IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF:

Applicant:	enrich IT, Inc.
Serial No.:	77/805,741
Mark:	**ENRICH IT**
Date of Action:	11/29/2009
Examiner:	John M. Gartner
Law Office:	102

Introduction

Applicant enrich IT, Inc. ("enrich IT") seeks to register its mark ENRICH IT (Serial No. 77/805,741) in International Class 42 in connection with various services. The Examiner has refused registration of the mark on the basis that the identification of services is indefinite and must be clarified. enrich IT responds to each requirement of clarification as set forth below, and requests that its mark be passed to publication.

Discussion

I. **"Applicant should clarify that the consulting services are in the nature of computer software consultation."**

enrich IT is amenable to the Examiner's suggestion of revising the identified services to state: "Computer software consultation in the field of implementing, extending, upgrading, and maintaining software products."

II. **"If by 'providing software solutions' applicant is referring to the service of providing temporary use of online, non-downloadable software, this must be specified and the specific function of the software must be identified."**

enrich IT disagrees that the description "providing temporary use of online, non-downloadable software for use in . . . the field of business process outsourcing" accurately describes its services. enrich IT does not provide temporary use of online, non-downloadable software in connection with business process outsourcing. Rather, enrich IT provides its customers with a software solution in the form of an integrated technology platform that enables a customer to engage in business process outsourcing. An enrich IT brochure describing this software solution is attached as Exhibit "A". In light of the Examiner's concerns, however, enrich IT submits the following revised identification of its services: "providing technology platform software solutions in the field of business process outsourcing."

III.   "Advice in the field of outsourcing strategy is a Class 35 service."

enrich IT hereby withdraws the phrase "providing advice to clients on business process outsourcing strategy" from its identification of services. Hence, a multiple-class application is not necessary for the ENRICH IT mark.

IV.   "The nature of the information technology support services must be specified."

Pursuant to TMEP § 1402.01, enrich IT hereby submits the following revised identification of services for the information technology support services that it offers: "information technology technical support services, namely, enterprise application software support services, database administration support services, customized software application development support services, and software testing services."

<u>Summary of revised identification</u>

For the reasons stated above, enrich IT submits the following revised identification

of its services:

> Computer software consultation in the field of implementing, extending, upgrading, and maintaining software products; providing technology platform software solutions in the field of business process outsourcing; information technology technical support services, namely, enterprise application software support services, database administration support services, customized software application development support services, and software testing services

V.   Disclaimer

enrich IT hereby states that no claim is made to the exclusive right to use "IT" apart
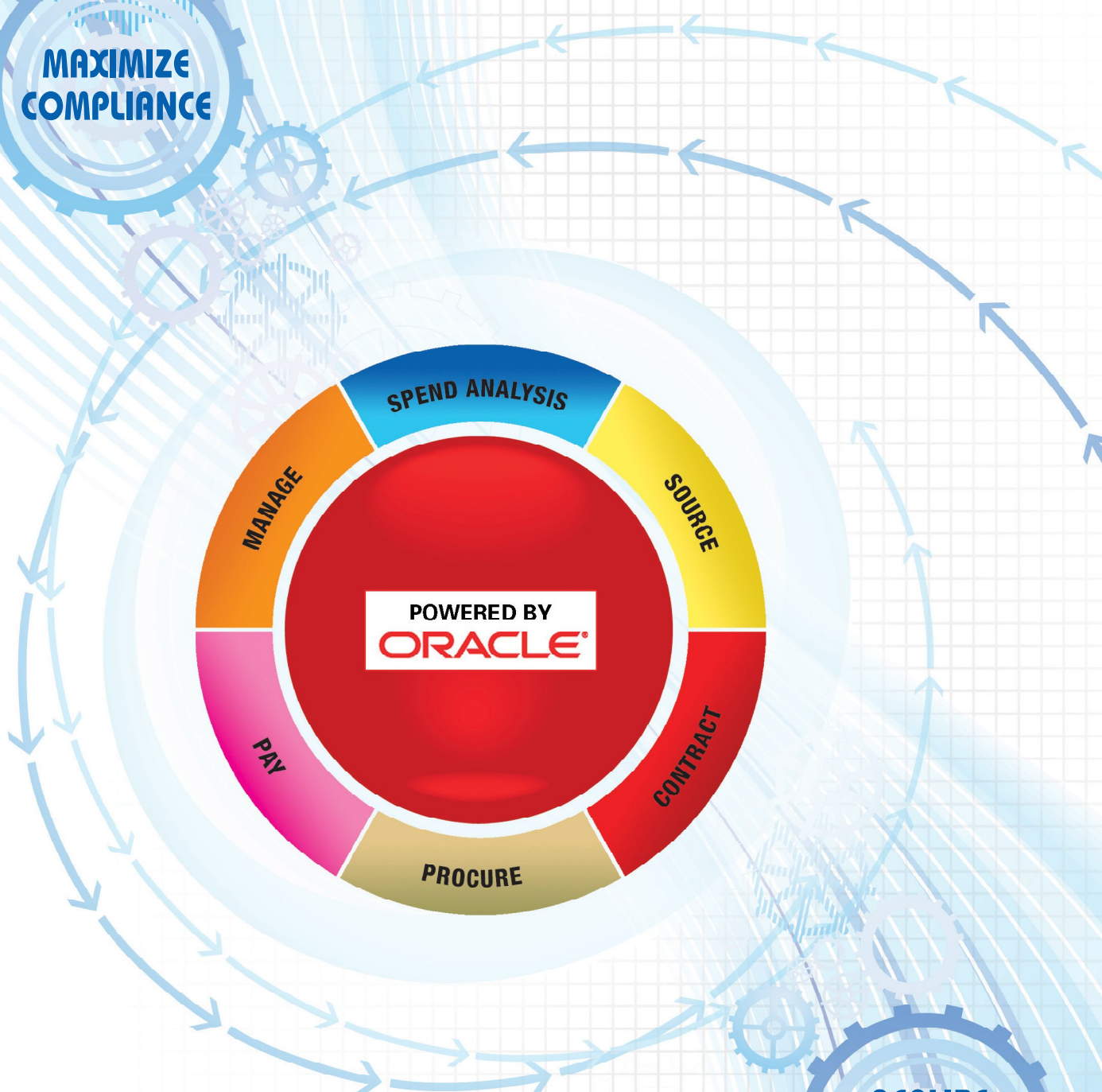
from the mark as shown.

<div align="center">Conclusion</div>

For the foregoing reasons, enrich IT requests that its ENRICH IT mark be passed to

publication.

Exhibit "A"

[*See Following Page*]

enrichiT
Experts in extending Oracle Solutions

MAXIMIZE COMPLIANCE

SPEND ANALYSIS

MANAGE
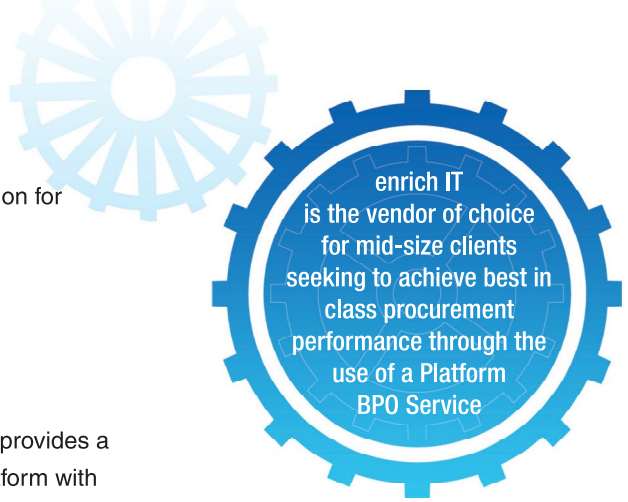
SOURCE

POWERED BY
ORACLE®

PAY

CONTRACT

PROCURE

REALIZE COST SAVINGS

Procurement Platform BPO

Source to pay solution in a box

About Us

enrich IT is an IT services firm specializing in extending Oracle solutions. We offer the most comprehensive end to end integrated source to pay solution for procurement of goods and services through Oracle Advanced procurement technology platform.

What is Platform BPO?

It is a 3rd generation technology integrated BPO designed by enrich IT that provides a pre-configured business solution by optimally packaging the technology platform with business process outsourcing from a subject matter expert.
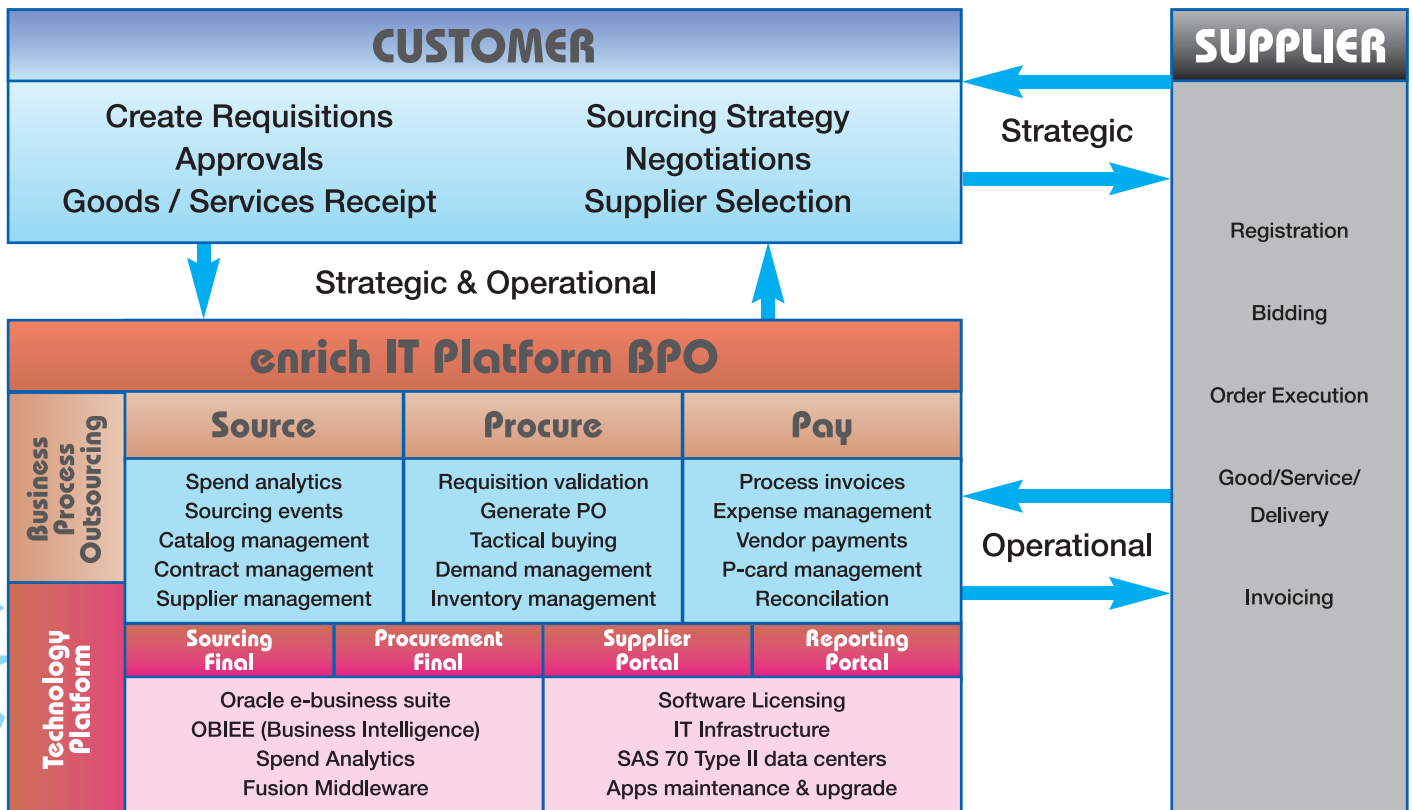
Procurement Platform BPO, Powered by Oracle

Enrich IT offers procurement BPO through our exclusive Tier-1 BPO relationship with Oracle. You will feel secure that you won't have to rely on a niche, standalone or proprietary software tool in order to fully deliver on the promise of integrated procurement BPO solution. You don't need to spend money upfront to buy a perpetual license and implement it. Our Pay-as-You-Use model provides you with Technology, hosting, Application Management and business process support all managed by us for a one fixed price, paid on periodical basis for the duration of the contract. You can opt to install our technology platform from our SAS 70 type II certified data center or your own premise.

enrich IT is the vendor of choice for mid-size clients seeking to achieve best in class procurement performance through the use of a Platform BPO Service

Our procurement platform BPO solution enables business transformation right from day one rather than the lengthy wait expected in the traditional BPO operating model

Platform BPO Solution:

CUSTOMER		SUPPLIER
Create Requisitions / Approvals / Goods / Services Receipt	Sourcing Strategy / Negotiations / Supplier Selection	**Strategic** → Registration, Bidding, Order Execution

Strategic & Operational

enrich IT Platform BPO

Business Process Outsourcing

Source	Procure	Pay
Spend analytics	Requisition validation	Process invoices
Sourcing events	Generate PO	Expense management
Catalog management	Tactical buying	Vendor payments
Contract management	Demand management	P-card management
Supplier management	Inventory management	Reconcilation

Technology Platform

Sourcing Final	Procurement Final	Supplier Portal	Reporting Portal
Oracle e-business suite / OBIEE (Business Intelligence) / Spend Analytics / Fusion Middleware		Software Licensing / IT Infrastructure / SAS 70 Type II data centers / Apps maintenance & upgrade	

Operational → Good/Service/Delivery, Invoicing

Our Service offerings

We provide an integrated Source to Pay solution as well as a standalone solution for Sourcing, Procurement and Payables. You can get started with our technology platform first and over time outsource more of the business processes on incremental basis
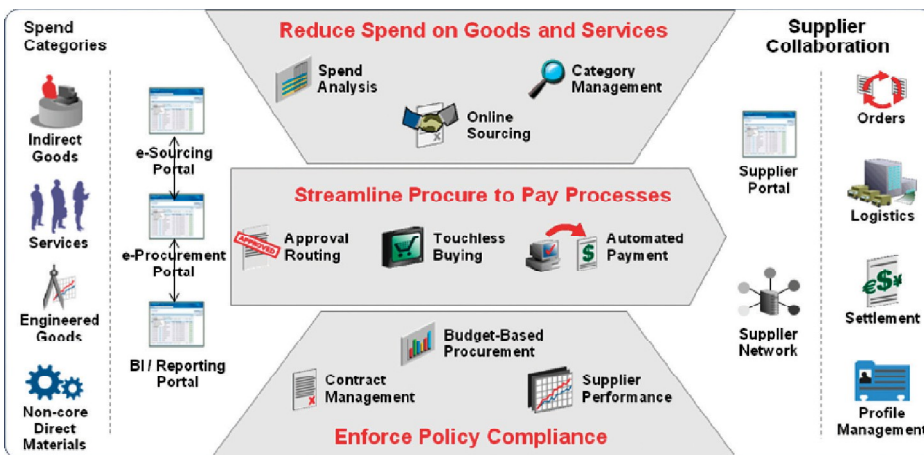
Technology Platform

- eSourcing & eContracts
- eProcurement and ePayable
- eSupplier Collaboration
- Inventory Management and Asset Management
- Business Intelligence with spend analytics

BPO / Value added services

- Transaction processing center– Process requisitions, PO's, invoices
- Procurement Support center – Tactical buying, Demand Management, Contract Management
- Spend analysis – Spend aggregation, cleansing, enrichment, classification and reporting
- Supplier Help desk
- Catalog Management
- Master Data Management

Integrated source to pay solution with supplier collaboration:

Features

- Sourcing events (RFP, RFQ, RFI etc)
- Online bidding and reverse auction
- Web Based requisitions
- Smart forms for services procurement
- Punch out and robust catalog management
- Robust approval process
- Workflow based routing from Requisition to PO and Receipt to Payment
- Supplier collaboration

- Electronically transfer PO's & invoices (ePO and eInvoices)
- Contract Management
- 2-way, 3-way or 4-way matching
- Inventory Management and control with support for VMI and consigned inventory
- Dashboard with KPI's to monitor and control sourcing, purchasing and payables activity
- Robust reporting capability through integrated BI solution

How will you benefit?

- Technology + BPO solution
- Rapid Deployment - 30 to 90 days through Pre-configured solution
- No upfront capital investment - Pay-as-you-use model
- Sustained cost savings
  - Up to 20% cost savings on purchased goods and services
  - Up to 50% cost savings through improved operational efficiencies (Automation, Productivity improvement and error reduction) and labor arbitrage
- Improved Compliance
  - Increased spend under management
  - Robust approval process
  - Reduced Maverick purchases
  - Workflow based rule engine to maximize compliance in procure to pay process
- Business Transformation right from day one
- Fortune 500 grade solution at price affordable to mid sized organizations
- Blended model – Onsite, Offsite and Offshore

Why enrich IT:

- Deep knowledge, experience and sole-focus on Oracle applications and technology
- Expertise in Procurement and supply Chain Management
- Customer-centric approach and processes
- Employee-first organization and entrepreneurial culture
- Operating efficiencies plus flexible and aggressive pricing
- Solutions optimized for the Mid Market

Our deep expertise in Oracle technology combined with Procurement/supply chain domain knowledge allows us to offer you the next generation pre-configured procurement platform BPO solution

Why Oracle?

- Leader in Advanced Procurement and Supply Chain Management
- Most proven, comprehensive, scalable, integrated application across processes
- Used by thousands of enterprises (small, medium and large) world-wide

- Reliable and Solid Company – Undisputed long-term viability
- Great support to BPO Partners and their clients
- Easy to Deploy, Easy to Use

Deloitte. 2008
Technology Fast 500

Inc.
500

ATLANTA
BUSINESS
CHRONICLE
PACESETTERS

ERNST & YOUNG
ENTREPRENEUR
OF THE YEAR
2008 Finalist

enrich iT
Experts in extending Oracle Solutions

100 North Point Center East, Suite 320, Alpharetta, GA-30022 - Ph. (1) 770-667-0510
www.enrichit.com - info@enrichit.com