From: Lam, Hai-Ly

Sent: 12/16/2014 9:39:13 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85760271 - OPENMOBILE - N/A - Request for Reconsideration Denied - Return to TTAB - Message 2 of 3

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Attachment Information:

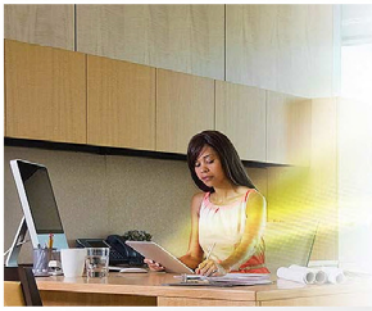
Count: 21

Files: evid4-1.jpg, evid4-2.jpg, evid4-3.jpg, evid4-4.jpg, evid5-1.jpg, evid5-2.jpg, evid5-3.jpg, evid6-1.jpg, evid6-2.jpg, Amadeus1.jpg, Amadeus2.jpg, Amadeus3.jpg, Amadeus4.jpg, Amadeus5.jpg, SafeNet.jpg, Smithson Martin1.jpg, Smithson Martin2.jpg, Smithson Martin3.jpg, Software Technology Group1.jpg, Software Technology Group2.jpg, Software Technology Group3.jpg

http://www.citrix.com/products/appdna/overview.html 12/16/2014 09:10:38 AM

XenApp, and Windows Server 2012® initiatives.

- Estimate time and cost savings with the ROI calculator
- Accelerate your Windows XP migration planning with the migration checklist



Reduce application migration time, cost, labor, risk and disruption

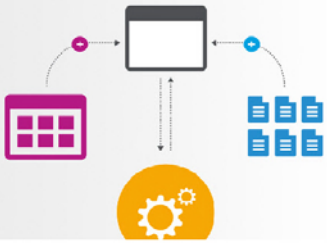
Accurately predict application behavior on new technology platforms and base estimates of project time, cost and resources on facts rather than guesses. Reduce project risk by gaining clear insight into application compatibility in a new or migrated environment.

- Watch how AppDNA accelerates virtualization projects (4:15)
- Accelerate application migration and ease application management

Simplify ongoing application management

AppDNA application management software platform provides ongoing application evolution after launch to help you make the right decisions as you add new applications, patches and service packs to the enterprise portfolio. Discover application issues with sophisticated testing and model application outcomes to determine the best plan of action. Automate application remediation and packaging processes to help manage ongoing change.

- Learn how AppDNA software provides a streamlined, people-centric approach to application management*



approach to application management*

AppDNA application compatibility software complements migration and virtualization projects

Windows XP Migration

Accelerate application migrations off Windows XP by predicting potential issues and showing a clear path to application compatibility on the new OS.

- What does the end of XP mean for you?
- XenDesktop eases Windows 7 migration*

Desktop Virtualization

Virtual desktops and apps delivered by Citrix meet today's business demand for anywhere access.

- Top use cases for desktop virtualization*
- IDC Marketscape report*

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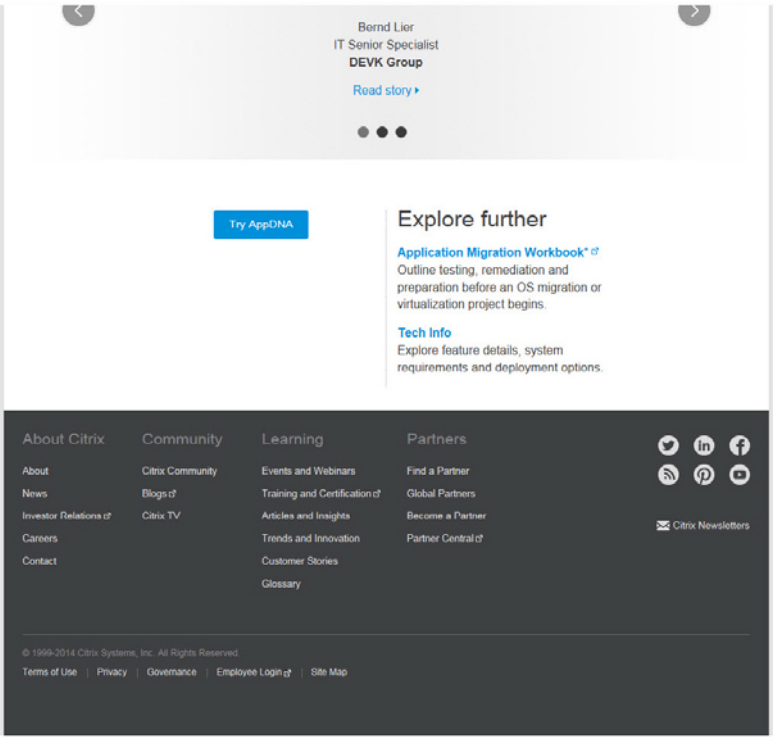
"AppDNA eliminates the need for many time-consuming application tests, and performs much more thorough analysis than is possible with manual techniques."


Bernd Lier
IT Senior Specialist
DEVK Group
Read story
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Application Migration Workbook*
Outline testing, remediation and preparation before an OS migration or virtualization project begins.
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Explore feature details, system requirements and deployment options.
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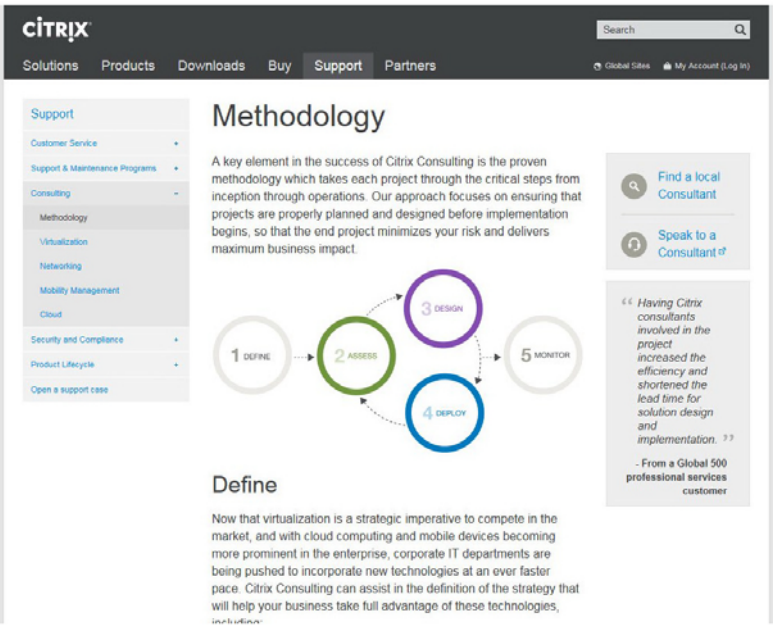
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A key element in the success of Citrix Consulting is the proven methodology which takes each project through the critical steps from inception through operations. Our approach focuses on ensuring that projects are properly planned and designed before implementation begins, so that the end project minimizes your risk and delivers maximum business impact.
1 DEFINE
2 ASSESS
3 DESIGN
4 DEPLOY
5 MONITOR
Define
Now that virtualization is a strategic imperative to compete in the market, and with cloud computing and mobile devices becoming more prominent in the enterprise, corporate IT departments are being pushed to incorporate new technologies at an ever faster pace. Citrix Consulting can assist in the definition of the strategy that will help your business take full advantage of these technologies,
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“Having Citrix consultants involved in the project increased the efficiency and shortened the lead time for solution design and implementation.”
- From a Global 500 professional services customer

including:

- Solution development
- Roadmap initiatives and strategic planning
- Hardware and storage estimation
- Prioritization

Assess, Design, Deploy

Citrix Consulting follows an Assess > Design > Deploy process for each major initiative of your project. In doing so, your organization is left with a tangible improvement to the environment at the end of each engagement.

Assess

During the Assess phase, Citrix Consulting reviews your current environment, identifies use cases and gathers detailed requirements for the project. This information allows us to define the project success criteria and set the direction for your proposed Citrix deployment, upgrade, or expansion.

Design

The design phase defines the architecture and operational processes required to implement and maintain the production environment that will satisfy your success criteria. Topics such as environment scalability, redundancy and high availability are addressed. Citrix Consulting will apply best practices for performance tuning to help your environment perform at its best.

Deploy

During the Deploy phase, Citrix Consulting creates and configures the environment to meet the specifications from the Design phase. This includes supporting the integration of any applications that have been identified in the design and performing thorough testing of all

been identified in the design and performing thorough testing of all infrastructure components. Citrix Consulting will also guide you through a phased rollout approach to mitigate risk and ensure a successful deployment.

Monitor

For the long-term health of your Citrix environment, Citrix Consulting can be engaged to perform the continued monitoring and administrative tasks in several different capacities. With onsite and remote delivery capabilities, Citrix Consulting has the experience to keep your environment stable and your users happy.

Request More Information

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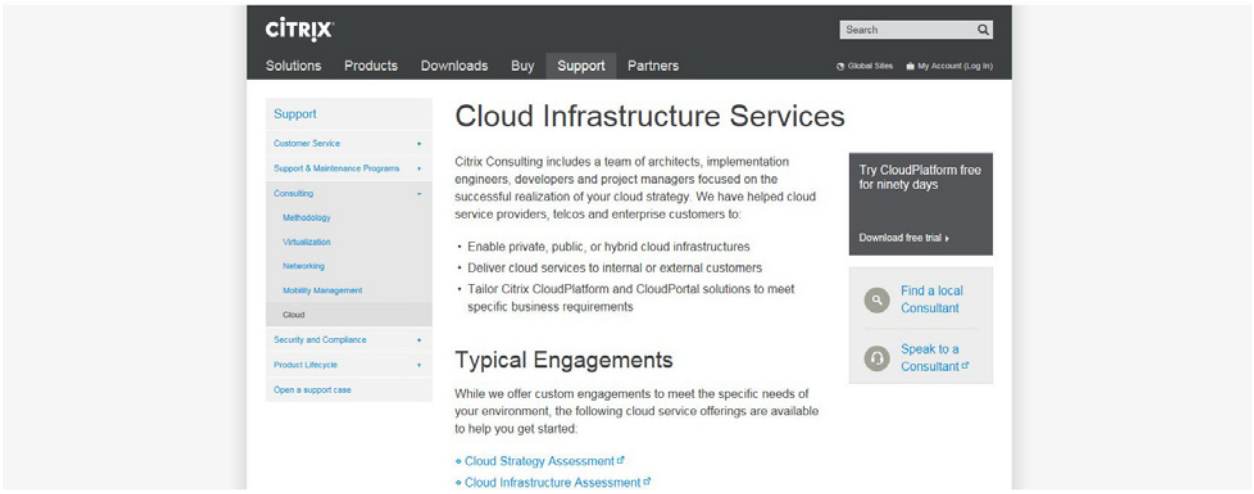
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Product Lifecycle
Open a support case
Cloud Infrastructure Services
Citrix Consulting includes a team of architects, implementation engineers, developers and project managers focused on the successful realization of your cloud strategy. We have helped cloud service providers, telcos and enterprise customers to:
• Enable private, public, or hybrid cloud infrastructures
• Deliver cloud services to internal or external customers
• Tailor Citrix CloudPlatform and CloudPortal solutions to meet specific business requirements
Typical Engagements
While we offer custom engagements to meet the specific needs of your environment, the following cloud service offerings are available to help you get started:
• Cloud Strategy Assessment
• Cloud Infrastructure Assessment
Try CloudPlatform free for ninety days
Download free trial
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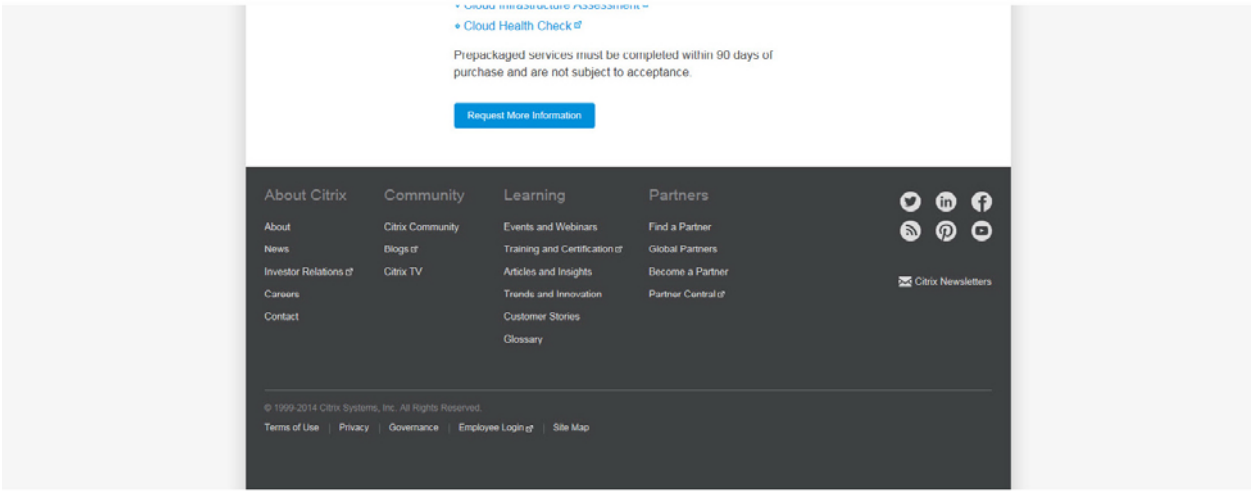
• Cloud Health Check
Prepackaged services must be completed within 90 days of purchase and are not subject to acceptance.
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"The Amadeus Consulting team exceeded our expectations in their knowledge of the subject, and the rigor in project delivery. Amadeus delivered a high quality product within the project schedule."

– Hemant Jotla, DataFrond

Adobe Flex Development

Looking for expert Flex® developers?

Flex is an open source framework offered by Adobe for developing Rich Internet Applications. It seeks to minimize the challenging animation language that Flash® was originally built with by using an XML-based language, making it easier for many application developers to layout and built GUI's. Additionally, interactivity is made possible by use of the programming language ActionScript.

More about Flex

Adobe Flex has become a popular custom development environment framework for RIA's. Like AJAX, Flex allows for asynchronous data loading, where the client doesn't have to refresh the whole page for changes made to the Flex application. Flex also allows for consistent, cross-browser and desktop application compatibility. Software applications can be built using the open source framework, or using the new Flex Builder ™ 3 software, a highly productive development environment. RIAs created with Flex can run in the browser using Adobe Flash Player® software or on the desktop on Adobe AIR™, the cross-operating system runtime.

Amadeus Consulting has a depth of knowledge of the Flex SDK through our Creative Services team which includes graphic designers and developers, working together to create for our clients RIA's that are both attractive and user-friendly. Read examples of our solutions we have created for other clients.

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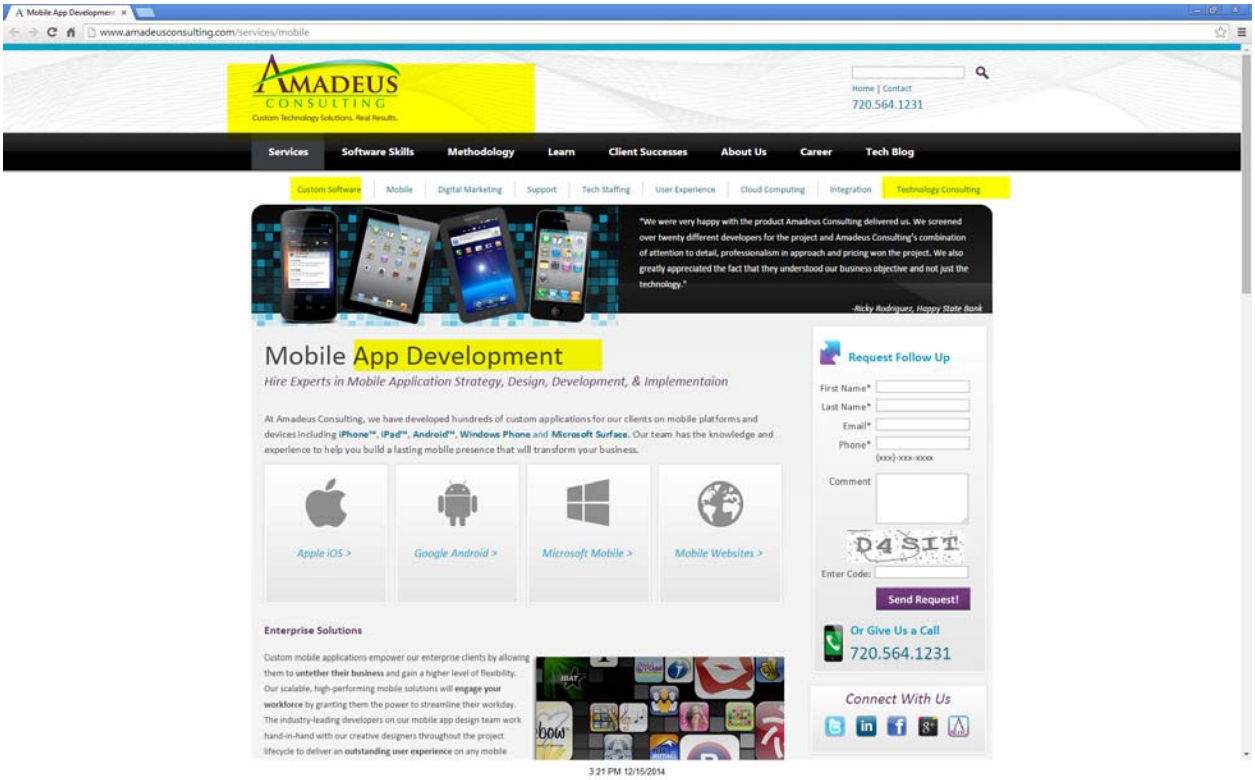
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"We were very happy with the product Amadeus Consulting delivered us. We screened over twenty different developers for the project and Amadeus Consulting's combination of attention to detail, professionalism in approach and pricing won the project. We also greatly appreciated the fact that they understood our business objective and not just the technology."
-Ricky Rodriguez, Happy State Bank
Mobile App Development
Hire Experts in Mobile Application Strategy, Design, Development, & Implementaion
At Amadeus Consulting, we have developed hundreds of custom applications for our clients on mobile platforms and devices including iPhone™, iPad™, Android™, Windows Phone and Microsoft Surface. Our team has the knowledge and experience to help you build a lasting mobile presence that will transform your business.
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Custom mobile applications empower our enterprise clients by allowing them to untether their business and gain a higher level of flexibility. Our scalable, high-performing mobile solutions will engage your workforce by granting them the power to streamline their workday. The industry-leading developers on our mobile app design team work hand-in-hand with our creative designers throughout the project lifecycle to deliver an outstanding user experience on any mobile
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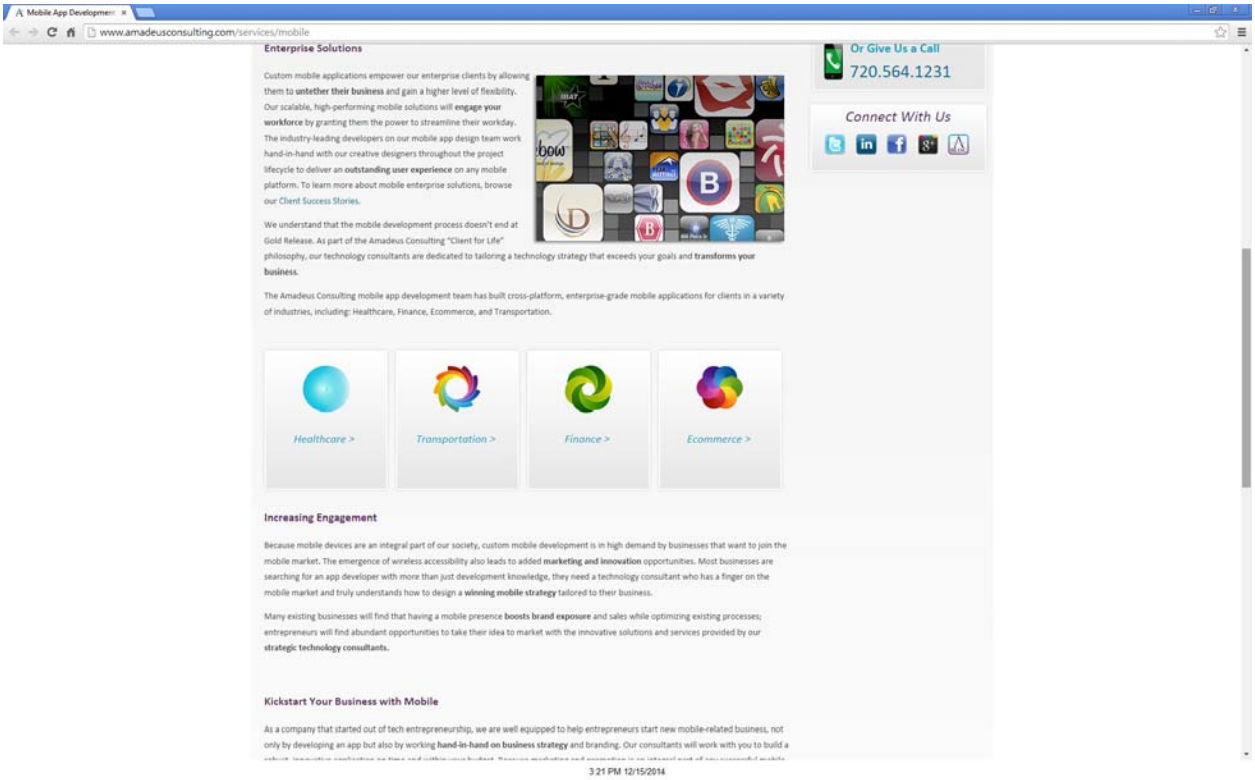
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Enterprise Solutions
Custom mobile applications empower our enterprise clients by allowing them to untether their business and gain a higher level of flexibility. Our scalable, high-performing mobile solutions will engage your workforce by granting them the power to streamline their workday. The industry-leading developers on our mobile app design team work hand-in-hand with our creative designers throughout the project lifecycle to deliver an outstanding user experience on any mobile platform. To learn more about mobile enterprise solutions, browse our Client Success Stories.
We understand that the mobile development process doesn't end at Gold Release. As part of the Amadeus Consulting "Client for Life" philosophy, our technology consultants are dedicated to tailoring a technology strategy that exceeds your goals and transforms your business.
The Amadeus Consulting mobile app development team has built cross-platform, enterprise-grade mobile applications for clients in a variety of industries, including: Healthcare, Finance, Ecommerce, and Transportation.
Healthcare >
Transportation >
Finance >
Ecommerce >
Increasing Engagement
Because mobile devices are an integral part of our society, custom mobile development is in high demand by businesses that want to join the mobile market. The emergence of wireless accessibility also leads to added marketing and innovation opportunities. Most businesses are searching for an app developer with more than just development knowledge, they need a technology consultant who has a finger on the mobile market and truly understands how to design a winning mobile strategy tailored to their business.
Many existing businesses will find that having a mobile presence boosts brand exposure and sales while optimizing existing processes; entrepreneurs will find abundant opportunities to take their idea to market with the innovative solutions and services provided by our strategic technology consultants.
Kickstart Your Business with Mobile
As a company that started out of tech entrepreneurship, we are well equipped to help entrepreneurs start new mobile-related business, not only by developing an app but also by working hand-in-hand on business strategy and branding. Our consultants will work with you to build a
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Kickstart Your Business with Mobile

As a company that started out of tech entrepreneurship, we are well equipped to help entrepreneurs start new mobile-related business, not only by developing an app but also by working **hand-in-hand on business strategy** and branding. Our consultants will work with you to build a robust, innovative application on time and within your budget. Because marketing and promotion is an integral part of any successful mobile app launch, we have an in-house marketing agency with the tools and expertise to maximize reach and discoverability.

Read more about our work with mobile entrepreneurs in our Client Success Stories.

Methodology

Our collaborative project design methodology encompasses multiple team members from across the organization. Business Solutions experts work with you from the start to create a **mobile strategy** and ensure that your application is tailored to your business goals. UX/UI specialists from our Creative team are involved throughout development, including requirements gathering, branding, wireframing, and user testing, to ensure that your application has an **intuitive, top notch user experience**. The senior-level architects on our Innovation team solve challenging technology problems and provide insight on leading-edge options for your solution. Our in-house digital marketing agency, Amadeus Digital, is equipped to enhance your mobile strategy with branding, mobile app promotion and robust market analytics. Finally, experienced Project Managers oversee development to keep your project **on budget and on schedule**.

Value-Added Technology Consulting - We apply a business consulting perspective to every mobile app development project

Requirements Analysis - Effective requirements gathering sessions are essential to have a clear understanding of what you want to accomplish with your app

Efficient Project Management - We create and maintain a project plan to track the status of project milestones helping to avoid large surprises and delays at the end of your project

Risk Mitigation - These include technical and business risks faced by every iPhone application development project, as well as project-specific issues

Testing - To help secure acceptance, a comprehensive testing plan is established at the outset and throughout your app development

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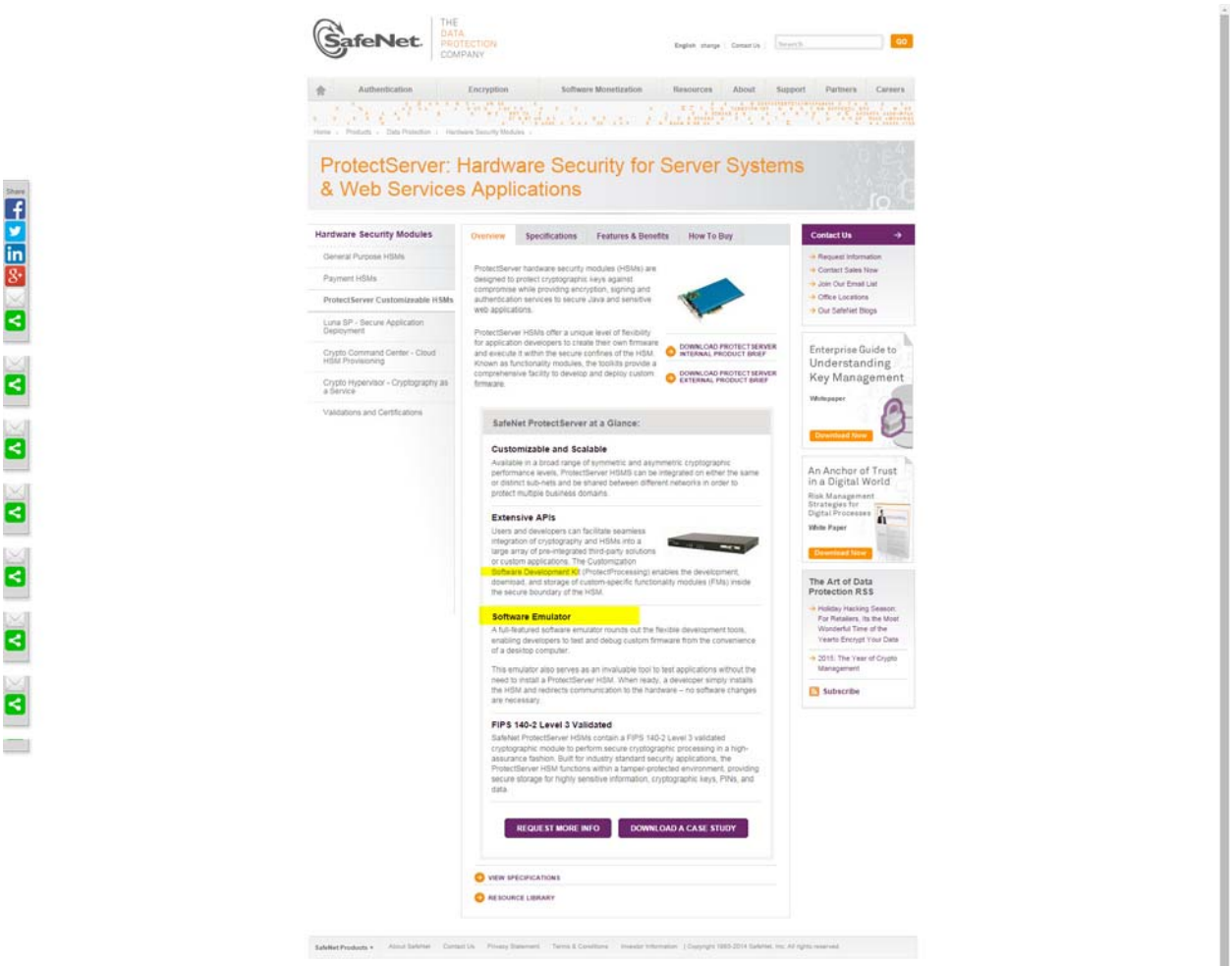

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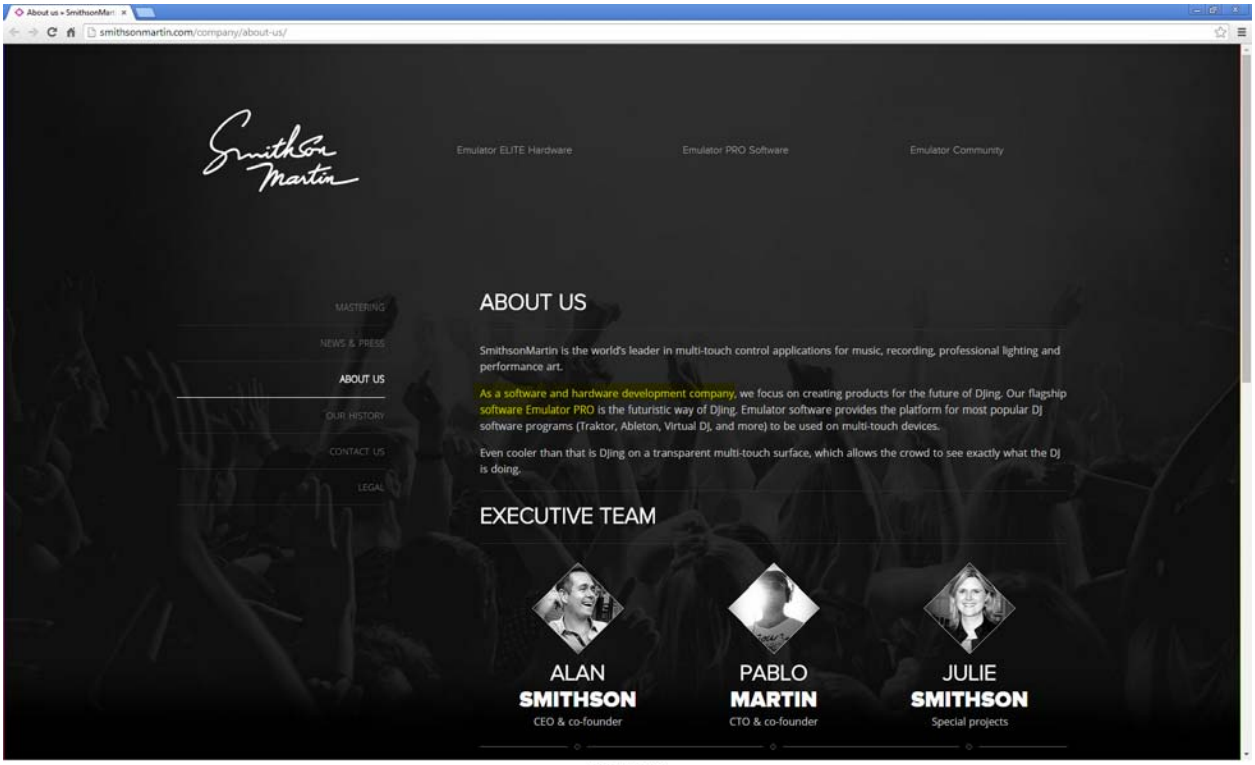

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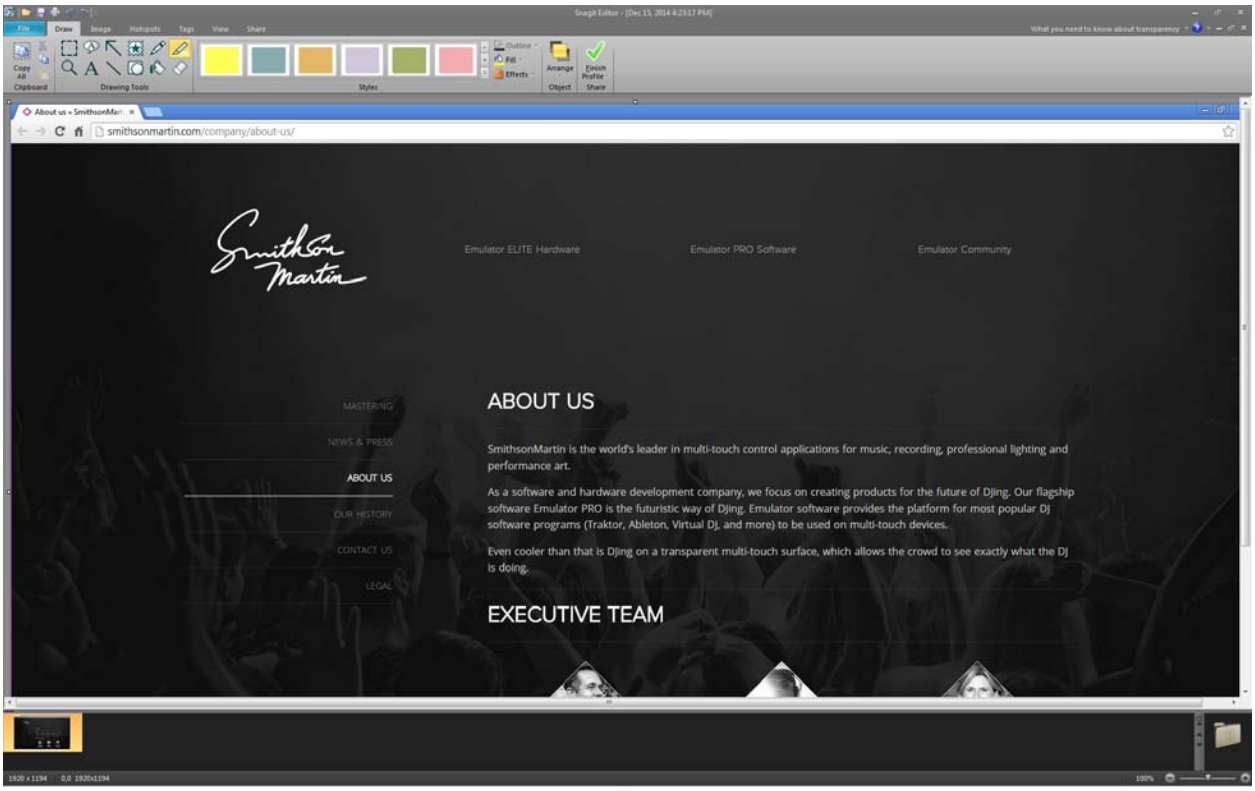

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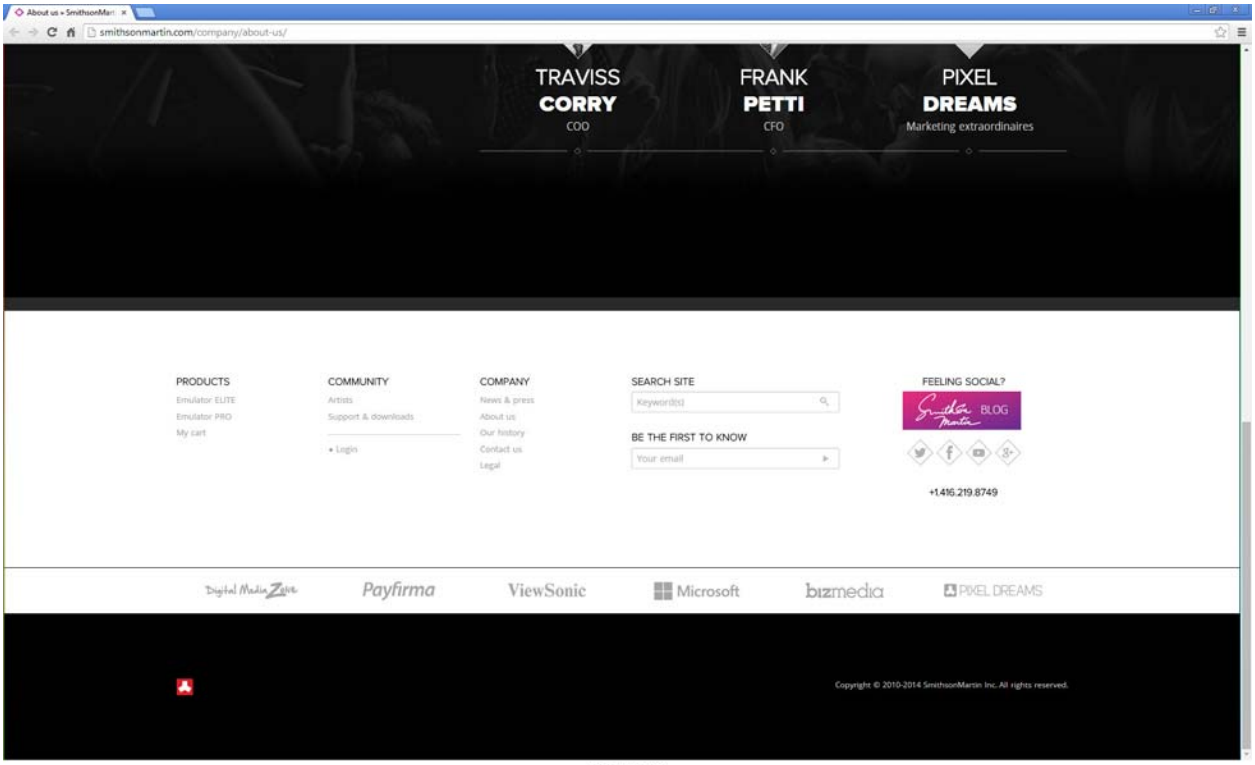

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DMH Inc. : Quoting, Purchase order, shipping and invoice software. Integration with QuickBooks.
Steven's Water : Application for programming the Cell-Net-Set, a device used for a variety of applications including remote weather stations.
Clear : Software application to test modems at the dealer site prior to making a warranty exchange to hold down costs.
Hinds Instruments Laser Physics analysis and display : Laser Equipment software to produce visual images of heat, polarization, stress and various technical properties of materials.
NEC RT and CO telephony development : Telephony software to consolidate large telephone data collections for transmission through Telephony Technical SwitCHing, Routing, and Enhancement resources deployed in a broad range of telephone and telephonic transmission environments worldwide.
Universal Attention Disorders clinical screening test for ADD/ADHD : Testing software for Attention Deficit Disorder and Attention Deficit Hyperactive Disorder screening. Calibration of signals were compiled at
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Universal Attention Disorders clinical screening test for ADD/ADHD : Testing software for Attention Deficit Disorder and Attention Deficit Hyperactive Disorder screening. Calibration of signals were compiled at conflicting sample rates with variances from 2 milliseconds to 1/2 millisecond.
IPEC Planar NT based robotics for planarization of silicon disks: Manufacturing software for high resolution planar silicon disks, the basis for microchip production. Software parameters included variance measurement, control and reporting of thickness, finish state, polish level,and measurement of exact flatness levels.
Transmeta Conversion of Microtek Emulator Software to Unix Format: Conversion of a Windows XP application to a UNIX platform, using C and some machine level language.
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