

From: Estrada, Linda

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To: TTAB E Filing

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Subject: U.S. TRADEMARK APPLICATION NO. 85727628 - INFLECTION POINT MOBILE - 19148.7 - Request for Reconsideration Denied - Return to TTAB - Message 2 of 7

Attachment Information:

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Files: iss-1.jpg, iss-2.jpg, issakore-1.jpg, issakore-2.jpg, oracl-1.jpg



With the right tools, empowering the customer is a reality.

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AKORE® Pricing CRM
Integrates with SAP® to bring in customer pricing records and allow for product pricing management and multimedia communications.

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Why ISS?

Because our business is making your business better. That is truly how we conduct business. First we only use highly experienced professionals, and when we say experienced we mean Enterprise and Information Technology experienced. The key to our success is making your business better. We developed our flagship software brand AKORE® to help streamline business processes to improve communications internal & external, delivery of information, managed resources, accuracy of data, track valuable data, meeting

About Innovative Software Solutions

Innovative Software Solutions, Inc was established in 1993 and has been providing software development and consulting services to satisfied customers for more than 17 years. At least 75% of our customers are Fortune 500 companies. Innovative Software Solutions has become and will remain a very stable company because of close relationships with very large companies like Tesoro Petroleum Companies, Valero Energy Corporation, and Kinetic Concepts.

All developed applications are based on a very "open" architecture that allow for growth and ease of use as well as reliability. *With the right tools, the concept of empowering the customer, can be and should be a reality.* To quote a common phrase, Innovative Software Solutions has "been there and done that". Our size allows us to focus on our clients and to react to their requirements quickly.

Richard Carrier
President of Innovative Software Solutions, Inc.
rcarrier@innsoftinc.com

Richard received his B.S. in Computer Science from the University Of Alaska and has been deeply involved and working with Tax Departments for over 25 years. His company has designed, implemented and managed the development and implementation of many large scale SAP® Motor/Fuel Tax, Sales Tax, Use Tax, Income Tax and Property Tax Projects. The results of these projects have saved Tax Departments millions of dollars in refunds resulting from more accurate reporting and Tax accrual processes. In addition, Richard has been recognized by Oil & Gas industry technology departments as one of top leaders in Tax Technology software and an expert in IRS tax systems such as EXSTARS along with various state motor fuel tax reporting systems and requirements.

...from release date, meeting deadlines and reporting on all these areas within our AKORE® software solutions. Innovative Software Solutions (ISS) has saved millions of dollars for our customers in helping them maximize their resources to improve the bottom line.

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Case Studies
Innovative Software Solutions, Inc successfully certifies all Tesoro Petroleum Companies including three pipeline systems for IRS EXSTARS reporting.

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requirements quickly.

Innovative Software Solutions, Inc has now become a registered member of the Microsoft® Partner Program ("MSPP") Empower for ISVs Initiative ("Empower"). We are proud to be admitted to this program. Our new software AKORE™ will be developed using Microsoft® .Net Technology. Microsoft® SQL Server® 2008 will be used for the database. Microsoft® IIS 7.0 will power the AKORE ANYWHERE™ product when released.

Whether your requirements include turn key solutions, database development, web based technologies, client/server applications or stand alone application development; Innovative Software Solutions has the resources and experience to complete your project successfully. We specifically design for performance and efficiency.

For More Information

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Paul Hoffmann earned his Bachelors Degree in Industrial Engineering from Texas A&M University. Paul provides expert leadership and technical skills utilized on a daily basis during the development life cycle of the AKORE® TaxCalendar Software, AKORE® TaxCRM Software, AKORE® CRM Software and AKORE® PricingCRM Software.



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AKORE® PricingCRM

AKORE® PricingCRM Integrates with SAP ERP to receive an import/upload of product pricing data to Capture, Search, Organize, Analyze, Track, Customize, Report, and Communicate on with your customers. The new market realities and dynamics that corporations face require the ability to see clearly, think clearly and act clearly with pricing adjustments on products with its customers. AKORE® PricingCRM provides a single platform solution that supports price notification for your core business processes with marketing & product managers, salespeople and customer service representatives.

- ▶ Disseminate pricing information through multiple output mediums, e-mail, fax and letter
- ▶ Capability to distribute price quote information utilizing a template which includes standard T&C's
- ▶ Flexibility to publish and disseminate pricing by various customizable pricing tiers
- ▶ Managed customer data by multiple hierarchies in all categories
- ▶ Communicating pricing data by common data elements: list price, special pricing, formula, discounts, rebates, ect..
- ▶ Provides retention capability for information on all customer types
- ▶ Data retention for all price quote historical information
- ▶ Record, track and close all customer inquires and or complaints
- ▶ Built-in document management system
- ▶ Local data control and maintenance by approved business units

Marketing and Product managers can review, design, execute, coordinate and monitor all product

marketing initiatives with their perspective customers using your existing corporate T&C's templates. Collaborating with customers is streamlined using built-in Outlook integration, USPS labeling or fax. Create your own company wide or personal categories to easily search ship-to's, bill-to's or anything that you require.

Salespeople can access their perspective module/customers to review current product pricing, account balances and credit limits or issues. They can also categorize customers, opportunities, prospects and target segments with differentiated products and services. They may review current and historical product pricing to quickly communicate with their customer. Launch e mail, attach documents directly from AKORE® PricingCRM

Customer Service Representatives taking inbound calls from customers can easily access an account to confirm, change or enter information. They may also log their calls with notes that are date & time stamped and easily see the history of all calls and notes for each customer account. All of this can be accomplished with just a click.

Innovative Software Solutions, Inc. professionals work closely with our clients to develop and customize this application to fit our client's type of businesses. We often write the SAP interface to AKORE® PricingCRM and fully test all functionality before going online in production mode.

For example Innovative Software Solutions, Inc. worked with HOLLY Corporation to customize this module into a Lube Order Management application. Businesses processes that used to take many man hours to compile data and communicate with sold to clients can now be done with two (2) clicks of a mouse! This was just the beginning, our final customized product for this particular client ended up saving countless man-hours which had a positive impact to the top & bottom line numbers

We are confident that no other solution available can match the functionality, features, reporting, interfaces, and overall capabilities of AKORE® PricingCRM. Want to learn more?

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Whether you choose an on-premise or a cloud-based model, Oracle's application strategy is to offer choice and flexibility with the most comprehensive, modern, and secure portfolio of products and services to fit your business needs. Cloud-based SaaS applications can be used to empower employees, ensuring they have access to the data, applications and features they need to do their jobs more effectively.

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Oracle Databases help customers lower IT costs and deliver a higher quality of service by enabling consolidation onto database clouds and engineered systems like Oracle Exadata and Oracle Database Appliance. Proven to be fast, reliable, secure and easy to manage, Oracle Database 12c is ideally suited for all types of database workloads including enterprise applications, data warehouses, and big data analysis.

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Oracle innovates at every layer of the stack to design engineered systems that reduce the cost and complexity of IT infrastructures while increasing productivity and performance. The Oracle Exadata Database Machine, the Exaloic Elastic Cloud, and the

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Oracle Solaris, the #1 enterprise UNIX operating system, and Oracle Linux, available with Oracle's Unbreakable Enterprise Kernel, provide high performance, scalability, and reliability. Both are optimized to run Oracle hardware, databases, and middleware.

> Servers

Oracle's SPARC, Sun x86, Sun Blade and Sun Netra carrier-grade servers are engineered to deliver record-breaking performance, simplified management, high availability, and cost-saving efficiencies. These industry-leading systems include built-in virtualization and are optimized to run Oracle Solaris, Oracle Linux, Oracle VM, and other leading operating systems to support Oracle and non-Oracle applications and solutions.

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> Storage and Tape

Oracle's ZFS Storage Appliances, SAN storage, Tape storage, and Flash storage offer unsurpassed capabilities for heterogeneous data centers. These business-ready storage solutions enable enterprises to simplify their IT environments, reduce costs, and rapidly respond to changing business needs.

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Oracle 1-800-633-0738

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Global contacts