

From: Webster, Michael

Sent: 8/16/2011 11:10:21 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 77844736 - OPENCL - N/A -  
Request for Reconsideration Denied - Return to TTAB - Message 2 of 0

\*\*\*\*\*

Attachment Information:

Count: 6

Files: Exhibit2-1.jpg, Exhibit2-2.jpg, Exhibit3-1.jpg, Exhibit3-2.jpg, Exhibit3-3.jpg,  
Exhibit4-1.jpg

http://webcache.googleusercontent.com/search?q=cache:cGkrCHEur4J:seekingalpha.com/news-article/1610703-amd-collaborates-with-autodesk-to-enable-easier-and-faster-programming-for-game-developers-and-3d-artists-new-3d-rendering-plugin-leverages-open-source-bullet-physics-engine-and-the-opencl-industry-standard+opencl+industry+standard&cd=6&hl=en&ct=clnk&gl=us&source=www.google.c

This is Google's cache of <http://seekingalpha.com/news-article/1610703-amd-collaborates-with-autodesk-to-enable-easier-and-faster-programming-for-game-developers-and-3d-artists-new-3d-rendering-plugin-leverages-open-source-bullet-physics-engine-and-the-opencl-industry-standard>. It is a snapshot of the page as it appeared on Aug 13, 2011 16:40:51 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **opencl industry standard**

Seeking Alpha <sup>α</sup>  
Read. Decide. Invest.

**10 Stocks to Hold Forever** Buy them, forget about them, and never sell them. [www.StreetAuthority.com](http://www.StreetAuthority.com)  
**Oil and Gas Investments** Small Investment. Large Ownership Direct Drilling Participation. [www.breittingoilandgas.com](http://www.breittingoilandgas.com)  
**Lithium Rich Deposit** 14 Million Shares - 50% Held By Insiders and Institutions [www.MesaExploration.com](http://www.MesaExploration.com)  
**The Top REIT & REIT Fund** Free Report: High-Yield Fund & REIT At Huge Discount to Net Asset Value [www.soundadvice-news.com](http://www.soundadvice-news.com)  
AdChoices ▶

Home | Portfolio | Market Currents | Long & Short Ideas | Investing for Income | ETFs & Portfolio Strategy | Macro View | Earnings | Sign in / Join Now

search by symbol, author, keyword... 🔍

# AMD Collaborates with Autodesk to Enable Easier and Faster Programming for Game Developers and 3D Artists; New 3D rendering plug-in leverages open source Bullet Physics Engine and the **OpenCL™ industry standard**

Tue August 9, 2011 3:34 AM | about: AAPL, ADSK, AMD

Font Size: + T | Print | Email | Recommend | Share 0 | Share 0

NEWS PROVIDED BY:  
M2

AdChoices ▶   
[3D Animation Rendering](#)  
Create 3D Animation

SUNNYVALE, Calif. -- Today at SIGGRAPH 2011, AMD (NYSE: AMD) announced the latest **industry**-leading application to support open-source Bullet Physics and **OpenCL** (TM) **industry** standards. Through its collaboration with AMD, Autodesk (ADSK) has incorporated a new Bullet Physics plug-in, based on **OpenCL**(TM) standards, into the Autodesk Maya 2012 software Subscription Advantage Pack .

Now game developers and 3D artists will have access to new creative workflow capabilities in Maya to help create interactive cloth simulations

## Our No.1 Stock for 2011

Each January, The Motley Fool reveals its top stocks for the coming year. Stocks highlighted in this coveted report have gone on to soar by **462%**, **655%** and **1,203%**! It sells for \$99, but you can get a sneak peek FREE. Click the link below now for instant access to "The Motley Fool's Top Stock for 2011."

You'll get the name, stock symbol, and full research case for the remarkable small company that's revolutionizing broadband – and that one top analyst just named his No. 1 pick for 2011. The stock is on the move, so don't wait.

<http://webcache.googleusercontent.com/search?q=cache:cGkrCHEur4J:seekingalpha.com/news-article/1610703-amd-co-laborates-with-autodesk-to-enable-easier-and-faster-programming-for-game-developers-and-3d-artists-new-3d-rendering-plug-in-leverages-open-source-bullet-physics-engine-and-the-opencl-industry-standard+opencl+industry+standard&cd=6&hl=en&ct=clnk&gl=us&source=www.google.c>

Create 3D Animation through the Art of Rendering. Learn it at Full Sail [www.FullSail.edu](http://www.FullSail.edu)

### Free Simulation Tutorial

Looking For Simulation Tutorials? Join the SIM Squad Community Today. [Autodesk.com/Simulatio...](http://Autodesk.com/Simulatio...)

**Download Open Tutorials?** Join the SIM Squad Community Today. [Autodesk.com/Simulatio...](http://Autodesk.com/Simulatio...)

**Download Open Tutorials?** Join the SIM Squad Community Today. [Autodesk.com/Simulatio...](http://Autodesk.com/Simulatio...)

**Download Open Tutorials?** Join the SIM Squad Community Today. [Autodesk.com/Simulatio...](http://Autodesk.com/Simulatio...)

### Download Open Source ETL

Leading Open Source Extraction Tool Suite. Get a Free Download Now! [www.talend.com/ETL](http://www.talend.com/ETL)

### Quality Management System

Quality Software for Document & Process Control. Meets FDA/ISO Req

### Study Computer

on a greater range of workstations and PCs, including those based on AMD FirePro(TM) professional graphics cards and AMD CPUs. AMD and Autodesk first publicly demonstrated the Bullet Physics plug-in technology at the Game Developers Conference earlier this year. At SIGGRAPH, there will be demonstrations running on systems powered by the latest AMD professional graphics products.

As a long-standing supporter of **industry** standards, AMD works closely with leading software companies to optimize their applications on open platforms, while also harnessing the high-end GPU compute power that is enabled by AMD (APP) technology. Bringing the power of GPU compute and Bullet Physics simulations to 3D content creation enables developers of computer-generated (CG) graphics to bring new levels of realism to life.

"We are committed to providing the CG developer community with high-performance solutions to help unleash their creativity on the screen," said Rob Hoffmann, senior product marketing manager, Autodesk Media & Entertainment. "The Bullet Physics plug-in will open up the Maya 2012 software to more graphics hardware options and introduce **OpenCL** programming interfaces, helping to reduce CG development time and enable a more visual experience for the end-user."

"We are proponents of **industry** standards like **OpenCL** and Bullet developers will be able to focus their time and energy on the creation of realistic visuals and amazing special effects for innovative games and movies."

SIGGRAPH, the premier international event on computer graphics and interactive techniques, is taking place at the Vancouver Convention Centre in Vancouver, British Columbia, August 9-11. Visit AMD in booth # 631.

Resources Follow AMD updates on Twitter at @AMDSoftware or @AMD\_Unprocessed

About AMD

AMD (NYSE: AMD) is a semiconductor design innovator leading the next

are move, so don't wait.  
[Click here for instant access to this FREE report!](#)  
BROUGHT TO YOU BY THE MOTLEY FOOL

## Seeking Alpha<sup>α</sup> Free Registration: Register below and get the most out of Seeking Alpha

We don't spam or share your information with third parties.  
By clicking 'Join now' below you confirm that you accept our [Terms of Use](#)

**Join now**

Already a member? [Sign in here](#)



### 10 Stocks to Hold Forever

Buy them, forget about them, and never sell them [www.StreetAuthority.com](http://www.StreetAuthority.com)

### Oil and Gas Investments

Small Investment. Large Ownership Direct Drilling Participation. [www.breitlingoilandgas.com](http://www.breitlingoilandgas.com)

### Lithium Rich Deposit

14 Million Shares - 50% Held By Insiders and

See the difference! Customize Seeking Alpha: [Sign in or join](#)

http://webcache.googleusercontent.com/search?q=cache:Jl6pQaQ2qVYJ:www.bit-tech.net/hardware/cpus/2011/05/30/amd-betting-everything-on-opencl/1+opencl+industry+standard&cd=7&hl=en&ct=clink&gl=us&source=www.google.com/08/16/2011 09:40:50 AM

This is Google's cache of <http://www.bit-tech.net/hardware/cpus/2011/05/30/amd-betting-everything-on-opencl/1>. It is a snapshot of the page as it appeared on Aug 13, 2011 17:54:55 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **opencl industry standard**

PROJECT LOGS FOLDING @ HOME BITS SHOPPING T-SHIRTS APP NEWSLETTER PODCAST TWITTER RSS

# www.scan.co.uk

bit-tech

HOME HARDWARE MODDING GAMING TRAILERS NEWS BLOG FORUMS CUSTOM PC COMPETITIONS SEARCH

All Cases Cooling **CPUS** Graphics Laptops Memory Mobile Monitors Motherboards Networking Peripherals PSUs Speakers Storage

## AMD Betting Everything on OpenCL

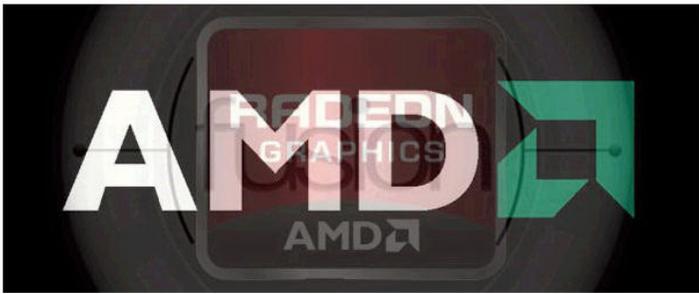
Published on 30th May 2011 by Ben Hardwidge

1 - AMD Betting Everything on OpenCL Interview 33 Comments

**AMD Betting Everything on OpenCL**

Fusion is either going to carry AMD through to the victory parade, or drag it through the streets for a pelting in the village stocks. The whole future of AMD's CPU division rests on GPGPU computing being catapulted into the mainstream. If this happens, the company's APUs can theoretically obliterate [Intel's](#) CPUs in GPU-accelerated apps, and thump Core i7 like AMD64 thumped Pentium 4. If it doesn't, however, then AMD's CPU future is going to look pretty bleak.

What is AMD doing to ensure that the **OpenCL** revolution kicks off? How will Llano compete with Sandy Bridge if it doesn't? Would AMD even consider producing an ARM PC CPU like Nvidia? We're joined by AMD's manager of Fusion software marketing Terry Makeidon, and head of product marketing for desktops and Fusion software, Sasa Marinkovic, to find out.



**Bit-Tech:** The success of your forthcoming Fusion APUs is likely to hinge on the popularity of GPGPU computing. What's the situation with this at the moment?

Choose a tip

Use your BlackBerry as a hard drive

Watch tip »

MORE ABOUT...

- AMD
- arm
- fusion
- gpgpu
- opencl**

RELATED ARTICLES POPULAR ARTICLES

- Gigabyte GA-E350N-USB3 Review
- AMD Talks GPU Gaming Physics
- AMD outlines CPU roadmap
- Microsoft patents GPU video encoding
- GPUs 'only' 14 times faster than CPUs
- CeBit 2005: AMD Dual Core spotted

LATEST ISSUE



Power your

<http://webcache.googleusercontent.com/search?q=cache:Jl6pQaQ2qVYJ:www.bit-tech.net/hardware/cpus/2011/05/30/amd-betting-everything-on-opencl/1+opencl+industry+standard&cd=7&hl=en&ct=clnk&gl=us&source=www.google.com/08/16/2011 09:40:50 AM>

What's the situation with this at the moment?

**Terry Makedon:** **OpenCL** is hugely important for us, and it's important for us that we start seeing more applications being accelerated - things like Flash video on YouTube, Firefox and IE9. These are becoming very interesting things to show the average user the value of an APU.

In Seattle in the middle of June we'll also have our first developers' conference, and at that point the objective will be to give educational instruction in an academic setting for researchers and developers - both from big corporations and independent guys - who want to develop **OpenCL**/DirectCompute acceleration stuff. There's a company called **Acceleware** that offers training courses as well.

I also have to give kudos to Nvidia for coming out with CUDA and pushing the whole GPGPU market in a certain direction. I've been saying for a long time that CUDA's not going to exist forever, it's going to go away - it's proprietary. I truly stand by that statement I made many years ago, and I stand by it now. **Intel just announced its OpenCL certification last week, so all of a sudden our friends at Intel have joined the industry standard OpenCL.**

**BT:** So you really think CUDA's not going to be around in a few years?

**TM:** CUDA's going to have a niche place in the **industry** - I think it'll exist for very specific high-performance computing applications - stuff like genetic mapping and specific things that universities are researching. I think that a lot of those places like that be happy with the infrastructure and support, and they'll stick around.

**BT:** Is that because CUDA came first, and it's now just inertia that stops developers moving on?

**TM:** It was absolutely the first, and it was actually because Nvidia handheld them and supported them, but at the same time Nvidia's limiting them by locking them into proprietary **hardware**. The stance we've always had is that we do not want this stuff to be locked to only work on a certain set of hardware, we will not do that, we were clear about it from day one and that's why we've put our full support behind **OpenCL**.

I keep talking about **OpenCL**, but DirectCompute, which is a part of DirectX 11, is just as important - the difference of course is that it won't work on Linux machines or Macs, but **OpenCL** will work on everything.

**BT:** The theory is fine - **OpenCL** is an open **standard** that will work on everybody's hardware, while CUDA only works on Nvidia hardware. However, Nvidia's put a lot of money and resources behind CUDA, lots of developers are using it, and CUDA is clearly Nvidia's priority over **OpenCL** at the moment. How are you going to break that?

**Sasa Marinkovic:** Nvidia's SLI was exactly like that as well - it was a closed system that they were pushing, and then you saw them opening it up to others after competitive pressure.



*CUDA's proprietary nature will force it to become a niche API in the future, according to AMD*

**BT:** That's different, though, isn't it? That's Nvidia opening up its own hardware technology to other people, rather

**THE FASTEST HARDWARE EVER!**  
THE BEST CPU, MOTHERBOARD, MEMORY, SSD AND GPU AVAILABLE TODAY!  
PCs IN SPACE  
BEAT THE HEAT  
REVEALED: How GPU AMD really works

**Custom PC Issue 96**  
3 Issues for just £1

**BUYERS GUIDE**

**PC Hardware Buyer's Guide July 2011**

**PODCAST**

**Hardware 26 - Clouds of Gigaflops**

**performance.**

The world's first professional-grade tablet.

**BUY NOW**

**CRACK BERRY**

**FACEBOOK FOR BLACKBERRY...**

Bla1ze

**READ ARTICLE**

**BlackBerry PlayBook.**

**Switch to Solar and Save Thousands**

Get Started Today

**Calculate Your Savings**

**SolarCity**

Ads by Google

CDI Computing Cluster

http://webcache.googleusercontent.com/search?q=cache:Jl6pQaQ2qVYJ:www.bit-tech.net/hardware/cpus/2011/05/30/amd-betting-everything-on-opencl/1+opencl+industry+standard&cd=7&hl=en&ct=clnk&gl=us&source=www.google.com/08/16/2011 09:40:50 AM

...times of innovation, through, for this... that's more opening up to own hardware technology to other people, rather than abandoning its own technology to adopt an open **standard**.

**SM:** It's hardware, but it's the same issue or view, just from the software perspective.

**TM:** Just to come back to your question on how we're going to crack that stranglehold. We're not going to do that – the developers will. I personally don't believe that big serious developers will program their applications to only run on a certain set of hardware and limit their sales.

The whole concept of the **PC** ecosystem is that everything works on it, right? I mean, there might be optimisations and a few bugs here and there, but you take Excel and it works on every PC on the planet, and that's the whole concept of the PC ecosystem – that's what I keep talking about – you can't lock in the user and say 'hey Mr User, if you want to run this application for photo-editing, MP3 DJing or whatever, then you have to have this piece of hardware and you're stuck with it for life.' I just don't see that happening.

◀ PREV

1 - AMD Betting Everything on OpenCL

NEXT ▶

#### SHARE THIS INTERVIEW

Like 23 Tweet

More like this: Custom PC magazine - 3 issues for £1

#### GPU Computing Cluster

HPC Cluster with Intel® Xeon® CPUs and Tesla GPUs. Request a Quote! [www.Appro.com](http://www.Appro.com)

#### HP® with AMD Processor

Upgrade Today. Do More Tomorrow. Enjoy the Benefits of HP with AMD! [www.hp.com](http://www.hp.com)

#### High Uric Acid Levels?

Is your gout out of control? It's time to act. Join a research study [www.GoutStudy.com](http://www.GoutStudy.com)

#### VQO5000-PB Retail Box

Specialize in Quadro 3D OpenGL Card Call (888) 368-3288 & Order now [www.the3DShop.com](http://www.the3DShop.com)

**NO RESORT FEES**  
YOUR MONEY YOUR CHOICE.

**TOTAL Vegas**  
EXCLUSIVELY AT

GET MORE VEGAS ▶

CAESARS PALACE, Flamingo, Harrah's, BALLYS, IMPERIAL PALACE, TOWER RESORTS

bit-tech

#### SITE LINKS

- Home
- About
- Score Guide
- Email Editor
- Privacy
- Advertise
- Company Website
- Custom PC
- Facebook Page
- App
- Back to Top

#### OUR OTHER SITES

- Auto Express
- CarBuyer
- Channel Pro
- Cloud Pro
- Den of Geek
- Digital SLR Photo
- Evo
- Expert Reviews
- Fortean Times
- iGizmo
- IT Pro
- Know Your Mobile
- MacUser
- MagBooks
- Men's Fitness
- Micro Mart
- Mobile Computer
- Octane
- PC Pro
- The First Post
- The Week
- Webuser

#### PUPULAR TOPICS

- Ubisoft
- Mmo
- Steam
- Indie
- Electronic arts
- Multiplayer
- 2k games
- Gamescom 2011
- Overclocking
- Drn

#### PUPULAR COMPANIES

- Electronic Arts
- AMD
- Microsoft
- Ubisoft
- ASUS
- Sony
- Nintendo
- 2K Games
- Valve



© Copyright Dennis Publishing Limited licensed by Felden



http://webcache.googleusercontent.com/search?q=cache:LBBkBnkcfGcJ:www.acceleware.com/press\_release/amd-and-acceleware-collaborate-offer-opencl-education+opencl+industry+standard&cd=9&hl=en&ct=clnk&gl=us&source=www.google.com 08/16/2011 09:44:58 AM

This is Google's cache of [http://www.acceleware.com/press\\_release/amd-and-acceleware-collaborate-offer-opencl-education](http://www.acceleware.com/press_release/amd-and-acceleware-collaborate-offer-opencl-education). It is a snapshot of the page as it appeared on Aug 13, 2011 13:16:58 GMT. The [current page](#) could have changed in the meantime. [Learn more](#)

These search terms are highlighted: **opencl industry standard**



Search this site:  Search

[Login or register](#)

[About Acceleware](#) | [Products](#) | [Professional Services](#) | [Solutions](#) | [Partners](#) | [News & Events](#) | [Contact Us](#)



## AMD and Acceleware Collaborate to Offer **OpenCL** Education

*Monthly **OpenCL** training courses to be held in various locations worldwide*

**SUNNYVALE, Calif. — May 11, 2011 — AMD (NYSE: AMD)** today announced a collaboration with Acceleware whereby the companies will deliver professional training programs to help developers learn how to create applications that comply with **OpenCL™** standards. This announcement follows AMD's recent introduction of the **OpenCL** University Kit, a set of course materials designed for universities to teach semester-long courses in **OpenCL** programming.

The jointly developed **OpenCL** courses from AMD and Acceleware are designed to support professional software developers by providing ongoing education opportunities around **OpenCL**, the non-proprietary **industry standard** for true heterogeneous computing across platforms.

"**OpenCL** helps developers harness the full power of the CPU and GPU to create rich and vivid computing experiences on a wide variety of devices," said Manju Hegde, corporate vice president, AMD Fusion Experience Program. "Our work with Acceleware is another example of our commitment to supporting **industry** standards, and we're excited to offer **OpenCL** learning opportunities for professional developers, which complement our previously announced **OpenCL** University kit."

"The developer community is hungry for more education around open standards for software development, and we're thrilled to work with AMD on this education series," said Robert Miller, vice president of marketing and product management for Acceleware. "We're tapping top-notch developers to lead our training