

T96000000396



Qualitative Marketing Software Inc  
28051 US Hwy 19 N, Suite E  
Clearwater, FL 34621-2647  
800/782-7988  
Fax: 813/725-2771

300001773673  
-04/03/96--01072--003  
\*\*\*\*175.00 \*\*\*\*\*87.50

To: Trademark Registration Section

From: Michelle Akin

Date: April 5, 1996

Address Wizard (9)

Subject: Enclosed Registration Forms

Enclosed are two trademark registration forms and a check for \$175.00 to cover both applications. Each application contains three (3) specimens including:

- (1) a software diskette product label
- (2) a CD-ROM Product Label
- (3) a marketing brochure.

If you have any questions, please call me at 800/782-7988 x12.

W29

T96-396

Name	
Availability	NA NA
Document	
Examiner	NJC
Updater	NJC
Updater	
Verifier	NJC
Acknowledgement	NJC
W. P. Verifier	NJC

Florida Department of State, Sandra B. Mortham, Secretary of State

**APPLICATION FOR THE REGISTRATION OF A TRADEMARK OR SERVICE MARK**  
PURSUANT TO CHAPTER 495, FLORIDA STATUTES

TO: Division of Corporations  
Post Office Box 6327  
Tallahassee, FL 32314

Name & address to whom acknowledgement should  
be sent:

Qualitative Marketing Software, Inc.

28051 US Hwy 19 N, Suite E

Clearwater, FL 34621-2647

( 813 ) 725-9727

Daytime Telephone number ATTN: Marcia Wray

**PART I**

1. (a) Applicant's name: Qualitative Marketing Software, Inc.

(b) Applicant's business address: 28051 US Hwy 19 N, Suite E

Clearwater, FL 34621-2647

City/State/Zip

(c) Applicant's telephone number: ( 813 ) 725-9727

☐ Individual

☒ Corporation

☐ Joint Venture

☐ Other: \_\_\_\_\_

☐ General Partnership

☐ Limited Partnership

☐ Union

If other than an individual,

(1) Florida registration number: F94000004756 ✓

(2) Domicile State: Delaware

(3) Federal Employer Identification Number: 59-3253423

2.(a) If the mark to be registered is a service mark, the services in connection with which the mark is used:  
(i.e., furniture moving services, diaper services, house painting services, etc.)

(b) If the mark to be registered is a trademark, the goods in connection with which the mark is used:  
(i.e., ladies sportswear, cat food, barbecue grills, shoe laces, etc.)

Software

(c) The mode or manner in which the mark is used:(i.e., labels, decals, newspaper advertisements, brochures, etc.)  
Labeling, Packaging, and Advertising of the product.

(d) The class(e) in which goods or services fall:  
Electrical and scientific apparatus

**PART II**

i. Date first used by the applicant, predecessor, or a related company (must include month, day and year):

(a) Date first used anywhere: 3-96 (b) Date first used in Florida: 3-96

**PART III**

1. The mark to be registered is: (If logo/design is included, please give brief written description which must be words or less.)

Address Wizard - The mark will be used to identify and describe the software and its uses.

2. DISCLAIMER (if applicable)

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE TERM " " APART FROM THE MARK AS SHOWN.

I, Michelle Akin, being sworn, depose and say that I am the owner and the applicant herein, or that I am authorized to sign on behalf of the owner and applicant herein, and no other person except a related company has the right to use such mark in Florida either in the identical form or in such near resemblance as to be likely to deceive or confuse or to be mistaken therefor. I make this affidavit and verification on my/the applicant's behalf. I further acknowledge that I have read the application and know the contents thereof and that the facts stated herein are true and correct.

Qualitative Marketing Software, Inc.  
Typed or printed name of applicant

Michelle Akin  
Applicant's signature or authorized person's signature  
(List name and title)

STATE OF FLORIDA

COUNTY OF PINELLAS

On this 29th day of MARCH, 1996, Michelle Akin personally appeared before me,

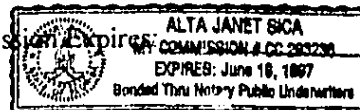
☒ who is personally known to me  
☐ whose identity I proved on the basis of \_\_\_\_\_

Alta Janet Sica  
Notary Public Signature

ALTA JANET SICA  
Notary's Printed Name

Seal

My Commission Expires



FEE: \$87.50 per class

Diskette Product Label

28051 US HWY 19 N, STE. E, CLEARWATER, FL 34621  
TEL: 813-725-8727 • FAX: 813-725-2771

**ADDRESS WIZARD™**

PROGRAM DISK 1 OF 1

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Software Inc

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Home Page  
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## ADDRESS WIZARD™

**Address Wizard™ from Qualitative Marketing Software offers developers an accurate and effective library specifically designed to work in a real-time environment.**

Designed and built to augment the industry leading GeoStan™ address standardization and geocoding library, Address Wizard interactively searches for an address match while the user captures address information. By using partial address entries, a match is attempted by Address Wizard long before GeoStan alone would be able to render the same information.

The process begins by first keying a zip code. Then while you key the house number and street name, Address Wizard attempts to match the information with the US Postal Service database. Once a match is made, the standardized address information appears. For example:

If an operator types in:  
**91030** (the ZIP code is entered first)  
**1900 mis** (part of an address)

Address Wizard returns:  
**1900 Mission St**  
**South Pasadena, CA 91030**

In addition to address standardization, Address Wizard has the capability to display locational and demographic information with your standardized address including:

- Latitude/Longitude
- Census ID, including block group and census tract
- Carrier route
- Block Group Level Demographics from Claritas or Equifax National Decision Systems.

Also, Address Wizard has a Xsection option that lists the 3 closest major intersections to the entered address, including the distance and direction to those intersections. This application is perfect for delivery or service response companies.

### Additional Benefits of Address Wizard

- **Increase Accuracy:** Statistics provided by several Fortune 500 firms indicate that roughly 12%-15% of all addresses captured over the telephone or from response cards are entered with significant errors. With Address Wizard, misspellings and incorrect house numbers can be detected and corrected at the time of entry, unlike back-end processing.
- **Reduce order entry time by using less keystrokes.** In a recent test, Address Wizard received an 87% hit rate by entering the zip code, house number and only four (4) characters of the street name, and all without having to query on the USPS database.
- **Quarterly Updates.** The databases for Address Wizard are updated quarterly and provided on a single CD, thus ensuring that you have the most current and accurate ONE PASS solution at hand.

Address Wizard is available in conjunction with our GeoStan library. If you would like to place an order or receive additional information on either product please contact QMS at 800/782-7988.

**4112**  
**Next**  
**DIMENSION**  
**Marketing**