



The largest US patent verdict on record

A San Diego jury has ordered Apple to pay Taction, a small haptics company, for infringing patents relating to vibration technology.



Good Vibrations

For years, phones vibrated the crude way: a tiny motor spun a lopsided weight, and the wobble shook the whole handset. It was cheap and it worked, but it took a moment to spin up, a moment to spin down, and every alert felt like the same blunt buzz. See the mechanism [here](#).



Smooth Operator

The fix was to stop spinning and start sliding. Linear actuators move a small weight back and forth along a line using a magnetic coil, so they start and stop almost instantly. See how it works [here](#). That turns a rattle into a sharp tap, like a trackpad click that never moves. Apple's Taptic Engine arrived with the Apple Watch and reached the iPhone with the 6s in 2015. That leap from buzz to tap is now in a courtroom.

AAPL Cumulative Returns



Source: FactSet, 29 September 2026

Buzz Kill

- Taction, a small San Diego haptics firm known for gaming gear, sued Apple in April 2021
- The claim: the Taptic Engine in Apple products used its vibration patents without a licence
- In 2023, Apple won an early ruling, and the case appeared to be over
- The Federal Circuit revived the case and sent it back for trial
- The trial finally opened in September 2026

Pressing Charges

- On 25 September a San Diego jury found that Apple's Taptic Engine infringed two Taction patents
- The \$5,721,961,750 award has been reported as **the largest US patent verdict on record**
- The jury rejected the wilfulness claim, so there is no tripling of damages
- No sales ban or product change has been reported
- The stock barely flinched, holding near \$340 on Monday, 28 September 2026

The verdict in perspective (FY 2025)

Award	\$5.72bn
Per Apple share	\$0.38
Share of Apple's cash	about 8.8%
Days of Apple profit	19

Source: FactSet, 29 September 2026

Shaking It Off

- Apple will appeal, starting with post-trial motions to trim the award
- An appeal would then proceed to the Federal Circuit, where large awards are often reduced
- A settlement is possible, but Apple's public line is to fight
- It's more of a headline than a real cause for concern

The views expressed above are those of the Advantage Securities Investment Team and are based on our analysis, interpretation of publicly available information, and professional judgement at the time of writing.

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