

From: Boone, Cory

Sent: 6/23/2014 11:53:44 AM

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Subject: U.S. TRADEMARK APPLICATION NO. 85979129 - DMX MOBILE - DMX Mobile - SU - Request for  
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\*\*\*\*\*

Attachment Information:

Count: 5

Files: soft5-6.jpg, soft5-7.jpg, pec45-1.jpg, pec45-2.jpg, pec45-3.jpg

There are many and varied reasons for considering SaaS data escrow including concerns about vendor [bankruptcy](#), unplanned service outages and potential [data loss](#) or corruption. Many businesses are also keen to ensure that they are complying with their own [data governance](#) standards or want improved reporting and [business analytics](#) against their SaaS data. A research conducted by Clearpace Software Ltd. into the growth of SaaS showed that 85 percent of the participants wanted to take a copy of their SaaS data. A third of these participants wanted a copy on a daily basis.<sup>[[cso](#)]</sup>

## Criticism [\[edit\]](#)

One notable criticism of SaaS comes from [Richard Stallman](#) of the [Free Software Foundation](#) referring to it as Service as a Software Substitute (SaaSs).<sup>[[cso](#)]</sup> He considers the use of SaaSs to be a violation of the principles of [free software](#).<sup>[[cso](#)]</sup> According to Stallman:

- With SaaSs, the users do not have a copy of the executable file: it is on the server, where the users can't see or touch it. Thus it is impossible for them to ascertain what it really does, and impossible to change it. SaaS inherently gives the server operator the power to change the software in use, or the users' data being operated on.

## See also [\[edit\]](#)

- [Servicizing](#)
- [Cloud-based integration](#)
- [Application service provider](#)

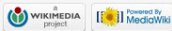
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## Definition of: **SaaS**

(Software-As-A-Service) Software that is rented rather than purchased. Instead of buying software and paying for periodic upgrades, SaaS is subscription based, and all upgrades are provided during the term of the subscription. When the subscription period expires, the software is no longer valid.

### Ideal for Cloud Computing

SaaS can be implemented with local applications that expire after a certain time, but it is ideally suited for cloud computing in the Internet and Web browser-based applications, which can run in any desktop or mobile device, no matter the operating system. In this model, the applications are maintained in the service provider's datacenter, and every time users launch their browsers and log on, they get the latest version. In addition, the data can also be stored in the provider's datacenter.

This approach has been touted as the wave of the future, many believing that local applications will be history down the road. However, legacy architectures tend to last longer than expected, and the road could be long. See [cloud computing](#), [PaaS](#), [IaaS](#), [Web application](#), [SoSaaS](#) and [ASP](#).



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