14 Q. Align's been a leader in the market from
15 2009 until today in 2026; right?
16 MR. ARGENTI: Objection, form.
17 A. If you could define "leader."
18 Q. This -- it has a strong reputation.
19 Like you said, Align has had a strong
20 reputation since 2009 until today?
21 A. That is correct, Align has a strong
22 reputation.

1 Q. So I'm going to attempt to drag a
2 document into the chat.
3 A. Okay.
4 Q. So let me know when it shows up.
5 REMOTE TECHNICIAN: And, Counsel, can we
6 name this Exhibit 1?
7 MR. HOWARTH: It won't need an exhibit
8 name. It's going to be EX 2030.
9 REMOTE TECHNICIAN: Thank you.
10 A. You said EX 2030?
11 Q. Yes.
12 And bear with me, I'm attempting to drop
13 it into the -- drop it into the chat. And it
14 should -- it should be in the chat now.
15 But it might be easier if the technician
16 just pulls it up on -- on the screen so that we
17 can both look at the same -- same -- same
18 document, if that works -- works for you,
19 Mr. Kusima.
20 A. Yes. Absolutely.
21 REMOTE TECHNICIAN: Please stand by
22 while I just label it very quickly, and I'll

1 bring it up.
2 MR. HOWARTH: Okay.
3 (Exhibit Ex 2030 was PREVIOUSLY marked
4 for identification and is attached to
5 the transcript.)
6 MR. HOWARTH: Okay.
7 Q. I'm able to see the document on my
8 screen, Mr. Kusima. How does it look on -- on
9 your screen?
10 Are you able to see it?
11 A. Yes.
12 Q. Great.
13 Mr. Kusima, this is a -- this appears to
14 be a copy of EX 2030, which was cited in your
15 declaration; correct?
16 A. That is correct.
17 Q. Is EX 2030 a presentation that was given
18 internally at Align?
19 A. No.
20 This is a presentation that we posted
21 and provided in conjunction to our earning release
22 for our Q1 2013 period.

1 Q. Who was the intended audience for this
2 presentation?
3 A. The intended audience was the Align
4 Technology investors.
5 Q. Okay. And it was important for Align to
6 make truthful and accurate representations in
7 these presentations; correct?
8 A. That is correct.
9 MR. HOWARTH: If we could go to page 3
10 of this document, please.
11 Q. On page 3, there is a Safe Harbor and
12 Forward-Looking Statement slide.
13 Do you see that, Mr. Kusima?
14 A. I saw that.
15 Q. So Align included this as a disclaimer
16 that the statements in this presentation relate to
17 expectations of future events that may not have
18 happened yet; is that right?
19 MR. ARGENTI: Objection, form.
20 A. If you don't mind just pointing it to
21 because I'm not sure.
22 Q. Yeah. Yeah.

1 So par- -- the second and third
2 sentence, so starting with "Forward-looking
3 statements..."
4 A. Okay. Okay.
5 Q. And then ending at -- at "... difficult
6 to predict." So that second and third sentence.
7 A. I could see that sentences, that is
8 correct.
9 Q. And so Align included this as a
10 disclaimer that the statements in this
11 presentation may relate to expectations of future
12 events that had not happened yet; right?
13 MR. ARGENTI: Objection, form, scope.
14 A. That is correct. We -- we provide
15 forward-looking statement for future events.
16 MR. HOWARTH: And then we can go back to
17 slide 1 of EX 2030.
18 Q. The first slide in this presentation is
19 titled Quarterly Financial Results Q1 2013;
20 correct?
21 A. That is correct.
22 Q. When does Align's fiscal year run?

1 A. Align use a calendar year. So our
2 fiscal date starts on January 1st of that year
3 until the last day of the year, until the December
4 31st of the corresponding year.
5 Q. When do Align's quarters in the fiscal
6 year run from?
7 A. January 1st until March 31st, April 1st
8 until April -- June 30th, July 1st until September
9 30th, October 1st until December 31st.
10 Q. And so the title of the EX 2030 refers
11 to Quarter 1 of fiscal year 2013 which, as you
12 just noted, runs from January 1st, 2013 to March
13 31st, 2013; correct?
14 A. That is correct.
15 Q. Okay. When would the presentation in
16 EX 2030 have been created?
17 A. Exactly sometimes around April 2013.
18 Q. So it -- shortly after the end of the --
19 the quarter that's being discussed in the
20 presentation?
21 A. That is correct.
22 Q. Would -- would this document have been

1 circulated immediately after it was created?
2 A. You mean, like, to the external world
3 or, like, internally?
4 Q. You -- you had noted it was for
5 investors. When would this presentation have been
6 distributed to investors?
7 A. Oh. We typically post this after the
8 market close on the day that we announce earning.
9 Q. And when would that be in relation to
10 Q1 2013?
11 A. Oh. Roughly, I would say, three, four
12 weeks after the Q1 2013 period ended.
13 Q. And is that the same for similar
14 financial presentations by line?
15 A. Sorry. If you don't mind qualifying the
16 question.
17 Q. Sure.
18 A. Similar presentations?
19 Q. Yeah.
20 So you noted that this presentation
21 summarizes Q1, which ended March 31st, 2013.
22 A. That is correct.

1 Q. Align would have created this some time
2 in April of 2013, after the quarter?
3 A. That is correct.
4 Q. And then it would have been sent to
5 investors three to four weeks after this, so also
6 around April of 2013?
7 A. So -- so you said -- you used the word
8 "send." So -- so on the day of our earning
9 release, we will publish the presentations online.
10 So that -- so that as they're listening to our
11 earning release, they could look at the
12 presentations.
13 Q. Okay. And where would Align publish
14 these presentations?
15 A. I know that we typically post it in
16 our Aligntech.com, under Investor Relations
17 section.
18 Q. Okay. So Aligntech.com is where Align
19 would publish these?
20 A. Yes.
21 I think under -- on second page it says
22 Investor.Aligntech.com, so...

1 Q. Okay. And so my question is: You had
2 noted that there are other quarterly financial
3 results presentations that Align makes and has
4 made; correct?
5 A. That is correct.
6 Q. Is the date of creation and the date
7 that these documents are published the same --
8 around the same time period for each of the
9 quarterly financial results?
10 A. If you're referring to the quarterly
11 financial result presentation, typically we -- we
12 post and -- post it for the general publics on the
13 same day of the earning for that same period, that
14 is correct.
15 Q. Which is within a month of -- of when
16 the quarter ended?
17 A. That is correct.
18 Q. Okay. Who prepared the Q1 2013
19 presentation in Exhibit 2030?
20 A. So it is a collaborations between Align
21 finance departments. So you have the investor
22 relation team typically leading the way. We have

1 the accounting team providing informations. You
2 have the finance -- financial planning team, which
3 is my team, to -- to also make sure that we ensure
4 the data is accurate. And then we add on the
5 visual of the presentations. And then I think
6 sometimes we also have customer testimony and
7 marketing team provided customer testimony or --
8 or marketing initiatives.
9 Q. Okay. So you mentioned your group, the
10 financial planning, would have been involved in
11 creating -- in collaborating on these
12 presentations.
13 A. That is correct.
14 Our team typically are the one who's
15 involved in -- in creating the future projection,
16 or we call it the guidance.
17 Q. So you would have been involved in the
18 exhibits included here, so EX 2030, 2031, and
19 2032; right?
20 A. That is correct.
21 Q. And would you have been involved in --
22 would you have been involved in similar

1 presentations for each quarter, from 2009 until
2 today?
3 A. Generally, yes.
4 Q. You had mentioned that it's a
5 collaborative effort to make these presentations.
6 Would the people who were involved in creating the
7 document be knowledgeable about Align's marketing
8 strategies?
9 A. So certain people will be -- have some
10 knowledge. For example, I would not expect
11 accounting team to have knowledge of marketing
12 strategy. If that answer your questions.
13 Q. Yeah.
14 Someone -- someone in the collaboration
15 would have had knowledge of marketing, even if it
16 wasn't every person on the team?
17 A. That is a fair statement.
18 Q. Would someone on the team have been
19 knowledgeable about Align's products?
20 MR. ARGENTI: Objection, form.
21 A. They would know what the product are.
22 I'm just not sure if -- it's a pretty broad

1 statement on knowing a product.
2 Q. Would someone on the team that
3 collaborated on this document have been
4 knowledgeable about why customers use Align's
5 products?
6 A. I would say -- I would say not everybody
7 would know.
8 Q. But at least someone on the team would
9 know why Align's customers were using its
10 products?
11 A. I would agree to that, yes.
12 Q. At the bottom of the slide, there are
13 logos for Invisalign, iTero, iOC and OrthoCAD.
14 Do you see that, Mr. Kusima?
15 A. I -- I do.
16 Q. And so these were some of the families
17 of products and service that we talked about
18 earlier; right?
19 A. That is correct.
20 Q. And you had noted Invisalign includes
21 the ClinCheck software and the aligners; is that
22 right?

1 A. That is correct.
2 Q. But it might have other subgroups of
3 products within that family?
4 A. Actually, maybe to help explain it, the
5 ClinCheck and then the aligners is the -- how do I
6 say? It's a tool for doctors to do the treatment.
7 But when they want to buy a product from us, they
8 don't say I want to buy a ClinCheck or I want to
9 buy an aligners. The offering itself, we sell --
10 the name of our product is -- we have Invisalign
11 Comprehensive, Invisalign Express. Those are the
12 name of the product.
13 Q. That makes sense.
14 And when you say "product," are you
15 referring to the clear aligners that are included
16 in the Invisalign system?
17 A. Yes.
18 Q. What is iTero?
19 A. ITero is our intraoral scanner.
20 Q. And how does -- how does the intraoral
21 scanner work?
22 A. Intraoral scanner --

1 MR. ARGENTI: Objection, form, scope.
2 A. Intraoral scanner is a -- is a -- how
3 should I describe it? It's a tool that the doctor
4 use to take a impression of a -- they put, like, a
5 wand inside of a patient's mouth to take a scan, a
6 digital -- a digital scan of their teeth.
7 Q. Understood.
8 So, like we talked about a little bit
9 earlier, it's like the 3D version of the physical
10 dental mold that you can use to get a 3D tooth
11 impression?
12 A. Yes.
13 Q. Like Invisalign, are there multiple
14 products and services within the iTero family?
15 A. That is correct.
16 So you can see there it has an iOC and
17 OrthoCAD. So iOC -- so those -- those two are
18 actually now aligned into an iTero brand. We
19 don't have an iOC, OrthoCAD.
20 IOC is the iTero scanner for
21 orthodontists. The iTero back then was a -- more
22 like Invisalign -- an intraoral scanner for

1 general dentists, so...
2 And then OrthoCAD was -- sorry. Yeah.
3 And OrthoCAD, I -- I can't remember what was it.
4 But now it's -- everything is just one scanner
5 under iTero.
6 Q. And what was the difference between the
7 intraoral scanner for a dentist versus an
8 orthodontist?
9 A. The difference is there's, like, some
10 more workflow associated with one versus the
11 other. For example, like now we have a Lumina
12 restorative that -- it -- it has -- if a doctor's
13 trying to -- it has, like, a cavity -- cavity
14 tracking, like you could scan it and then you
15 could see over time, like the next time you scan
16 it, if there's like a cavity in the teeth, so...
17 So it -- it shows -- like it helps
18 dentists to -- to track patients' health.
19 We have it called Align Oral Health
20 Suite, so dentists can see if there's any --
21 any -- like, six months, when you visit your
22 doctor every six months, has your -- has your oral

1 health changed.
2 Q. And you noted that the iOC and OrthoCAD
3 today, in 2026, those are under the iTero family;
4 right?
5 A. That is correct.
6 We -- we purchased iTero from Cadent
7 system. And then, they used to have multiple
8 brand. Over time, everything was just combined.
9 Q. Okay. So are there any other families
10 in Align's product portfolio besides the
11 Invisalign, iTero, iOC, and OrthoCAD listed here?
12 A. You mean back then or now?
13 Q. Back then.
14 A. Oh, back then.
15 I think -- we have Vivera, but we don't
16 really -- I mean, it's -- it -- it somehow -- I
17 don't know. For a reason I don't understand, too,
18 we just don't talk about it as prominently.
19 Q. What about today, are there additional
20 families?
21 A. We have exocad.
22 Q. And what is exocad?

1 A. Exocad is a -- a CAD/CAM software tool
2 to help lab and dentists collaborate on
3 designing -- designing a smile.
4 Q. And how do they collaborate?
5 A. It's a software that we use to
6 provide -- that we provide lab and -- and dentists
7 so that they can -- they could see if they're
8 trying to take out certain teeth, on -- on how to
9 visualize it.
10 Q. Understood.
11 So there's -- at this -- at this time in
12 2013, there's the Invisalign, iTero, and iOC and
13 OrthoCAD families, but within those there can be
14 subgroups of products and services; right?
15 A. That is correct.
16 Q. And today, there's also exocad, which is
17 another family that can have subgroups and
18 products and services?
19 A. That is correct.
20 MR. HOWARTH: Mr. Kusima, we've been
21 going about an hour. If you wanted a break,
22 I wanted to offer it to you. If you feel

1 good to keep going, happy to do that as well.
2 It's completely up -- up to you and how
3 you're feeling.
4 THE WITNESS: Let's keep going.
5 MR. HOWARTH: Okay. Sounds good.
6 Could we please put back up EX 2030.
7 Could we please turn to slide 5 of
8 EX 2030.
9 Q. So, Mr. Kusima, you see there is a chart
10 on slide 5 of EX 2030; right?
11 A. I could see that, yes.
12 Q. In the chart on the far left column
13 there is an abbreviation QoQ; right?
14 A. That is correct.
15 Q. The percentages listed in the QoQ row
16 represent the change in each metric as compared to
17 the previous quarter; right?
18 A. That is correct.
19 Q. And the percentages listed in the YoY
20 row represent the change from the same quarter of
21 the previous fiscal year; right?
22 A. That is correct.

1 Q. The top row of the chart includes a
2 heading Invisalign Clear Aligners; right?
3 A. That is correct.
4 Q. In the row below that, the number
5 $141.6 million represents total revenue for
6 Invisalign clear aligners in that quarter; right?
7 A. That is correct.
8 Q. What products are included under the
9 Invisalign clear aligners calculation in this
10 chart on slide 5 of EX 2030?
11 A. So this is including in this line Vivera
12 retentions. Those are -- those are what we
13 include in our Invisalign clear aligners.
14 Q. Okay. So -- so you noted Vivera is
15 included in this calculation?
16 A. That is correct.
17 Q. Okay. Now, earlier you noted that
18 SmartTrack was released after the start of
19 Q1 2013; right?
20 A. That is correct. In January 2013.
21 Yeah.
22 Q. So there are other materials besides

1 SmartTrack included in the Invisalign aligners for
2 this $141.6 million number; right?
3 A. I'm sure there is some. I just don't
4 know how much.
5 Q. Understood.
6 And --
7 A. Yeah.
8 Q. -- EX-30 is the other material that
9 would have been included; right?
10 A. That is correct.
11 Q. Would there have been any other
12 materials besides EX-30 and SmartTrack included in
13 that number?
14 A. The other one is the one that I told
15 you, that for our retainer we also use the
16 different materials, but I can't remember the
17 name.
18 Q. Right.
19 There's also the 98,175 cases box in
20 this chart; correct?
21 A. That is correct.
22 Q. Does this number represent the number of

1 patients treated with clear aligners in Q1 2013?
2 A. That is correct, excluding the Vivera
3 retention. We only -- refers to the Invisalign
4 number.
5 Q. Understood.
6 So the -- the dollar amount includes
7 Vivera retainers, but the case number does not?
8 A. That is correct.
9 Q. Okay. And for the Invisalign clear
10 aligners in this case number, it would include
11 EX-30 and SmartTrack for Q1 fiscal year 2013;
12 right?
13 A. I would imagine. Yes.
14 Q. There's also a heading Scanner and
15 CAD/CAM; correct?
16 A. That is correct.
17 Q. What products are included under this
18 calculation?
19 A. I would imagine it's the iTero, iOC,
20 OrthoCAD underneath that Scanner and CAD/CAM.
21 Q. And it -- you noted that those families
22 can have subgroups. So that number would include

1 anything in that family, including all the
2 subgroups of the iTero, iOC, and OrthoCAD
3 products; correct?
4 A. That is correct. That is correct.
5 Q. Mr. Kusima, do you see the -- the second
6 bullet point on the slide reads, "Strong
7 Invisalign case shipments in North America,
8 especially among orthodontists, reflect stable
9 patient traffic in our customers' offices, as well
10 as continued sales and marketing activity to
11 encourage doctor engagement"?
12 A. Yes, I could see that.
13 Q. "Stable patient traffic in our
14 customers' offices" refers to a stable number of
15 patients coming into the offices of Align's
16 customers being treated with Invisalign; right?
17 A. We -- we typically -- refers to stable
18 patient traffic as when we see the -- the number
19 of cases.
20 Q. So, in other words, there was a stable
21 number of cases?
22 A. That is correct.

1 Q. Okay.
2 A. That --
3 Q. "Align's customers" refers to
4 orthodontists and general practitioners; correct?
5 A. That is correct.
6 Q. Are there any other types of customers
7 that would have been referred to here?
8 A. I know that back then we -- we have
9 distributors, meaning that there are countries
10 that we don't sell directly to the doctors, we use
11 distributors, so...
12 And they're the one who sell to the
13 doctors.
14 But, yes, generally, the -- the end
15 purchaser is orthodontists and general
16 practitioner.
17 Q. As part of the sales and marketing
18 activity mentioned in this bullet point, did Align
19 distribute marketing materials to customers?
20 A. We -- we do -- when you said
21 "marketing," I presume, like brochures?
22 Q. (Nods head.)

A. Yes, we do. We do provide marketing materials the doctor could use to explain the product.

Q. Any other materials besides brochures?

A. I'm sure that we have consumer posters.

Q. Did these marketing materials that Align gave to customers advertise the Invisalign system?

A. I think, yes, some -- some of them talks about the Invisalign system. Some of them promote oral health, so...

Q. Did these marketing materials also advertise the other families, such as iTero?

A. I -- I -- I could not say for sure.

I think -- I know that for iTero, we do -- we do a lot of professional journal. So we -- we advertise it in, like, a -- dental magazines, so...

Q. Did Align market the Invisalign family and iTero family directly to patients?

A. I don't think we do that for iTero.

For Invisalign, yes.

Q. And you had mentioned for the materials

1 distributed to customers, some would be focused on
2 general oral health. Were similar materials given
3 directly to patients?
4 A. Yes. We do -- we do -- we do a lot of
5 educations on the benefit of straight teeth.
6 Q. This bullet point also discusses North
7 America shipments specifically; right?
8 A. That is correct.
9 Q. At the time of this presentation, in
10 Q1 2013, did Align have customers in other parts
11 of the world?
12 A. We do have customer in other parts of
13 the world.
14 Q. Where did Align have customers?
15 A. I know we have customer in Europe. We
16 have customer in Asia Pacific. We have customer
17 in Latin America.
18 Q. Do the sales and case numbers included
19 in the chart on slide 5 of EX 2030 reflect Align's
20 sales worldwide or only in North America?
21 A. This is sales worldwide.
22 Q. Earlier you had noted that there was a

1 transition between when EX-30 was used in the
2 Invisalign clear aligners to SmartTrack; right?
3 A. That is correct.
4 Q. Did most of Align's customers that were
5 already using EX-30 keep using Invisalign when
6 SmartTrack was released?
7 A. So once we introduced the new materials,
8 there is no choice to go back to -- to the old
9 one.
10 Q. And those same customers kept using the
11 Invisalign system even after the switch; right?
12 A. Yes. A lot of our customer continues to
13 purchase after the switch.
14 MR. HOWARTH: Could we please go to the
15 next slide, slide 6.
16 Q. The first bullet point reads,
17 "Year-over-year growth was driven by increased
18 Invisalign utilization, especially among North
19 American orthodontists as well as customer base
20 expansion for North American GPs."
21 Do you see that?
22 A. I see that, yes.

1 Q. And we just discussed that SmartTrack
2 launched in the middle of Q1 2013; right?
3 A. That is correct.
4 Q. So the year-over-year growth from
5 Q1 2012 to Q1 2013 would primarily be the result
6 of Invisalign products using EX-30; right?
7 A. I would not know that. I mean, I -- I
8 would not -- I mean, I never trying to figure out
9 how much of this Q1 comes from one versus the
10 other.
11 Q. For most of the time from Q1 2012 to
12 Q1 2013, EX 30 was the product being used in
13 Invisalign clear aligners; right?
14 A. Again, we -- we introduced it in
15 January -- I forget the date. I think it's in
16 here somewhere.
17 But, again, I -- I don't know when is
18 the cutoff of the -- the country cutoff on moving
19 from one to the other.
20 Q. But at least for 10 out of the 12 months
21 measured in this year-over-year growth from
22 Q1 2012 to Q1 2013, EX-30 was the product -- the

1 material being used?
2 A. So then EX-30 would be -- the year 2012
3 comparison would be 12 -- EX-30. Some of the days
4 in 2013 would be in EX-30 and some would be in
5 SmartTrack.
6 Q. Understood.
7 Mr. Kusima, the second bullet point in
8 slide 6 states, "From a product perspective,
9 sequential growth was primarily driven by
10 utilization of Invisalign Full and the Invisalign
11 Express products."
12 Right?
13 A. Sorry.
14 The last sentence, that is correct.
15 That is the correct family I was referring to.
16 Q. Yeah.
17 So what -- what are the Invisalign Full
18 and Invisalign Express products?
19 A. Right.
20 So Invisalign Full -- so when we sell
21 the product, Invisalign Full is -- when the doctor
22 purchasing Invisalign Full, they could get as many

1 aligners that they want; where -- whereas,
2 Invisalign Express, back then, I believe this is
3 our Express 10 product, meaning they only get ten
4 set of aligners.
5 Q. Were the aligner products in Invisalign
6 Full and Invisalign Express the same, besides the
7 number of aligners that they got?
8 A. So in terms of aligner, they are the
9 same. But then we restrict the capabilities on
10 Express versus Full.
11 Q. What do you mean by "restrict the
12 capabilities"?
13 A. So if a doctor's trying to create a very
14 complex patient that requires a certain type of
15 movement, we will restrict that; we will say that
16 you will not be able to treat it with this.
17 Q. So are Invisalign Full and Invisalign
18 Express different treatment plans?
19 A. That is correct.
20 Q. Okay.
21 A. It is a different treatment plan.
22 Q. So this second bullet point in slide 6

1 of EX 2030, another way to read it would be Align
2 represented the sequential growth was primarily
3 driven by utilization of these different treatment
4 plans?
5 MR. ARGENTI: Objection, form.
6 Q. In Invisalign Full and Invisalign
7 Express?
8 MR. ARGENTI: Objection, form.
9 A. I'm not sure why would we only -- I
10 think that Invisalign Full and Invisalign Express
11 is only referring to the type of treatments, but,
12 I mean, Invisalign is not just a treatment, it
13 includes the aligners itself.
14 Q. You had noted that for Invisalign
15 Express, the capabilities would be restricted as
16 compared to Invisalign Full; right?
17 A. That is correct.
18 Q. What unique features of Invisalign Full
19 and Invisalign Express caused customers to
20 prepare -- to prefer these plans over others on
21 the market?
22 MR. ARGENTI: Objection, form, scope.

1 A. I think that typically the primary
2 considerations for a customer is to -- based on
3 the number of aligners.
4 Q. At the time of this presentation, in
5 2012, Invisalign Full and Invisalign Express used
6 clear aligners with EX-30; right?
7 A. I would not know for sure because, I
8 mean, this is in Q1 2013, so this is -- so I don't
9 know when did they do a cutoff in the -- in our
10 manufacturing.
11 Q. Understood.
12 For the -- so for the first part of the
13 year-over-year from 2012 to Q1 2013, EX-30 was
14 being used?
15 A. That is correct. 2012 for sure is
16 EX-30.
17 Q. And Invisalign Full and Invisalign
18 Express were also used with the SmartTrack
19 material once it was released; right?
20 A. I'm pretty sure. I don't know what is
21 the cutoff, but, yes. Generally, yes.
22 Q. Did customers still prefer the unique

1 features of Invisalign Full and Invisalign Express
2 even when the aligner material was switched to
3 SmartTrack?
4 MR. ARGENTI: Objection, form, scope.
5 A. I believe those are the only two
6 products that we -- the two SKUs we offer, so...
7 MR. HOWARTH: And, Mr. Kusima, I -- I
8 know we -- we trudged forward at the hour
9 mark. We're now at the one-and-a-half hour
10 mark, so I wanted to extend you the
11 opportunity for -- for a break, a five-minute
12 break, if you wanted one.
13 MR. ARGENTI: I could use a break, even
14 if Mr. Kusima is not ready for one.
15 THE WITNESS: Sounds good. So let's
16 take a break.
17 MR. HOWARTH: That works on our end.
18 THE WITNESS: Okay. Thank you.
19 (Recess in proceedings.)
20 THE STENOGRAPHER: We're back on the
21 record.
22 MR. HOWARTH: Could we please pull back

1 up EX 2030.
2 REMOTE TECHNICIAN: Hi, everyone,
3 welcome back. Are we ready to go back on?
4 THE WITNESS: Yes, we are.
5 REMOTE TECHNICIAN: Okay.
6 MR. HOWARTH: And could we please put
7 EX 2030 back up.
8 REMOTE TECHNICIAN: Sure.
9 MR. HOWARTH: And please go to slide 8.
10 BY MR. HOWARTH:
11 Q. Mr. Kusima, do you see the last bullet
12 in this slide states, "Seen good uptake from the
13 launch of Invisalign i7, our minor tooth movement
14 solution, which is now available at all direct
15 markets in Europe"?
16 A. Yes, I can see that.
17 Q. What is Invisalign i7?
18 A. So that is Express 7. So that's a
19 product family under Invisalign which only allowed
20 doctors to get seven stages with the aligners.
21 Q. So you mentioned Invisalign Express you
22 could get 10 --

1 A. Yes.
2 Q. -- and Invisalign Full you can get
3 more --
4 A. Yes.
5 Q. -- and Invisalign i7, you get 7?
6 A. That is correct.
7 Q. And like Invisalign Full and Express,
8 Invisalign i7 was offered when the aligners used
9 EX-30 and was continued to be offered when the
10 aligners used SmartTrack; right?
11 A. I -- I honestly can't remember when we
12 launch it. I mean, we -- we announce it in our
13 Q1 2013, so...
14 I -- I don't know -- I don't know when
15 exactly we -- we launch it.
16 MR. HOWARTH: Can we please go to slide
17 9 of EX 2030.
18 Q. And, Mr. Kusima, take a -- a brief
19 moment to review the contents of the slide.
20 A. Yes. Thank you.
21 Q. This slide discusses Align's progress in
22 Asian markets, such as China and Japan; correct?

1 A. Seems like part of it, yes.
2 Q. Specifically, as noted in the second
3 blue bullet point, "Align continues to make great
4 progress in these markets."
5 Right?
6 A. I could see that, yes.
7 Q. So prior to when this slide was made,
8 shortly after Q1 2013, Align was already making
9 great progress in the Asian market; right?
10 A. We experienced growth in Asian market,
11 that is correct.
12 Q. Please look at the first bullet point
13 under the subheading China.
14 A. Yes.
15 Q. Do you see the bullet point reads, "Our
16 strategy of leveraging KOLs and focusing on top
17 providers is contributing to continued strong
18 growth in the targeted major cities of Beijing,
19 Shanghai, Shenzhen and Guangzhou"?
20 A. Very good. Yes.
21 Q. Thank you. I was practicing my
22 pronunciation.

1 KOL refers to key opinion leaders here;
2 right?
3 A. That is correct.
4 Q. In what ways was Align leveraging key
5 opinion leaders to grow its market presence?
6 A. Based off my knowledge, when -- when
7 we're trying to introduce ourself to a certain
8 product, we want -- we want, like, a -- local key
9 opinion leaders to help us explain and educate
10 the -- the doctor base about the benefits of the
11 products, so we -- we -- we lean on reputable
12 doctors to help educate the benefit of -- of the
13 product.
14 Q. Understood.
15 So at least by 2012, and going into
16 2013, Align was having doctors in these regions
17 educate other doctors about the Invisalign system?
18 A. That is correct.
19 Q. Please look at the second bullet point
20 under the subheading China, so the next bullet
21 point. The bullet point reads, "Continue to see
22 growth from our most experienced providers, driven

1 by product and technology with Invisalign G3, G4,
2 and SmartTrack, as well as by word of mouth and
3 increasing interest in Invisalign among GPs and
4 Orthos."
5 Do you see that?
6 A. I could see that, yes.
7 Q. "Word of mouth" refers to the existing
8 customers of Align recruiting new customers in
9 these markets; right?
10 A. I actually -- I don't remember if it's
11 referring to doctors to doctor or patient to
12 patients.
13 Q. Understood.
14 So it either refers to customers, such
15 as doctors, recruiting other doctors to use the
16 Invisalign system or patients recruiting other
17 patients to use the Invisalign system?
18 A. That is correct.
19 MR. ARGENTI: Objection, form.
20 Q. The bullet point mentions Invisalign G3
21 and G4. Do you see that?
22 A. I could see that, yes.

1 Q. Are Invisalign G3 and G4 a type of
2 aligner mold?
3 A. Invisalign G3 and G4 are -- were
4 referring to product improvements. Although, I
5 cannot remember exactly what was the G3 and G4.
6 Q. Generally, what was the -- the type of
7 improvement from G3 and G4?
8 A. From time to time, we introduce items,
9 such as a different shape of attachment. So if
10 you're an Invisalign patient, doctor will put an
11 attachment so that the aligner could hold on to
12 the teeth better.
13 So the geometry of the attachment is
14 key. How it interacts with the -- with the
15 aligner.
16 We also introduce, I know, different --
17 different shape of aligners before as part of --
18 of -- of the improvements, so...
19 Those are some of the example.
20 Q. And this bullet point notes that the
21 unique features of Invisalign G3 and G4, which you
22 noted, includes different shapes, attachment

1 geometries, led to the growth discussed in this
2 slide; right?
3 MR. ARGENTI: Objection, form.
4 A. We believe it's -- those are part of the
5 reason that we are experiencing growth. So -- so
6 a lot of -- a lot of things help us grow and --
7 and -- such as SmartTracks, G3 and G4.
8 Q. Please look at the third bullet point
9 under the subheading Japan.
10 A. Okay. I could see that.
11 Q. The bullet point reads, "Strength in
12 case growth is driven primarily by mid-to-high
13 volume orthos as well as from the cumulative
14 impact of training more doctors over the past few
15 quarters."
16 A. I could see that, yes.
17 Q. So Align would train doctors on how to
18 use Align's technology in the hopes that the
19 doctors would then become established customers;
20 right?
21 A. That is correct.
22 Q. And Align reports that training and

1 educating the doctors led to a growth in cases;
2 right?
3 A. That is right. That is one of our
4 driver of growth.
5 Q. Did Align use similar strategies of
6 training doctors in other markets besides Japan?
7 A. Sorry. In -- meaning?
8 Q. Did Align train doctors in all of its
9 markets?
10 A. That is correct.
11 Align -- we -- we train doctors so that
12 they understand about the Invisalign system and
13 how to use it.
14 Q. And Align's strategy of educating
15 doctors led to a growth in the markets where it
16 was used; correct?
17 MR. ARGENTI: Objection, form.
18 A. We -- we train doctors so that they
19 could understand the -- the Invisalign system.
20 After that they need to decide if -- if the
21 aligners is the best way to treat their patient.
22 MR. HOWARTH: Please turn to slide 13.

1 Q. Mr. Kusima, do you see the slide is
2 titled Consumer Demand Strategy?
3 A. I could see that, yes.
4 Q. And the first bullet point reads, "Goal
5 to raise awareness of Invisalign and Invisalign
6 Teen as the best option for a healthy, beautiful
7 smile among adults and teens."
8 Right?
9 A. I could see that. That is correct.
10 Q. What is Invisalign Teen?
11 A. Invisalign Teen is a sub-brand that is
12 a -- a sub-product that we have under Invisalign.
13 It is -- it is aimed directly at teen.
14 We provide -- we provide three benefits,
15 if I recall. For example, parents always worry
16 that teen will lose aligners; therefore,
17 Invisalign Teen includes a free replacement
18 aligner in case your teen lost their aligner.
19 Q. What are the other differences between
20 Invisalign Teen and traditional Invisalign?
21 A. Ah. We -- I have to remember. I think
22 we include also -- what is that things called?

1 Compliance indicator. So this is like a -- if you
2 have a toothbrush that has like a blue streak that
3 goes away as you use it. So same thing. There's
4 a blue dot in the aligners so parents could see if
5 their teen used the Invisalign or not.
6 So these are aimed to make parents less
7 worry about -- about their teen compliance.
8 Q. So Invisalign Teen includes different
9 products in the Invisalign package given to the
10 patients?
11 A. Yes. It has its own distinction.
12 Q. Under the bullet Traditional Media, do
13 you see the slide states, "Secured national
14 broadcast coverage reaching a combined audience of
15 more than 9 million consumers"?
16 A. I could see that.
17 Q. And a couple bullets down there's a
18 bullet that states, "In Q2, we'll dial up our
19 efforts in traditional media designed to leverage
20 Mother's Day media opportunities"?
21 A. I could see that, yes.
22 Q. And then the last blue bullet point in

1 slide discuss -- discusses increased web traffic
2 in Europe. And there's another point discussing
3 increased web traffic in North America under Web;
4 right?
5 A. Under Web. I could see the Europe. I
6 did not see the North America.
7 Q. Under --
8 A. Oh. Web. Yes.
9 Q. Okay.
10 A. Yes. There. Yes.
11 Q. So leading up to Q1 2013, Align was
12 placing increased focus on -- on marketing and --
13 and advertising of its products; right?
14 MR. ARGENTI: Objection, form.
15 A. We spend -- we spend money on
16 advertising and media awareness, that is correct.
17 Q. And Align reported that its increased
18 focus on marketing and advertising, it was driving
19 growth; correct?
20 MR. ARGENTI: Objection, form.
21 A. Among other things. Advertising is one
22 of the driver to growth.

1 Q. And because of the success, Align had
2 additional marketing strategies that it was
3 looking to deploy in Q2 of 2013; right?
4 A. Sorry. If you don't mind rephrasing,
5 repeating the questions.
6 Q. Sure.
7 Under the Traditional Media bullet
8 point, there's another bullet point --
9 A. Uh-hmm.
10 Q. -- where it says, "In Q2, we'll dial up
11 our efforts in traditional media designed to
12 leverage Mother's Day media opportunities."
13 Right?
14 A. I could see that, yes.
15 Q. And so because of the success that Align
16 was having with advertising, Align had additional
17 marketing strategies, such as that one, that it
18 was looking to deploy in Q2 of 2013?
19 A. I could say from the -- from the -- yes,
20 it seems like they're trying to -- what I don't
21 know is if the dial-up effort just on that day or
22 for the full quarter. I can't remember if the

1 overall spending changed or not.
2 Q. Understood.
3 MR. HOWARTH: Please turn to slide 14,
4 the next slide.
5 Q. Do you see the second bullet point, the
6 second sentence reads, "In addition, we continue
7 to see leverage in the Invisalign business from
8 scanner technology and maintain our belief in the
9 long-term benefits of the scanner and CAD/CAM
10 services business"?
11 A. I could see that sentences, yes.
12 Q. So Align was going to leverage its --
13 its scanner and CAD/CAM businesses to drive sales
14 of Invisalign; right?
15 MR. ARGENTI: Objection, form.
16 A. I think, among other things, doctor
17 likes to use the CAD/CAM. It -- it helps them
18 provide a better consumer experience in -- in
19 taking digital impression of the -- of the
20 patient's mouth.
21 Q. And when a doctor used the Align CAD/CAM
22 services business, would that help drive sales of

1 the Invisalign aligners?
2 A. I -- I mean, I am just reading it from
3 here. It said so, so...
4 But, I mean, I don't know if we're able
5 to quantify the exact -- the exact amount.
6 Q. The last bullet point in this slide
7 states, "... we continue to believe there are
8 potentially a few other high quality intraoral
9 scanners that over time can be made to support
10 interoperability with Invisalign," and then it
11 continues.
12 "Before we would move ahead with this,
13 Align will need to ensure the quality of the scan
14 as well as the customer experience is up to our
15 high standards."
16 Do you see that?
17 A. I could see that, yes.
18 Q. So it was important for Align's clear
19 aligners to work with high quality intraoral
20 scanners because the scanner and aligner business
21 were interrelated; right?
22 MR. ARGENTI: Objection, form, scope.

1 A. I'm not sure I understand the -- the
2 word "interrelated."
3 Q. It was important for Align that it had
4 high quality intraoral scanners as it related to
5 sales of the Invisalign aligner; right?
6 MR. ARGENTI: Objection, form, scope.
7 A. I think -- I want to say that the
8 intraoral scanner is a tool the doctor use to take
9 impression of the patient indentations and then
10 after that, then will be able to use it to create
11 the ClinCheck and then we would be able to
12 manufacturing aligners that will deliver the
13 result.
14 So, I mean, it is -- it is part of the
15 equation, but at the end, it -- it goes down to
16 our -- the aligner's ability to drive the result
17 as intended.
18 Q. So from the scanner phase to the
19 ClinCheck phase to aligner phase, those
20 technologies are all working together from start
21 to finish; right?
22 MR. ARGENTI: Objection, form, scope.

1 A. I would -- I would think that the most
2 important part is between the ClinCheck and then
3 the -- the aligners, to make sure that -- that the
4 treatment and then the force is appropriate for
5 the patients.
6 MR. HOWARTH: Please turn to slide 17.
7 Q. Do you see the -- the first bullet point
8 reads, "Mid-course correction provides our
9 customers with the option of requesting a
10 treatment correction during active treatment if
11 the case is not tracking to the original treatment
12 plan or goals, giving doctors the ability to
13 'adjust course' based on the needs of the
14 individual patient"?
15 A. That is correct. I can see that.
16 Q. What is Align's mid-course correction
17 policy discussed in this slide?
18 A. You mean at that time?
19 Q. Yes.
20 A. I believe that at that time, which is --
21 this is -- we did this -- I think this is Q1. So
22 that we -- we -- if I just look at that, the

1 second from the bottom bullet point, so we charge
2 doctors if they want to order a -- mid-course
3 corrections aligners.
4 Q. And -- and what are mid-course
5 correction aligners?
6 A. Mid-course correction aligners is if the
7 doctors order a set of aligners and at any given
8 time if they feel that -- that the -- that the
9 progressions of the treatment is not tracking,
10 they are -- they are -- they could always ask for
11 a new set of aligners.
12 And then there are times that they could
13 ask for it for free if it determined that it is
14 due to Align's fault. And there is times that
15 they will have to pay if it's due to how they
16 prescribed a treatment.
17 Q. And this slide reports that starting
18 June 15th, 2013, that Align was removing the fee
19 for up to three free mid-course correction orders;
20 right?
21 A. Seems to be the case, yes.
22 Q. Without this fee, Align expected that

1 more customers would opt for mid-course correction
2 orders; right?
3 A. No. Actually, we removed the fees
4 because we hoped that the -- more customers will
5 start -- will purchase the treatment, not to opt
6 for mid-course correction.
7 Q. So without this fee, Align expected that
8 there would be higher customer satisfaction and --
9 and more customers would use Invisalign; right?
10 A. That is fair to assume, yes.
11 Q. Are you aware of whether Align kept this
12 policy of not charging for mid-course corrections
13 after June 15th, 2013?
14 A. It -- it changed, but in generally, yes,
15 we -- we do not -- we do not charge for mid-course
16 correction.
17 Q. And you noted that Align would send new
18 aligner products if a treatment correction was
19 requested as part of the mid-course correction?
20 A. That is correct.
21 Q. Do you recall in slide 5 we looked at
22 the chart that measured the total cases of

1 Invisalign clear aligners in Q1 fiscal year 2013?
2 A. You're referring to the 98,175?
3 Q. Correct.
4 A. That is correct.
5 Yes, I recall that.
6 Q. Did Align count cases sold as part of
7 the mid-course correction in its total cases of
8 Invisalign in that chart?
9 A. We do not.
10 Q. Okay.
11 A. Those are new patients starts.
12 Q. Understood.
13 MR. HOWARTH: Please turn to slide 22.
14 Q. Do you see the second bullet point down
15 discusses "an increase in Vivera Retainer revenue
16 from consolidating shipments down to one shipment
17 per year"?
18 A. In the -- to the right?
19 Q. Yes.
20 A. Yes, I can see that.
21 Q. And you noted earlier that Vivera
22 Retainer was a retainer made out of a different

1 material than EX-30 and SmartTrack that Align
2 would provide at the end of an Invisalign
3 treatment?
4 A. That is correct.
5 Sorry. It's not that we provided it.
6 That -- that doctors or the patient could choose
7 to purchase it.
8 Q. Understood.
9 Do you know what is being referred to
10 when this slide discusses consolidating shipments
11 of Vivera Retainer?
12 A. Yes, I do.
13 So in the U.S. market, Vivera has four
14 set of retainers, like retentions, retainer. In
15 the international market, the international
16 customers, it is three sets. So then, originally,
17 we used to ship each set separately so that Align
18 will incur for shipping costs for the U.S. -- the
19 U.S. customer. So then we -- we just combined it
20 so -- so that it doesn't cost us four times the
21 shipping costs.
22 Q. Were similar shipping consolidation

1 strategies employed for Align's aligner products?
2 A. No.
3 We always -- so if you purchase, like,
4 an Invisalign Full or Invisalign Express back
5 then, we will send you all the aligners at once.
6 Q. And so this bullet point is discussing
7 using a similar strategy to what was already being
8 used in the clear aligners for the Vivera
9 retainers?
10 A. You could say -- say that.
11 I don't know if it's really strategy.
12 It was really more just logistic because there is
13 no -- I mean, there is no reason to send a --
14 Invisalign aligners separately because then
15 that -- I mean, the -- the doctors will need a new
16 one to continue to progress the treatment, versus
17 for Vivera is just to hold, so...
18 Q. Understood.
19 So, as you noted, the Vivera retainers
20 were now being sent in, in one shipment, instead
21 of four separate ones in the U.S.?
22 A. That is correct.

1 Q. Do you see the second-to-last bullet
2 point on this slide states, "Revenues were
3 impacted by lower ASPs, due to higher promotions
4 and rebates as well as product mix shift to
5 lower-priced products"?
6 A. I could see that, yes.
7 Q. Does "higher promotions and rebates"
8 refer to changes in policies like the mid-course
9 correction fee we just looked at?
10 A. Actually don't recall the detail, but --
11 I don't recall how much money Align generated for
12 mid-course corrections, so...
13 But I think the promotions and rebates,
14 I think for us, typically they're referring to
15 discounts.
16 Q. And what are examples of when those
17 discounts would be offered?
18 A. Sorry. When you said when the discount
19 will be offered, but would that --
20 Q. What are examples of the discounts --
21 A. Ah.
22 Q. -- that you're referring to?

1 A. So Align Technology has a volume
2 discount program. We call it our Invisalign
3 Advantage Program. So as doctors purchase more
4 and more -- so if you're purchasing X number of
5 Invisalign a quarter, you get this -- this many
6 discount. If you purchase a different number,
7 higher number, you get more discount. So that's
8 likely what it's referring to.
9 Q. And what are the "lower-priced products"
10 being referred to here that Align shifted to?
11 A. So for us, Invisalign Full is always --
12 it was called Invisalign Full back then and
13 Invisalign Comprehensive now. That is our
14 complete, comprehensive, expensive product, so to
15 speak. The -- the lower-priced product would be
16 like Invisalign Express.
17 Q. And revenues increased year over year
18 for Q1 2013; right?
19 A. Year over year from Q1 2013 to -- you
20 mean it is -- even from Q1 2012?
21 Q. Correct. Correct.
22 From Q1 2012 to Q1 2013, revenues

1 increased; right?
2 A. That is correct.
3 Q. So the lower average sale price, higher
4 promotions and lower-priced products contributed
5 to this increase in Invisalign revenue?
6 A. I could see that in the bullet point,
7 yes.
8 Q. Yeah.
9 MR. HOWARTH: Please turn to slide 23,
10 the next slide.
11 Q. Mr. Kusima, do you see at the bottom
12 left, in red, there is a statement "Acquisition of
13 Cadent April 29th, 2011"?
14 A. I could see that, yes.
15 Q. You mentioned this briefly before. Why
16 did Align acquire Cadent?
17 A. We acquire Cadent because we believe
18 Cadent -- the -- the future of orthodontist is
19 to -- to -- to use intraoral scanner, to improve
20 patient's experience.
21 Q. And Cadent owned the iTero scanner
22 family; right?

1 A. That is correct.
2 Q. Prior to Align's acquisition of Cadent,
3 did Align have their own 3D scanning technology?
4 A. We do not.
5 Q. Do you see the second bullet point in
6 this slide reads, "QoQ decrease in Invisalign
7 gross margin primarily reflects a $1.1 million
8 reserve of the older aligner material as we
9 transitioned to SmartTrack material"?
10 A. I could see that, yes.
11 Q. Is that referring to the transition
12 period you had mentioned earlier from --
13 A. From when?
14 Q. From when EX-30 was continuing to be
15 sold even after the release of SmartTrack.
16 A. I -- I believe so.
17 Q. So trying to get a lay of the land here.
18 EX 2030 describes a variety of Align's
19 product offerings; correct?
20 A. You said Exhibit 2030, like you mean the
21 exhibit --
22 Q. Yes. Correct.

1 This Exhibit, 2030 --
2 A. Yes.
3 Q. -- describes a variety of Align's
4 product offerings?
5 A. That is correct.
6 Q. So there was the Invisalign Full,
7 Invisalign Express, Invisalign i7, treatment
8 plans, the G3 and G4, geometries, and then the --
9 the different CAD and scanner softwares that Align
10 sold; right?
11 MR. ARGENTI: Objection, form.
12 A. I -- I could see that from the
13 presentation, among other things, yes.
14 Q. Was it typical for a customer to buy
15 more than one of Align's products across these
16 families?
17 MR. ARGENTI: Objection, form.
18 A. Yeah. I mean, customers will -- will
19 select the product that will help them achieve
20 their treatment goal.
21 Q. And would -- would a customer buy from
22 the iTero family, for instance, and also from the

1 Invisalign family?
2 MR. ARGENTI: Objection, form.
3 A. I think we have -- we have all different
4 variations of permutations.
5 I also just want to point out that --
6 that majority of customers, they typically buy --
7 like they buy -- it's not -- unlike a clear
8 aligner, where you continue to purchase, iTero you
9 don't continue to purchase scanners.
10 Q. Understood.
11 So a customer would buy iTero one time
12 and then continue to buy the Invisalign products
13 and the Invisalign family?
14 A. Generally, yes. Generally speaking.
15 MR. ARGENTI: Objection, form.
16 Q. Did Align offer any discounts or rebates
17 on the aligner product if a customer was already
18 using one of Align's other products or services?
19 A. At one point, but we no longer do that.
20 Q. When did Align stop doing that?
21 A. I cannot remember for sure.
22 Q. But at the time of this presentation,

1 Align was -- was still doing that; right?
2 A. Actually can't even remember if we
3 offered it at that time or not.
4 Q. So at some time between when Align
5 acquired Cadent in 2011 until now, Align offered a
6 discount on clear aligner products if a customer
7 was already using one of Align's other services
8 and products?
9 A. That is a fair statement.
10 Q. And these discounts provided further
11 incentive for a customer to use multiple products
12 across Align's platforms; right?
13 MR. ARGENTI: Objection, form.
14 A. I mean, I don't know how -- I would
15 not -- I would not be able to quantify how that --
16 like, I hope so, but, I mean, I don't -- I don't
17 know how to quantify -- quantify that benefit.
18 Q. Understood.
19 It provided some benefit, though; right?
20 A. You -- you would -- you would hope that
21 it does help.
22 Q. You mentioned earlier about the

1 acquisition of Cadent, how Align was looking to
2 build out its platform for the future of dental
3 technology. Why did Align place a strong -- such
4 a strong emphasis on building out its platform?
5 A. Can you help define "platform"?
6 Q. The different families. So the -- you
7 know, the Invisalign family, the iTero family.
8 Why did Align feel it was important to
9 build out these different families?
10 A. Hmm.
11 MR. ARGENTI: Objection, form.
12 A. So the belief was that -- that the
13 customer experience, the consumer experience would
14 improve greatly because a patient would prefer a
15 digital capture versus putting, like, a -- PVS
16 materials into their mouth.
17 Q. Understood.
18 MR. HOWARTH: That's all for EX 2030.
19 I'm going to attempt to drag and drop
20 another -- another document. Bear with me as
21 I wait for the document to load.
22 Okay. It should have sent in the chat.

1 REMOTE TECHNICIAN: Okay. Please stand
2 by.
3 (Exhibit 2031 was PREVIOUSLY marked for
4 identification and is attached to the
5 transcript.)
6 MR. HOWARTH: And -- yeah.
7 Q. Mr. Kusima, do you recognize this
8 document as Exhibit 2031, that was included with
9 your declaration?
10 A. Yes, I could see that. I recognize it.
11 Q. And would this document, EX 2031, also
12 have been intended for investors, like EX 2030?
13 A. That is correct.
14 Q. And would this document, EX 2031, also
15 have been prepared by a collaborative team of
16 people having knowledge of the products and
17 marketing, just like with EX 2030?
18 A. That is correct.
19 Q. And as with EX 2030, it was important to
20 be truthful and accurate in Align's report in
21 EX 2031; correct?
22 A. That is correct.

1 Q. The first slide in this presentation is
2 titled Quarterly Financial Results Q4 2012;
3 correct?
4 A. That is correct.
5 Q. As we discussed, Q4 2012 runs from
6 October 1st to December 31st, 2012; right?
7 A. That is correct.
8 Q. Would this presentation in EX 2031 have
9 been created shortly after the end of Q4 2012?
10 A. That's correct.
11 Q. And since SmartTrack was released in
12 January 2030 -- 2013, this presentation would have
13 summarized financial results before the release of
14 SmartTrack; right?
15 A. The presentation, I think, is probably
16 created around the time of the release, but the
17 results should be before the release.
18 Q. Understood.
19 MR. HOWARTH: Please turn to slide 5.
20 Q. Do you see the first bullet point
21 states, "Solid fourth quarter results culminated
22 in a record fiscal year with over 17 percent

1 growth for Invisalign volume, reflecting continued
2 adoption and increased utilization"?
3 A. I could see that, yes.
4 Q. So even before the release of
5 SmartTrack, Align had had a record fiscal year;
6 right?
7 A. Appears so, yes.
8 MR. HOWARTH: Please turn to slide 6,
9 the next slide.
10 Q. Do you see the second blue bullet point
11 reads, "... in Q4 we saw a continued softness in
12 Invisalign case volume due to broader market
13 conditions as well as disruption of our customers'
14 practices from Superstorm Sandy"?
15 A. I could see that, yes.
16 Q. And then below that, the bullet point
17 reads, "Storm affected our customers in the
18 mid-Atlantic and Northeastern Region, with the
19 greatest impact on the major metropolitan areas in
20 New York and New Jersey. While fairly few
21 practices experienced serious damage, most
22 reported delayed or canceled patient appointments

1 or consultations which impacted their case
2 starts."
3 Correct?
4 A. I could see that, yeah.
5 Q. But as we -- so -- so because of
6 Hurricane Sandy, Align's Invisalign's sales were
7 lower than usual in the last quarter of 2012;
8 right?
9 A. Appears so, yes.
10 Q. But as we saw on the last slide, Align's
11 Invisalign sales for all of 2012 had solid growth,
12 even despite the abnormally low Q4 caused by the
13 storm; right?
14 A. Yes, I -- I could see -- I could see
15 both -- both -- both slides.
16 MR. HOWARTH: Please turn to slide 9.
17 Q. Do you see the first bullet point under
18 International Doctors reads, "Sequential increase
19 reflects a seasonal rebound in Europe, offset
20 primarily by a decrease from our Asia Pacific
21 distributor which is historically down in Q4"?
22 A. Yes, I could see that.

1 Q. So as with the North American market,
2 the Asian Pacific market had abnormally low sales
3 in Q4?
4 MR. ARGENTI: Objection, form.
5 A. I don't think that's what it says.
6 I think it just says that Europe --
7 seasonally, Europe is low in Q3, high in Q4
8 because we -- we do more business.
9 Offset primarily by a decrease from our
10 Asia Pacific distributor which is historically
11 down in Q4. So I see this as basically saying
12 that Asia Pacific is typically lower in Q4 than
13 Q3.
14 I don't -- I don't see that indicating
15 anything out of the ordinary.
16 Q. And below that, "Year-over" -- the
17 bullet point reads, "Year-over-year increase
18 reflects growth from almost every country."
19 Right?
20 A. Yes, I could see that.
21 Q. So even in Europe and the Asian Pacific
22 market, the year-over-year growth for 2012 still

1 increased; right?
2 A. Appears so, yes.
3 MR. HOWARTH: Please turn to slide 10,
4 the next slide.
5 Q. Do you see the third bullet point reads,
6 "We have a strongly engaged repeating customer
7 base that is increasingly recommending Invisalign
8 to their peers and patients"?
9 A. I could read that, yes.
10 Q. Are the "engaged repeating customers"
11 described here similar to the word-of-mouth
12 customers that we looked at in EX 2030?
13 A. I don't -- I don't know how to tie one
14 to the other, to be honest.
15 Q. At the time of this presentation in
16 early 2013, summarizing fiscal year 2012 --
17 A. Uh-hmm.
18 Q. -- Align had a strong base of customers
19 who were already using Invisalign and these
20 customers were continuing to grow Align's customer
21 base by recommending Invisalign to other
22 customers; right?

1 A. Oh, I see. I see you're referring to
2 the second part of the blueprint. Okay. Yes, I
3 can see that, yes.
4 Q. And now that you're looking at this
5 second bullet point, is that describing something
6 similar to the word-of-mouth customers we looked
7 at on EX 2030?
8 A. I just want to see if it's like the same
9 market even that they're talking. Let me just
10 check the other...
11 Oh, I see. Yes, it was for the same.
12 China. Okay.
13 Q. So it -- so you agree it appears to be
14 describing something similar to the word-of-mouth
15 from EX 2030?
16 A. Yes.
17 MR. ARGENTI: Object to form.
18 A. It seems to be the case.
19 MR. HOWARTH: Please turn to slide 14.
20 Q. Do you see the -- there's blue bullet
21 points reporting Align's focus on traditional
22 advertising and social media?

1 A. Yes. The second and -- the third and
2 the fourth.
3 Q. And the last bullet point discusses
4 Align's new TV consumer campaign; right?
5 A. Yes, I could see that.
6 Q. So Align was placing an increased focus
7 on -- on advertising going into 2013; right?
8 A. I'm trying to read the whole page.
9 I see that it says that Align is
10 expected to consistently, on air -- with no more
11 than two consecutive weeks of air. Also have a
12 new consumer campaign in development.
13 It did not anything about -- it did not
14 say anything about increasing or not. So I -- I
15 am just trying to make sure I don't
16 mischaracterize it for you.
17 So I see that it says that they --
18 there -- we were trying to be more consistent on
19 air. I do not recall whether it's an -- you used
20 the word emphasize or increase. I don't know if
21 that's a -- that's the case or not.
22 Q. Advertising was a focus of Align going

1 into 2013?
2 MR. ARGENTI: Objection, form.
3 A. I don't know.
4 A focus, if that's just saying that we
5 did not do it back then, and then suddenly we did
6 it, like advertising is one of the -- the
7 activities that Align does to -- to help educate
8 the masses.
9 Q. And --
10 A. So I don't know if "focus" is -- is the
11 right word.
12 Q. Understood.
13 And -- and to your point, it's been a
14 priority for -- for Align starting, you know,
15 since 1999 until now?
16 MR. ARGENTI: Objection, form.
17 A. We do advertising from time to time. I
18 can't remember the starting point -- starting
19 point, but we do -- Align -- Align does
20 advertising to educate the -- the patient and the
21 consumer.
22 Q. Do you see there's also a bullet point

1 2012 Impact?
2 A. I could see that, yes.
3 Q. And Align reports more than 5.4 million
4 visitors to Invisalign.com for 2012, up 23 percent
5 from 2011; correct?
6 A. I could see that, yes.
7 Q. Is Invisalign.com Align's own website?
8 A. That is correct.
9 Q. Is an increase in website visits an
10 indicator of an increase in commercial growth?
11 A. It's an indicator of consumer awareness.
12 And then, after that, they will go to talk to
13 their doctors. And then, based on the doctor's
14 recommendations and the patient preference, they
15 will decide if -- if Invisalign is the right thing
16 for them.
17 Q. So Align saw a 23 percent growth in
18 visits to its website, which indicated a growth in
19 consumer awareness, before SmartTrack had even
20 been released; right?
21 A. This is Q4 '12. That is correct. That
22 it's an increase in awareness, that is correct.

1 MR. HOWARTH: Please turn to slide 15,
2 the next slide.
3 REMOTE TECHNICIAN: I'm sorry, Counsel.
4 Say that one more time.
5 MR. HOWARTH: Slide 15, please. The
6 next slide. Thank you.
7 Q. So this slide is also titled Consumer
8 Demand Strategy. Mr. Kusima, just take a moment
9 to review the slide.
10 A. Thank you for the time. I read through
11 the -- the slide.
12 Q. And so, like the -- slide 14, this slide
13 is discussing Align's sales and marketing, some of
14 which is beginning in 2013; correct?
15 A. Some of it's beginning in 2013, meaning
16 like we do it for the first time?
17 Q. Correct.
18 And I can point you to --
19 A. Third line?
20 Q. The -- the first sentence, for instance,
21 says, "Within Europe, on the consumer marketing
22 front, we are launching an integrated consumer

1 campaign..."
2 A. That is correct.
3 Q. And so like slide 14, this slide shows
4 the sales and marketing efforts of Align, some of
5 which it was launching in 2013.
6 A. I just want to make sure because I think
7 if I read, it says, "... we are launching an
8 integrated consumer campaign in all 5 direct
9 European country markets this month."
10 So I'm not sure it's the -- the word --
11 the first time that they're thinking or the word
12 "launching" is they integrated or if we done
13 consumer advertising before in Europe. I could
14 not tell by these sentences.
15 Q. Understood.
16 Align was doing something different for
17 the first time starting in 2013 as it related to
18 its advertising?
19 A. Based on that third lines, that is
20 correct. I can see that.
21 MR. HOWARTH: Please turn to slide 16.
22 Q. Do you see the last bullet point

1 describes -- discusses "... an increase in
2 Invisalign utilization among scanner customers,
3 particularly orthos" and that Align expects this
4 positive trend to continue?
5 A. I could see that, yes.
6 Q. So this slide reports that more and more
7 existing scanner customers of Align were beginning
8 to utilize Align's clear aligner products; right?
9 MR. ARGENTI: Objection, form.
10 A. I'm not sure I could make a conclusion
11 that -- that a doctor do more aligners, clear
12 aligners during this time because of iTero or is
13 the doctors was increasing Invisalign purchasing
14 iTero. I could not -- I could not make a
15 conclusion based off that statement.
16 MR. HOWARTH: Please turn to slide 39.
17 Q. Do you see the last bullet point reads,
18 "For scanner and CAD/CAM services, Q4 is typically
19 the strongest quarter for dentists and specialists
20 to purchase capital equipment. As such, we would
21 expect Q1 sales to be down sequentially from Q4"?
22 A. I could see that, yes.

1 Q. So at the time this presentation was
2 made, at the end of fiscal year 2012, Align
3 expected sales of its scanner and CAD/CAM services
4 in Q1 to be lower than the previous quarter;
5 right?
6 A. That is correct.
7 We -- we -- within the CAD/CAM scanner
8 industry, it is customary that typically doctors
9 make majority of their scanner purchases in the
10 last quarter of the year versus the first quarter.
11 Q. But as we saw in EX 2030, sales of
12 scanner and CAD/CAM services in Q1 2013 actually
13 had a 20.3 percent increase from Q4 2012; right?
14 A. And let me see.
15 Q. And that's EX 2030 slide 5, if that
16 helps direct you.
17 A. Ah. I could see that, yes. That is
18 correct. I could see that. It was up
19 20.3 percent, quarter over quarter.
20 Q. So sales of the scanner and CAD/CAM
21 technology exceeded expectations in the first
22 quarter of 2013; right?

1 A. It appears to be the case, yes.
2 MR. HOWARTH: Please turn to slide 42.
3 Please turn to 42, please. Thank you.
4 Q. Do you see the second sentence in the
5 second bullet point reads, "We are starting off
6 the new year with several new products and feature
7 enhancements including the new iTero scanner,
8 Invisalign Outcome Simulator, and Invisalign G4
9 Enhancements which are all commercially available
10 in Q1 '13"?
11 A. You said the second one; right?
12 Q. Yes. The second sentence of the second
13 bullet point.
14 A. I could see that, yes. Thank you.
15 Q. So Align launched numerous other
16 products in Q1 2013 at the same time as
17 SmartTrack; right?
18 A. That appears to be the case, yes.
19 Q. Do you see the next sentence in that
20 same bullet point reads, "In addition, our
21 customers are reporting improving trends in
22 patient traffic in their offices and for

1 Invisalign case starts. That near term trend,
2 along with our low penetration into the overall
3 orthodontic market, reinforces our long-term view
4 of topline growth of 15 percent or higher..."?
5 MR. ARGENTI: Objection.
6 A. I could see that, yes.
7 Q. And then the next sentence reads,
8 "... assuming patient traffic continues to
9 improve, we believe that this will be another
10 solid year in terms of Invisalign case starts."
11 A. I can see that, yes.
12 Q. So just based solely on the proven
13 trends in patient traffic from 2012, Align was
14 expecting a growth in revenue of at least
15 15 percent for the next year; right?
16 MR. ARGENTI: Objection, form.
17 A. When you say "next year," in 2013.
18 Well, I think -- I think, when I read it, I don't
19 know, it was just assuming just one patient
20 traffic. I think it...
21 I'm not sure what is the framework that
22 it was referring to here. That's why. It says,

1 "Can cover our framework for 2013, assuming
2 patient traffic continues to improve."
3 I'm trying to remember what was the
4 framework that it was referring to.
5 Q. Based on this slide, the bullet point
6 mentions improving trends in patient traffic in
7 2012; right?
8 A. Sorry. Which line are we referring to?
9 Q. The third sentence in the second bullet
10 point starting with "In addition..."
11 "In addition, our customers are
12 reporting improving trends in patient traffic..."
13 A. Sorry. It's just very long sentences.
14 I'm trying to --
15 Q. Understood.
16 A. -- digest where it start, where it ends.
17 Okay. I could see -- I could see the
18 sentences. And if you don't mind repeating the
19 questions.
20 Q. Sure.
21 So based solely on the improving trends
22 in patient traffic from 2012, Align was expecting

1 a growth in revenue of at least 15 percent for the
2 next year?
3 MR. ARGENTI: Objection, form.
4 A. I just don't know how we said solely.
5 That's the part that I -- I cannot find in the
6 sentences.
7 Q. Is it fair to say, then, that based on
8 improving trends in patient traffic from 2012,
9 Align was expecting growth in revenue of at least
10 15 percent for the next year?
11 MR. ARGENTI: Objection, form.
12 A. Again, I could see the sentences, but
13 I -- I just -- "That near term trend, along with
14 our low penetration into the overall orthodontic
15 market, reinforces our long-term view of topline
16 growth of 15 percent or higher."
17 It just stated that. It did not say
18 anything particular's responsible for that growth
19 of 15 percent or higher.
20 Q. In that second-to-last sentence starting
21 with "That near term trend..."
22 A. Uh-hmm.

1 Q. You understand the "near term trend"
2 it's referring to is the increase in patient
3 traffic in 2012; right?
4 A. That is the other part that I am trying
5 to understand. It did not refer to anything that
6 "near term trend." Maybe the sentence before it.
7 Q. Yeah. Correct.
8 A. Okay. That -- I mean, if I -- if I
9 understand correctly, it probably says we're
10 starting off the new year with several new
11 products. So the "near term trend" -- the "near
12 term trend" seems to point to the beginning of the
13 year, then, the beginning of 2013.
14 Q. Do you see that the sentence starting
15 with, "In addition..." in the middle of that
16 bullet --
17 A. Right. I could see that.
18 Q. -- notes that "customers are reporting
19 improving trends in patient traffic"?
20 A. Well --
21 MR. ARGENTI: Objection, form.
22 A. "Customers are reporting improving

1 trends," I could see that, yes.
2 Q. And then the next sentence starts, "That
3 near term trend, along with our low penetration
4 into the overall orthodontic market, reinforces
5 our long-term view of topline growth of 15 percent
6 or higher."
7 A. I think -- I think -- so your question,
8 if I -- if I could see the statement or if I -- if
9 you're asking me to interpret it in a certain way?
10 I'm trying to understand.
11 Q. The near term trend in that sentence --
12 A. Uh-hmm.
13 Q. -- refers to improving trends in patient
14 traffic; right?
15 MR. ARGENTI: Objection, form.
16 A. Seems to be that way, but, I mean...
17 Q. And that near term trend of improving
18 patient traffic was one reason why Align believed
19 that long-term topline growth would be 15 percent
20 or higher?
21 A. Amongst other things.
22 I would be surprised if our business is

1 only driven by patient traffic.
2 Q. Understood.
3 MR. HOWARTH: Mr. Kusima, we've been
4 going for a little bit now. I wanted to
5 offer you a break, if you would like one.
6 THE WITNESS: I'm okay, but I want to
7 ask to the team because if -- if everybody
8 needed a break...
9 MR. ARGENTI: I'm okay with continuing
10 going. Does it make sense to figure out a --
11 a longer break for lunch at some point,
12 though?
13 MR. HOWARTH: Sure.
14 MR. ARGENTI: Whether now or at a set
15 time in a little while.
16 MR. HOWARTH: So is it -- what time is
17 it Pacific Coast Time right now, Mr. Kusima?
18 THE WITNESS: 11:49.
19 MR. HOWARTH: Why don't we, if you're
20 okay with it, go for a little bit longer and
21 then we can take a lunch break, a longer
22 lunch break after that, if that's okay with

1 you.
2 THE WITNESS: I'm good.
3 MR. HOWARTH: Okay.
4 MR. ARGENTI: Mr. Kusima, we could -- we
5 could also -- we don't need to take a lunch
6 break, depending on how long you think the --
7 the questioning might continue to go. If
8 you -- if you think it's an hour or so, I
9 think we could -- we could always just power
10 through.
11 THE WITNESS: I'm flexible, yes.
12 MR. HOWARTH: I -- I don't -- don't want
13 to go too long and then -- and have
14 Mr. Kusima miss a lunch break.
15 For now we can just -- we'll plan to
16 take a lunch break after -- in a little bit,
17 if that works for -- for you, Mr. Kusima.
18 THE WITNESS: Works for me. And any --
19 any way that this -- this group thinks is
20 best.
21 MR. ARGENTI: Okay. Appreciate it.
22 So bear with me. I'm going to drag and

1 drop another file in chat.
2 REMOTE TECHNICIAN: Stand by.
3 (Exhibit 2032 was PREVIOUSLY marked for
4 identification and is attached to the
5 transcript.)
6 THE WITNESS: This is the one we just
7 saw; right?
8 REMOTE TECHNICIAN: Hold on. Give me
9 one second.
10 Q. Mr. Kusima, do you recognize this
11 document as Exhibit 2032, cited in your
12 declaration?
13 A. I do.
14 Q. And like Exhibit 2030 and 2031, this
15 document would have been prepared for Align's
16 investors; right?
17 A. That is correct.
18 Q. And like Exhibit 2030 and 2031, it would
19 have been prepared by a collaborative team that
20 had knowledge of Align's finances, marketing,
21 and -- and products; right?
22 A. That is correct.

1 Q. And as with Exhibit 2030 and 2031, it
2 was important to be truthful and accurate in
3 Align's quarterly financial report in EX 2032?
4 A. That's correct. Yeah.
5 MR. HOWARTH: Could we go to the next
6 page, please.
7 Q. The first slide in this presentation is
8 titled Q4 and Full Year 2025 Financial Results;
9 correct?
10 A. That is correct.
11 Q. And the slide reports the presentation
12 was created February 4th, 2026; correct?
13 A. It is correct.
14 MR. HOWARTH: Please turn to slide 8.
15 And for this one, you might have to go to the
16 ninth page to get to slide 8 because there
17 was a cover page. Yeah.
18 Q. Mr. Kusima, do you see there's an arrow
19 going left to right on this slide that reads
20 Prevalence of Malocclusion 75 percent?
21 A. Yeah, I see that, yes.
22 Q. So this slide reports an increase in the

1 oral health issue malocclusion; correct?
2 A. I don't know -- I don't know if it's an
3 increase or not. I cannot tell. But I always
4 thought that the prevalence of malocclusion is
5 always at 75 percent.
6 Q. What's your understanding of the arrow
7 going left -- left to right on the page?
8 A. Across the globe.
9 Q. Do you see the top of this slide reads
10 Digital Only Way to Treat the Population?
11 A. I could see that, yes.
12 Q. "Digital" refers to products in Align's
13 CAD and scanner technology families; right?
14 A. It actually refers to all of the above,
15 like, because, we always also position that
16 Invisalign is a digital treatment versus wire and
17 bracket is analog.
18 Q. And is that because of the Clin- --
19 A. Correct.
20 Q. -- ClinCheck?
21 A. That is correct.
22 Q. So this slide emphasizes the importance

1 of all those digital components in Align's
2 technologies in treating the occurrences of oral
3 health issues; right?
4 A. Safe to say yes.
5 MR. HOWARTH: Please turn to the next
6 page, slide 9.
7 Q. This slide discusses Align's iTero
8 scanner; right?
9 A. Yes, that is correct.
10 Q. So Align continued selling the iTero
11 scanner up to this time in 2025; right?
12 A. That is correct.
13 Q. What does the statement "It starts with
14 an iTero scanner at every chair" mean in this
15 slide?
16 A. That we want -- we want -- actually, the
17 point I'm trying to remember is if it's referring
18 to we want the doctors to use iTero to capture the
19 digital image or -- or we're trying to tell
20 doctors that they should always scan every
21 patients whether it's for orthodontic or for
22 restorative related. So I'm trying to remember.

1 I think it's really more referring to
2 the second one because we're trying to tell
3 doctors they -- they should use iTero for their
4 cavity appointment, their -- their crown, their
5 bridges. So that's why we said we want doctor to
6 always scan.
7 Q. Understood.
8 So, in other words, this is showing that
9 Align wanted doctors to use the scanner for as
10 many applications as -- as they could?
11 MR. ARGENTI: Objection, form.
12 A. That is correct.
13 MR. HOWARTH: Please turn to slide 10,
14 the next slide.
15 Q. Mr. Kusima, what is shown in -- in this
16 slide?
17 A. This is what we call Align digital
18 platform which are the multiple different things
19 that -- that we do for doctors.
20 Q. And at the bottom there, there's the
21 Invisalign, iTero, exocad and Vivera brands;
22 right?

1 A. Yes.
2 Q. So does this go to your statement you
3 just made, that the digital platform spanned
4 across these different families?
5 A. That is correct. Like they're part of
6 the product offering that we -- that we do for our
7 doctors.
8 Q. Do you see there are icons on this slide
9 labeled Connect, Scan, Diagnose, Plan, Treat,
10 Monitor, and Retain?
11 A. I could see that, yes.
12 Q. Is it your understanding this refers to
13 the use of digital technology throughout all
14 stages of a treatment process?
15 A. Treatment process. I think it's the
16 digital technology on a different stage.
17 Q. Uh-hmm.
18 A. I'm trying to remember what is connect.
19 But scan, I could -- I could tell. It's
20 when we use digital technology to scan.
21 Q. Uh-hmm.
22 A. Diagnose, I think, is also related to

1 scan and diagnose.
2 Plan is for ClinCheck.
3 Treat is for ClinCheck. ClinCheck and
4 the aligners.
5 Monitor, I think that's for -- I think
6 we -- we have a technology where patient could --
7 could take a -- pictures to see if their treatment
8 is tracking or not.
9 Retain is referring to the Vivera.
10 So that's -- the digital is -- is yes,
11 we're creating the aligners digitally.
12 Q. So Align was expanding its digital
13 platform to all of these different areas?
14 A. I think -- I don't know about the word
15 "expanding."
16 These areas are Align -- Align digital
17 offering.
18 Q. So Align believes that this digital
19 platform contributes to its growth?
20 MR. ARGENTI: Object to form.
21 A. Align -- Align believes that these are
22 the right -- the right product offering for -- for

1 our customers.
2 Q. Understood.
3 MR. HOWARTH: Now would be a -- a good
4 pause point for me, on my end, if it would
5 work for --
6 THE WITNESS: Okay.
7 MR. HOWARTH: -- for you, Mr. Kusima, to
8 take a lunch break.
9 THE WITNESS: Sounds good.
10 MR. HOWARTH: Great.
11 Is 30 minutes okay for a lunch break?
12 If you need longer, we can do that as well.
13 THE WITNESS: I'm good with that.
14 Anybody else have any different
15 preference?
16 MR. ARGENTI: 30 sounds good here.
17 THE WITNESS: Okay. Be back at 12:30.
18 MR. HOWARTH: Sounds good.
19 THE WITNESS: Cheers. Thank you,
20 everybody.
21 (Recess in Proceedings.)
22 THE STENOGRAPHER: We're back on the

1 record.
2 BY MR. HOWARTH:
3 Q. Mr. Kusima, before we begin, during your
4 break you didn't discuss your testimony with
5 anyone; correct?
6 A. I did not.
7 Q. Okay. Mr. Kusima, please look at
8 footnote 1 on page 4 of your declaration.
9 A. Is it page 4?
10 Q. Correct.
11 At the bottom of page 4 there's a
12 footnote, footnote 1.
13 A. That is correct.
14 Q. And you state, "Align's quarterly
15 financial results slides are publicly available
16 for download at the following web address," and
17 then you include an Alignech web address;
18 correct?
19 A. That is correct.
20 Q. And you noted earlier that Alignech was
21 an Align-owned webpage; right?
22 A. That is correct, the

1 Investor.Alightech.com.
2 Q. And then the next sentence reads, "While
3 currently-available slides go back to 2013, the
4 2012 slides I cite here, Exhibit 2031, which comes
5 from Align's records, are also archived at the
6 following web address."
7 A. Yes.
8 This is actually a typo, because the --
9 the Internet archive did not make it there.
10 Q. Okay. Do you know what Internet archive
11 was supposed to be there?
12 A. There's supposed to be a link to the
13 Internet archive for our -- the 2012 -- Q4 2012
14 report because --
15 Q. And is -- is that a publicly-available
16 web address?
17 A. I believe so, yes.
18 Q. Would it be another Alightech web
19 address?
20 A. It's not. It's -- I'm sorry. I'm going
21 to ask permission to just check my e-mail on what
22 is the name of -- it's just like a -- a section of

1 the Internet that they put all archive.
2 It is web.archive.org.
3 Q. Okay. And is that the -- that's the --
4 is that the web address where you could search for
5 the 2012 presentations?
6 A. That is correct.
7 Q. Okay. Mr. Kusima, earlier we looked at
8 EX 2031, which was a summary made at the end of
9 the 2012 fiscal year; correct?
10 A. That is correct.
11 Q. Presentations created during earlier
12 quarters, such as Q1, unlike EX 2031, would not
13 have an entire fiscal year of data; correct?
14 A. The Q1 2013 would not have the full
15 fiscal year's -- fiscal year's of data, that is
16 correct.
17 Q. And for Q1 2013, you're referring to
18 EX 2030; right?
19 A. 2030, that is correct.
20 Q. Okay. So 2030 wouldn't have the entire
21 fiscal year of data for 2013?
22 A. That is correct.

1 Q. And so statements about the upcoming
2 fiscal year would typically be forecasts or
3 projections based on what was expected; right?
4 A. That is correct.
5 Q. And that's why, as we've looked at
6 earlier, Align includes a Safe Harbor statement in
7 these presentations; right?
8 A. That is correct.
9 Q. So while a presentation made in Q1, such
10 as EX 2030, may have forward-looking statements on
11 expectations for the fiscal year, the only way to
12 determine the actual takeaway from the entire
13 fiscal year is to look at one of the
14 end-of-the-year summaries; correct?
15 A. That's correct.
16 MR. ARGENTI: Objection, form.
17 Q. And you had noted that you had worked on
18 EX 2030, 2031, 2032 and the other similar
19 financial result presentations that Align would
20 publish; correct?
21 A. That is correct.
22 Q. Okay. Bear with me. I'm going to drag

1 a document into the chat.
2 REMOTE TECHNICIAN: Please stand by.
3 MR. HOWARTH: And could we please mark
4 this as EX 1144.
5 REMOTE TECHNICIAN: Thank you.
6 (Exhibit 1144 was marked for
7 identification and is attached to the
8 transcript.)
9 MR. ARGENTI: So before we get started
10 on any questions about this, if I could just
11 take a quick look. I probably have some
12 objections to preserve.
13 All right. Given that this is --
14 appears to be a new document, not yet
15 submitted as an exhibit in these IPRs, I'll
16 lodge objections for foundation,
17 authentication, to the extent that this is
18 used as hearsay.
19 THE WITNESS: But I don't think that
20 I -- is there something on the screen? Okay.
21 It hasn't come up.
22 Q. So, Mr. Kusima, do you see this

1 presentation is titled Financial Results Q4 and
2 Fiscal 2013?
3 A. Yes, I could see that.
4 Q. So this would have been one of the
5 presentations that Align published for -- at the
6 end of fiscal year 2013; right?
7 A. That is correct.
8 Q. And it's the type of presentation that
9 was available at the link in footnote 1 of your
10 declaration; correct?
11 A. Yes, I'm sure.
12 Q. And since this is financial results for
13 Q4 fiscal 2013, this presentation would have been
14 made some time after December 31st, 2013; right?
15 A. That is correct.
16 MR. HOWARTH: Please turn to slide 6.
17 Q. Mr. Kusima, do you see the slide is
18 titled Proven Strategic Growth Drivers?
19 A. I could see that, yes.
20 Q. And there are three growth drivers
21 listed, Market Expansion, Doctor Preference and
22 Brand Strength; correct?

1 A. I could see that, yes.
2 Q. So at the time this presentation was
3 made after Q4 2013, Align believed these three
4 areas were key factors driving growth; correct?
5 MR. ARGENTI: Objection, scope, form.
6 A. These are the three drivers that we
7 listed as -- as growth driver.
8 Q. How was market expansion key to Align's
9 growth?
10 MR. ARGENTI: Objection, form, scope.
11 A. Market expansion is when we're -- we're
12 adding additional countries that -- that we're
13 selling and reselling.
14 Q. And when you say "adding," do you mean
15 selling in countries that Align was not selling in
16 previously?
17 A. It could be that or it could be selling
18 directly versus selling through a distributor.
19 Q. And do you see under the Market
20 Expansion heading there are four subheadings,
21 Increase Teen Share, Grow Adult Segment, Drive
22 European Growth, and Continue International

1 Expansion-APAC?
2 A. I could see that, yes.
3 Q. How was increasing teen share important
4 to Align's growth?
5 MR. ARGENTI: Objection, form, scope.
6 A. We -- we want to sell to as many either
7 teen or adult as possible.
8 Q. And you noted earlier that Align had an
9 Invisalign teen package that was different from
10 traditional Invisalign.
11 Were there any other steps Align took to
12 increase its share of the teen market?
13 A. Actually, we discontinued that product,
14 too, in -- I can't remember -- 2016, 2017. Around
15 that time. And then we just lumped everything
16 into Invisalign, our general Invisalign offering.
17 Because we were -- we were confident about our
18 general Invisalign products to be able to treat
19 both adult and teen.
20 Q. And that -- at the time of this
21 presentation, Align was still offering the
22 Invisalign teen package; correct?

1 A. That is correct.
2 Q. How was growing the adult segment
3 important to Align's growth?
4 MR. ARGENTI: Objection, form, scope.
5 A. We want to sell to as many adult who
6 needs straight teeth, beautiful smile as possible.
7 Q. This slide also mentions European growth
8 and international expansion; correct?
9 A. I could see that, yes.
10 Q. What steps did Align take to tap into
11 the European and other international markets?
12 MR. ARGENTI: Objection, scope.
13 A. We -- we -- I'm trying to remember.
14 Drive European growth. I think we -- we added
15 more -- more coverage. We start selling direct.
16 Q. And -- and when you say "added more
17 coverage," do you mean more product offerings?
18 A. We have more sub-product. So meaning,
19 like, yeah, different type of products. And then
20 we have selling direct. Previous there was
21 distributor and then we start selling direct.
22 Q. And earlier you had talked about how

1 Align worked with key opinion leaders --
2 A. Uh-hmm.
3 Q. -- in these markets. And would that
4 have also led to expansion in these markets?
5 A. I -- I don't -- it's hard to take direct
6 correlations between KOL and -- and case growth,
7 but -- but it's one of the way that we believe
8 will -- will help spread the -- the informations
9 about the benefit of Invisalign to doctors.
10 Q. Understood.
11 Under the Doctor Preference heading
12 there's a subheading Enhance Customer Experience.
13 Do you see that?
14 A. I could see that, yes.
15 Q. And customers here refers to the
16 doctors; right? The orthodontists and dentists?
17 A. I presume so, because there's a consumer
18 on the right. Yep. Meaning, like it is referring
19 to the -- to the doctors, not to the patients.
20 That's what I'm trying to say.
21 Q. Did Align's platform of products and
22 services in the treatment planning, scanning, and

1 Invisalign family enhance the customer experience?
2 MR. ARGENTI: Objection, form.
3 A. Sorry. Could you repeat that questions?
4 Q. Sure.
5 We talked earlier about the Invisalign
6 Full, the Invisalign Express, the Invisalign i7
7 products; right?
8 A. That is correct.
9 Q. And you noted these were all under the
10 Invisalign family; right?
11 A. That is correct.
12 Q. And then there were also the different
13 geometries, so the Invisalign G3, Invisalign G4,
14 those were also subparts of the Invisalign family;
15 right?
16 A. That was -- that's a -- that's the
17 feature of the Invisalign family.
18 Q. Okay.
19 A. Meaning some probably applicable, some
20 it's not to a certain product line.
21 Q. And you also discussed Align's
22 acquisition of Cadent Technologies and the iTero

1 scanner to help build the future of the -- the --
2 the industry; correct?
3 MR. ARGENTI: Objection, form.
4 A. I don't know about industry.
5 We -- we acquired Cadent to help us --
6 we believe that -- that -- number one, that the
7 scanner -- the scanner business is a good business
8 by itself; number two is we believe that scanner
9 business will continue to grow as doctors prefer
10 digital impression taking versus analog.
11 Q. And so my question is, just: Did all of
12 those different families and sub-products that
13 Align offered enhance the customer experience?
14 MR. ARGENTI: Objection, form.
15 A. I think "customer experience" is a broad
16 term.
17 I mean, I think -- again, I'm sure --
18 I'm sure there are multiple different things that
19 help enhance customer experience.
20 Q. And Align's product offerings and
21 services were one of them; right?
22 A. Product and offering...

1 I mean, our product and offering is
2 there for the doctors to choose to help treat
3 their patients.
4 Q. Does the iTero scanner enhance
5 customers' experience?
6 MR. ARGENTI: Objection, form.
7 A. The iTero scanner helps the doctors to
8 facilitate impression taking experience for the
9 doctors' patients.
10 Q. Earlier you also discussed some of
11 Align's efforts to train and educate doctors;
12 correct?
13 A. That is correct.
14 Q. Did this training enhance the customer
15 experience?
16 MR. ARGENTI: Objection, form.
17 A. The training is -- there's a lot of
18 different training. There's -- some of our
19 trainings is actually the basis for the doctors to
20 use our -- the Invisalign. Otherwise, they
21 wouldn't know how to use the Invisalign system.
22 Q. What do you mean by the basis of -- of

1 using?
2 A. It's, like -- let's say if I give you a
3 software for Salesforce.com, software you've never
4 used before, you -- you probably need to attend a
5 course by Salesforce.com to understand how to use
6 that software, so...
7 Q. Understood.
8 So the -- the training was needed to --
9 to give -- give the doctors a basis to use
10 Invisalign?
11 MR. ARGENTI: Objection to form.
12 A. That is correct.
13 Q. Under the Brand Strength Heading there
14 are subheadings, Drive Awareness Among Consumers
15 and Increase Consumer Purchase Intent. Do you see
16 that?
17 A. I could see that, yes.
18 Q. And so "consumers" here refers to
19 patients; right?
20 MR. ARGENTI: Objection, scope, and
21 form.
22 A. From this presentation, yes, I believe

1 it's referring to patient. Although not -- some
2 would be a prospective patient and some would
3 be -- or all are prospective patients.
4 Q. How was driving brand awareness among
5 consumers important to Align's growth?
6 MR. ARGENTI: Objection, form, scope.
7 A. Align always trying to educate consumers
8 about the importance of straight -- straight teeth
9 and then healthy -- healthy oral -- oral health.
10 Q. And like you noted earlier, Align took
11 steps such as advertising and -- and marketing to
12 drive consumer awareness; right?
13 MR. ARGENTI: Objection, form.
14 A. Yes. We -- we -- we invest in -- in
15 advertising to educate importance of straight
16 teeth and oral health.
17 MR. HOWARTH: Please turn to slide 7, so
18 the next slide.
19 Q. Do you see the slide is titled Brand
20 Strength: Industry Leading Approach with
21 Integrated Consumer Marketing Platform?
22 A. I could see that, yes.

1 Q. This slide discusses one of the key
2 growth factors we looked at on the last slide;
3 correct?
4 MR. ARGENTI: Objection, scope.
5 A. Sorry. Please restate the question
6 again.
7 Q. This slide discusses one of the key
8 growth factors we looked at on the last -- last
9 slide, brand strength; correct?
10 MR. ARGENTI: Objection, scope.
11 A. Again, since this is not part of a
12 exhibit that I have studied before, I would
13 assume, then, it is related, but I don't know for
14 sure.
15 Q. What percentage of Align's operating
16 expenses were devoted to advertising in 2013?
17 A. Again, unfortunately, I do not recall
18 because I don't think we -- we put in -- we put
19 that percentage in any of this informations.
20 Q. Do you have personal knowledge about
21 approximately what percentage that is?
22 A. I would be speculating if I give you a

1 number.
2 Q. Mr. Kusima, do you see that there's TV
3 and Broadcast section of this slide?
4 A. I could see that, yes. On the bottom.
5 Q. And there's certain shows listed, like
6 Ellen, Dr. Oz, Good Morning America. Do you see
7 that?
8 A. Yes, I could see that. Yes.
9 Q. Did Align advertise Invisalign on these
10 TV shows?
11 MR. ARGENTI: Objection, form, scope.
12 A. I actually did not know when they put
13 this whether it's a -- it's an ad or is it a
14 topic. I could not tell.
15 Q. So, in other words, when you say an
16 advertisement, you mean a -- a commercial on one
17 of these channels or shows; right?
18 A. I -- I could not figure out by just
19 looking at this, though.
20 Q. But at the very least, in some way Align
21 advertised Invisalign on these TV channels and
22 shows?

1 MR. ARGENTI: Objection to form, scope.
2 A. Align advertised. I just don't know if
3 it's in TV, in this -- in this TV channel or -- or
4 the show within it. That -- that's the part that
5 I'm trying to convey. I know we do TV
6 advertising. Where, I do not know for certain.
7 Q. Understood.
8 MR. HOWARTH: Please go to slide 8, the
9 next slide.
10 Q. Mr. Kusima, do you see this slide is
11 titled Brand Strength: Engage Consumers, Raise
12 Awareness, and Create Demand?
13 A. I could see that, yes.
14 Q. So this ties into Align's increased
15 advertising to raise awareness for Invisalign;
16 correct?
17 MR. ARGENTI: Objection, form, scope.
18 A. I'm sorry. Could you -- could you
19 repeat the question?
20 Q. This slide relates to Align's
21 advertising and marketing efforts to raise
22 awareness for Invisalign; correct?

1 MR. ARGENTI: Objection, form, scope.
2 A. I'm just looking at the pictures here.
3 Again, I see a lot of pretty pictures, but I don't
4 know where they would have been put at.
5 Q. We can walk through them, if that --
6 that would help.
7 A. Okay.
8 MR. HOWARTH: Are we able to zoom in on
9 the advertisement on the far left?
10 MR. ARGENTI: Objection, form.
11 A. Okay. I see that.
12 Q. Looking at the advertisement on the far
13 left, do you see it reads, "Smile down the Aisle.
14 One lucky bride to be will win the grand prize of
15 free Invisalign treatment"?
16 MR. ARGENTI: Objection, form.
17 A. I can see that, on the -- on the screen
18 in front of me.
19 Q. And at the bottom, the advertisement
20 allows brides to "enter now."
21 Right?
22 MR. ARGENTI: Objection, form.

1 A. Sorry. Oh. I see that. Okay.
2 Q. So this advertisement is a sweepstakes
3 Align was offering for free Invisalign; right?
4 MR. ARGENTI: Objection, form, scope.
5 A. I cannot tell by just looking at this if
6 this is something that we offer or something that
7 the doctors offer.
8 Q. That's the Invisalign logo at the top of
9 the advertisement, though; right?
10 MR. ARGENTI: Objection, form.
11 A. I could see that. But it doesn't tell
12 me who -- who actually runs it, just looking at
13 this.
14 Q. There isn't a doctor's office or
15 orthodontist's office listed on that
16 advertisement, though; right?
17 MR. ARGENTI: Objection, form.
18 A. Not on the face of this. I don't know
19 if there's anything -- a business grab from a
20 doctor's website or anything. I -- I cannot
21 speculate, just looking at this.
22 Q. Looking at the advertisement in the far

1 right on the top, do you see there's an Invisalign
2 advertisement on a website with the title SHAPE?
3 MR. ARGENTI: Objection, form.
4 A. I could see that, yes.
5 Q. Is it your understanding SHAPE is a
6 fitness magazine?
7 A. I could assume that.
8 MR. ARGENTI: Objection.
9 Mr. Kusima, I'm objecting to almost
10 every question here right now in this line of
11 questions. I'm going to ask you to slow down
12 so I can make my objections. Okay?
13 THE WITNESS: Sounds good.
14 MR. ARGENTI: Objection, form, scope.
15 Q. Is it your understanding, Mr. Kusima,
16 SHAPE is a fitness magazine?
17 MR. ARGENTI: Objection, form, scope.
18 A. First time I ever see it.
19 Q. Looking at the advertisement below that,
20 do you see there's an Invisalign advertisement on
21 a tablet?
22 MR. HOWARTH: Can we scroll down a

1 little bit, please. Yeah.
2 MR. ARGENTI: Objection, form, scope.
3 A. I could see -- I could see a tablet and
4 then a banner.
5 Q. And the advertisement appears to be
6 placed over a -- a mobile game or app?
7 MR. ARGENTI: Objection, form, scope.
8 A. I don't even know what is the one on the
9 left, but...
10 I -- I see -- I see a banner on -- on
11 the top of the tablet.
12 Q. Okay.
13 MR. HOWARTH: Please turn to slide 9.
14 And actually, can we go back to slide 8,
15 briefly.
16 Q. Is -- is the banner that you're
17 referring to the advertisement in red on this
18 slide?
19 MR. ARGENTI: Objection, form, scope.
20 A. I see something with a red square around
21 it.
22 Q. Okay.

1 MR. HOWARTH: Please go to slide 9, the
2 next slide.
3 Q. This slide is also titled Brand
4 Strength; correct?
5 A. That is correct.
6 Q. And this slide describes Align's
7 advertisements and consumer awareness campaigns
8 like we looked at in EX 2030 and 2031; right?
9 MR. ARGENTI: Objection, form, scope.
10 A. Sorry. If you don't mind repeating.
11 What was --
12 Q. Sure.
13 A. -- the whole question?
14 Q. This slide describes Align's advertising
15 and consumer awareness campaigns like those that
16 we looked at in EX 2030 and 2031; correct?
17 MR. ARGENTI: Objection, form, scope.
18 A. I actually have to look at what was 2030
19 and 2031.
20 Q. I'll -- I'll rephrase -- rephrase the
21 question.
22 This slide describes Align's advertising

1 and consumer awareness campaigns; right?
2 MR. ARGENTI: Objection, form, scope.
3 A. Yep, as I see...
4 I mean, this slide describe activities
5 that we do around consumer campaign, but I'm -- I
6 guess I'm trying to understand what is the
7 relevant to -- to my -- to my declarations.
8 Q. Mr. Kusima, do you see the slide
9 discusses, in the first blue bullet point,
10 leveraging the campaign?
11 Do you see that?
12 A. I could see that.
13 Q. Is it your understanding this refers to
14 Align using its increased consumer awareness and
15 brand strength from its marketing strategies in
16 2013 to drive sales?
17 MR. ARGENTI: Objection, form, scope.
18 A. You -- you mentioned sales, and I do not
19 see anything that says that here.
20 What was the other one that you said?
21 Q. So the -- the first bullet point
22 mentions leveraging the campaign; right?

1 A. I could see that, yes.
2 Q. And the "campaign," you understand it to
3 refer to some marketing campaign; right?
4 MR. ARGENTI: Objection, form, scope.
5 A. I would be speculating. There seems to
6 be a campaign in the prior year.
7 Q. Would consumer awareness of Align's
8 product and awareness of Align's brand strength
9 drive sales for Align?
10 MR. ARGENTI: Objection, form.
11 A. We -- we continue to -- to believe that
12 we need to educate consumer of the benefit of
13 straight teeth and -- and better oral health.
14 Q. Consumers would seek out Align's
15 products because they were aware of Align's --
16 Align's brand from marketing; correct?
17 MR. ARGENTI: Objection, form.
18 A. Sorry. Where did you see that?
19 Q. This is just a question towards you.
20 Consumers would seek out Align's
21 products because they were aware of Align's brand;
22 right?

1 MR. ARGENTI: Objection, form.
2 A. I think they will be aware of the
3 benefit of straight teeth and then they will
4 discuss of how to get straight teeth with their
5 doctors.
6 MR. HOWARTH: Please turn to slide 18.
7 Q. And, Mr. Kusima, this slide is titled
8 Growth in Digitally Submitted Invisalign Cases;
9 right?
10 A. I could see that, yes.
11 Q. And there's lines from Q3 '11 going up
12 to Q4 '13. Do you see that?
13 A. Yes, I could see that. Yes.
14 Q. And there also appears to be a picture
15 of the iTero scanner on this slide. Do you see
16 that?
17 A. I could see that, yes.
18 Q. In your view, what led to the continued
19 growth of digitally-submitted cases shown on this
20 slide?
21 MR. ARGENTI: Objection, form, scope.
22 A. My belief is that doctors see the

1 benefit of -- of offering digital scanner to their
2 patients and then there are more and more doctors
3 with the digital scanner. That's what I see.
4 Q. Digital scanners like iTero; right?
5 A. Among other brands.
6 Q. So for Align, iTero was a key factor in
7 Align's growth; right?
8 MR. ARGENTI: Objection, form.
9 A. I think there's a lot of factors to
10 Align's growth. Having great aligners that
11 deliver the result is one of them.
12 Q. And iTero is one of them; right?
13 A. One of many.
14 Q. I'm going to drag another exhibit in the
15 chat so bear with me.
16 MR. HOWARTH: Please mark this as 1145.
17 REMOTE TECHNICIAN: Thank you. Please
18 stand by.
19 (Exhibit 1145 was marked for
20 identification and is attached to the
21 transcript.)
22 MR. ARGENTI: So this looks like this is

1 another new document that's not been
2 submitted as an exhibit in these IPRs, so
3 I'll again lodge evidentiary objections for
4 authentication, foundation, and to the extent
5 that this document would be used for hearsay
6 purposes.
7 Q. Mr. Kusima, do you see the presentation
8 is titled Q1 2024 Financial Results?
9 A. I could read that there, yes.
10 Q. So like Exhibits 2030, 2031, 2032, this
11 would have been the financial presentation that
12 Align presented to investors; right?
13 MR. ARGENTI: Objection, scope.
14 A. Assuming this is the one from our
15 website, then that will be yes.
16 Q. Understood.
17 And the -- and the website you're
18 referring to is the one in footnote 1 of your
19 declaration; right?
20 A. Yes.
21 And -- and the reason that I pause a
22 little bit, because it's April -- oh, okay. I

1 guess Q1 was in April. Okay. Yes.
2 Q. And this presentation lists the date of
3 April 24th, 2024; right?
4 A. I could see that, yes.
5 Q. And to your knowledge, that's the date
6 this was created; right?
7 A. To my recollections. That's the day
8 that we share it, that was.
9 Q. Understood.
10 MR. HOWARTH: Please turn to slide 8 of
11 this presentation.
12 Q. Do you see the slide is titled 27 Years
13 From Appliance to Platform?
14 A. I could see that, yes.
15 Q. You understand the phrase "from
16 appliance to platform" to refer to Align's shift
17 from making just a single dental appliance to
18 creating an ecosystem of various products,
19 softwares, and services; right?
20 MR. ARGENTI: Objection, scope.
21 A. Again, since this is not part of the --
22 the schedule that I submitted, I'm -- I'm trying

1 to remember on the intent of this, the intent of
2 the slide.
3 Q. Do you see at the bottom there's a key
4 that lists Software, New Products and Services?
5 A. I see the three colors on the bar, yes.
6 Q. And then there are numerous date ranges
7 listed, started with 1997-2006, spanning to 2004
8 [sic], listing product softwares and services that
9 were created during each date range; right?
10 MR. ARGENTI: Objection, form, scope.
11 A. I could see it on the screen.
12 Q. In the blue box on the left side of the
13 slide, do you see there's a label Revenue Y over Y
14 percent LTM 20 percent to 30 percent?
15 A. I could see that on the -- on the banner
16 on the left.
17 Q. What does LTM 20 percent to 30 percent
18 represent?
19 MR. ARGENTI: Objection, scope.
20 A. LT -- LTM is abbreviated for long-term
21 model.
22 Q. What does the 20 percent to 30 percent

1 indicate?
2 A. It indicates the long-term model revenue
3 growth of 20 to 30 percent.
4 Q. Do you see there's a timeline that
5 states 2001 to 2023 plus 22.5 percent?
6 A. I could see it on the screen, yes.
7 Q. To the best of your knowledge, what does
8 the "plus 22.5 percent" represent?
9 MR. ARGENTI: Objection, scope.
10 A. That seems to be our annual growth rate
11 within those -- the average annual growth rate
12 between those two period.
13 Q. So when you say average annual growth
14 rate, you mean each year there was an average
15 growth rate of 22.5 percent?
16 A. No. It's likely that some year it's
17 more, some year it's less.
18 Q. But the average for -- from year to year
19 would be 22.5 percent; correct?
20 A. If you assume it's a straight line, it
21 is 22.5, but it's likely to be different, it
22 varies by year.

1 Q. Do you see there are softwares,
2 products, and services listed under the 2017-2023
3 date range?
4 A. You're referring to the -- to the -- on
5 the bottom?
6 Q. I'm referring to the date range
7 2017-2023.
8 A. Oh. I see that.
9 Q. The --
10 A. Yeah.
11 Q. There are softwares, products, and
12 services listed underneath those.
13 A. I could see that, yes.
14 Q. To the best of your knowledge, what does
15 "service" refer to in this slide?
16 MR. ARGENTI: Objection, scope.
17 A. I mean, those -- those are service that
18 we offer to -- to doctors, which is like a very,
19 very small portion of our business.
20 Q. And do you understand the softwares,
21 products, and services listed under each date
22 range to be the date range that these softwares,

1 products, and services were released?
2 MR. ARGENTI: Objection, scope.
3 A. Since this is not part of the -- the
4 exhibit that I -- I submitted, I have to take
5 whatever it is on the face value because I don't
6 know, nor have the time to -- to study.
7 Q. Align has continued to expand into new
8 technologies that it was not previously offering;
9 right?
10 MR. ARGENTI: Objection to form and
11 scope.
12 A. And when you say technology, can you
13 give me an example?
14 Q. So services.
15 There's professional whitening,
16 subscription, e-commerce diagnostics. When did
17 Align release these services?
18 MR. ARGENTI: Objection, form, scope.
19 A. Again, I don't know for certain, but I'm
20 just reading through the -- through this slide
21 here. It says between 2017 to 2023.
22 Q. And you noted earlier that in 2011 Align

1 acquired Cadent Technologies with the iTero
2 scanner; right?
3 A. 2011, that sounds about right.
4 Q. And Align continued to release new
5 products and softwares into 2024; right?
6 MR. ARGENTI: Objection, form.
7 A. We -- so we continued to introduce
8 new -- new products family, you could say that.
9 And then you could say that Align has different
10 product improvement over time.
11 Q. As this line reports, there are numerous
12 softwares, products, and services that contributed
13 to Align's financial success from 1997 to 2024;
14 right?
15 MR. ARGENTI: Objection, form, scope.
16 A. I want to point out also, we do a lot of
17 improvement.
18 But on the Invisalign side, nothing --
19 nothing that is directly -- the doctors could
20 touch, such as a new material, such as SmartTrack.
21 Q. According to this slide, there are
22 numerous softwares, products, and services that

1 Align has offered; right?
2 MR. ARGENTI: Objection, form, scope.
3 A. We offer different product and services.
4 But, again, the one that the doctor and patient
5 could touch and feel directly is the material of
6 the aligners.
7 MR. HOWARTH: Please turn to slide 12,
8 titled Align's Unique Position and
9 Competitive Advantage.
10 Q. Do you see that, Mr. Kusima?
11 A. I could see that, yes.
12 Q. And the top heading describes Align's
13 competitive advantage as part of a multivariable
14 equation that is very difficult to replicate;
15 correct?
16 A. I could see that on the second line on
17 the top of the page.
18 Q. The slide then lists factors that are a
19 part of this multivariable equation, such as
20 geographical expansion, diversified customer base,
21 leading digital platform, and top brand for
22 aligner and scanner; right?

1 A. Yes, I could see that from -- on the
2 page.
3 Q. So according to this slide, all of these
4 factors contributed to Align's success; right?
5 MR. ARGENTI: Objection, form, scope.
6 A. A lot of things contributed to Align's
7 success, including Invisalign product. Primarily
8 Invisalign product.
9 Q. Does Align have a website that it uses
10 to advertise its Invisalign platform?
11 A. We have Invisalign.com, if that's what
12 you're referring to.
13 Q. I'm going to drag a document into the
14 chat.
15 MR. HOWARTH: Please mark this as
16 Exhibit 1146.
17 REMOTE TECHNICIAN: Thank you. Please
18 stand by.
19 (Exhibit 1146 was marked for
20 identification and is attached to the
21 transcript.)
22 MR. ARGENTI: I'll again lodge

1 objections for lack of authentication and
2 foundation, at least at this point, to the
3 extent that this document is used for hearsay
4 purposes.
5 And I'll also object on the basis that
6 this appears to be a partial copy of the
7 original document where this came from.
8 MR. HOWARTH: Could we zoom in at the
9 top of this document, please. That's good.
10 Q. So, Mr. Kusima, Exhibit 1146, bearing
11 URL Invisalign.com/provider is Align's webpage
12 advertising the Invisalign system; correct?
13 MR. ARGENTI: Objection to form, scope.
14 A. I'm sorry. You said that -- is that
15 like the -- the address on the black banner?
16 Q. Correct.
17 A. I know that Invisalign.com is -- is us.
18 The slash provider must be, like, a -- one of the
19 page there. But I personally never go there or
20 seen it.
21 MR. HOWARTH: Could we scroll down just
22 a little bit, please. Perfect. That's good.

1 Q. Do you see that Exhibit 1146 states,
2 "Clear aligners are just the tip of the iceberg"?
3 MR. ARGENTI: Objection, form, scope.
4 A. I could see that on the screen.
5 Q. Below that, the advertisement continues,
6 "As an Invisalign provider, you'll quickly
7 discover that Invisalign treatment is so much more
8 than just a clear aligner, it's an entire
9 ecosystem specifically designed to help you
10 provide the very best teeth straightening
11 imaginable."
12 Do you see that?
13 MR. ARGENTI: Objection, form, scope.
14 A. I could see that on the screen.
15 Q. As stated in the first sentence, this is
16 an advertisement targeted at an Invisalign
17 provider; correct?
18 MR. ARGENTI: Objection, form, scope.
19 A. I could see that on the screen.
20 Q. So this would include customers such as
21 doctors and orthodontists; right?
22 MR. ARGENTI: Objection, form, scope.

1 A. It's like you said, customers such as
2 something and orthodontists?
3 Q. Dentists and orthodontists.
4 A. I would think that it refers to doctors,
5 but I don't know specifically which one they -- it
6 refers to.
7 Q. It refers to Invisalign providers;
8 right?
9 MR. ARGENTI: Objection.
10 A. Would --
11 Q. I'm sorry.
12 It -- it refers to Invisalign providers;
13 right, Mr. Kusima?
14 MR. ARGENTI: Objection, form, scope.
15 A. I could see that on the screen, yes.
16 It's written there.
17 MR. HOWARTH: We can take this exhibit
18 off the screen.
19 Q. Mr. Kusima, we talked about footnote 1
20 earlier and you noted that Alightech.com is
21 another one of Align's webpages; correct?
22 A. That is correct.

1 MR. HOWARTH: I've dragged another
2 document. Please label that as Exhibit 1147.
3 REMOTE TECHNICIAN: Please stand by.
4 (Exhibit 1147 was marked for
5 identification and is attached to the
6 transcript.)
7 MR. ARGENTI: I'll object again to this
8 new document, which is not an exhibit in the
9 IPRs. And I will object on the basis of lack
10 of authentication and foundation. I'm going
11 to object to the extent that it seeks for
12 hearsay purposes, and object as a partial
13 copy of the webpage from which it was pulled,
14 and for lack of relevance.
15 MR. HOWARTH: And could we zoom in at
16 the top of the document again, please.
17 Great.
18 Q. Mr. Kusima, Exhibit 1147, bearing the
19 URL www.Aligntech.com/patents is Align's webpage
20 listing patents for Align's product portfolio;
21 correct?
22 MR. ARGENTI: Objection, form, scope.

A. I actually never click that part of the website, but I take it that it is from our website.

MR. HOWARTH: You can take that exhibit off of the screen, please.

Q. Mr. Kusima, turning back to your declaration, your declaration never mentions any flexural modulus property; right?

MR. ARGENTI: Objection, form, relevance.

A. Sorry. Could you repeat the question? Something about property.

Q. Your declaration never mentions any flexural modulus property; right?

MR. ARGENTI: Objection, form, relevance.

A. I'm not sure I understand what that means.

Q. In your declaration, you never mention the word "flexural modulus;" right?

MR. ARGENTI: Objection, form, relevance.

1 A. No, I do not mention that -- that word
2 that you just described.
3 Q. Your declaration never mentions
4 elongation at break; right?
5 MR. ARGENTI: Objection, form,
6 relevance.
7 A. I do not recognize the -- the word
8 you -- you mentioned.
9 Q. Your declaration never mentions
10 elongation at yield; right?
11 MR. ARGENTI: Objection, form,
12 relevance.
13 A. I do not see that in my declaration.
14 Q. Your declaration never mentions any
15 hardness of a particular polymer; right?
16 MR. ARGENTI: Objection, form,
17 relevance.
18 A. I do not see that in my declaration.
19 Q. Your declaration never mentions tensile
20 strength at yield; right?
21 MR. ARGENTI: Objection, form,
22 relevance.

A. I do not have that in my declarations.
Q. Your declaration never mentions tensile strength at break; right?
MR. ARGENTI: Objection, form, relevance.
A. I do not have that in my declaration.
Q. Your declaration never mentions stress relaxation; right?
MR. ARGENTI: Objection, form, relevance.
A. I do not have that in my declarations.
Q. Your declaration never mentions light transmission; right?
MR. ARGENTI: Objection, form, relevance.
A. I do not have that in my declaration.
Q. Your declaration never mentions multilayer configurations; right?
MR. ARGENTI: Objection, form, relevance.
A. Not configuration.
Q. Your declaration never mentions

1 compression set; right?
2 MR. ARGENTI: Objection, form,
3 relevance.
4 A. I do not describe that in my
5 declaration.
6 MR. HOWARTH: Now would be a good time
7 for us to take a break, see if we have any
8 further questions, if that works for you. A
9 five-minute break.
10 THE WITNESS: Sounds good to me.
11 MR. ARGENTI: Works here. Okay.
12 THE WITNESS: All right. Thank you.
13 (Recess in proceedings.)
14 THE STENOGRAPHER: We are back on the
15 record.
16 MR. HOWARTH: We have no more cross.
17 Thank you very much, Mr. Kusima, for your
18 time today.
19 MR. ARGENTI: In that case, if I could
20 have a few minutes, maybe another break, to
21 see if I'm going to have any redirect. Can
22 we do ten minutes and circle back at the top

1 of the hour?
2 MR. HOWARTH: That works.
3 (Recess in proceedings.)
4 THE STENOGRAPHER: We are back on the
5 record.
6 MR. ARGENTI: I will have just a few
7 questions, Mr. Kusima.
8 EXAMINATION
9 BY MR. ARGENTI:
10 Q. Do you recall a little bit ago
11 ClearCorrect's counsel asked you some questions
12 about an Align slide that talked about a
13 multivariable equation?
14 MR. HOWARTH: Objection, form.
15 A. Yes, I do.
16 Q. And that multivariable equation appeared
17 to list a number of factors that contributed to
18 Align's success. And you answered that a lot of
19 things contributed to Align's success, including
20 primarily the Invisalign product. Do you remember
21 that?
22 A. Yes, I do.

1 MR. HOWARTH: Objection, form, leading.
2 A. I do.
3 Q. You were also asked throughout the day
4 about some of the other factors contributing to
5 Align's success, things like the mid-course
6 correction policy, the iTero system, and Align's
7 marketing efforts. Do you recall that?
8 MR. HOWARTH: Objection, scope, form,
9 leading.
10 A. I do.
11 Q. Could you turn to your declaration,
12 please, and look at paragraph 6, in particular the
13 last sentence.
14 A. Yes, the last sentence.
15 Q. Do any of the other factors to Align's
16 success that you were asked about today change
17 your testimony here that the astronomical growth
18 for Align's aligner business since 2013 is tied in
19 part to Align's use of SmartTrack material?
20 MR. HOWARTH: Objection, form, leading,
21 scope.
22 A. No, it doesn't.

1 Q. Why not?
2 A. Because one thing that -- like I said,
3 we do a lot of technology, but the -- the one area
4 that the patients and doctors could see and then
5 feel immediately is the aligner itself. The --
6 it's like what connect them with Invisalign, which
7 is there are -- there are ClinChecks that the
8 doctor use to -- to prescribe treatment. But at
9 the end of the day, the -- the one piece of
10 product that they put in the patient mouth is the
11 aligner.
12 So for us to be able to be successful,
13 we could -- we could train more doctors, we could
14 educate the consumer, but the experience that the
15 consumer experience directly, it's -- it's how
16 that aligner feels in their mouth. And that's
17 very important.
18 Q. Among all the factors that contributed
19 to Align's success in selling aligners since 2013,
20 what would you say was a primary factor?
21 MR. HOWARTH: Objection, form, leading,
22 scope.

1 A. A lot of things I think is a factor,
2 but -- but I can tell you that for -- I think
3 we -- I put it in the -- in one of the exhibits,
4 that -- that we survey our doctors. I think it's
5 in -- in both the EX 2030 and EX 2031. I think
6 there is a page that -- that shows that we survey
7 the doctors; that they feel because of the
8 SmartTrack, that they're much more confident about
9 prescribing more Invisalign.
10 This is -- this is the reason that
11 everybody in this company feels that -- that
12 SmartTrack help change the trajectory for this
13 company.
14 MR. ARGENTI: Thank you.
15 No further questions.
16 MR. HOWARTH: Can we take a brief,
17 five-minute break to see if we have any
18 recross?
19 MR. ARGENTI: Sure.
20 (Recess in proceedings.)
21 THE STENOGRAPHER: We can go back on the
22 record, then.

1 MR. HOWARTH: We have no further
2 questions. Thank you again, Mr. Kusima.
3 THE WITNESS: Thank you, everybody.
4 THE STENOGRAPHER: We're off the record.
5
6
7 AND FURTHER THIS DEPONENT SAITH NOT.
8 * * * * * *
9
10 SIGNATURE RIGHTS RESERVED.
11 (Deposition concluded at 5:10 p.m.)
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1 CERTIFICATE OF SHORTHAND REPORTER - NOTARY PUBLIC
2 I, April Reid, Certified Reporter and
3 Notary Public within and for the State of Florida
4 do hereby certify:
5 That NAGA KUSIMA, the witness whose
6 deposition is hereinbefore set forth, was duly
7 sworn by me before the commencement of such
8 deposition and that such deposition was taken
9 before me and is a true record of the testimony
10 given by such witness.
11 I further certify that the adverse
12 party, CLEARCORRECT OPERATING, LLC, was
13 represented by counsel at the deposition.
14 I further certify that the deposition of
15 NAGA KUSIMA occurred remotely via Zoom on FRIDAY,
16 APRIL 24, 2026, from 12:03 p.m. Eastern Standard
17 Time to 5:10 p.m. Eastern Standard Time.
18 I further certify that I am not related
19 to any of the parties to this action by blood or
20 marriage, I am not employed by or an attorney to
21 any of the parties to this action, and that I am
22 in no way interested, financially or otherwise, in

1 the outcome of this matter.
2 IN THE WITNESS WHEREOF, I have hereunto set my
3 hand this 27th day of April, 2026.
4 My commission expires: August 22, 2027.
5
6 _____
7 April Reid, RPR, CRR, Notary Public
8 State of Florida, County of Orange
9 Commission No. 455787/HH 436060
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