



851 SW 6th Avenue, Suite 600  
Portland, OR 97204  
503.294.7025  
Fax: 503.294.7130  
www.webtrends.com

January 23, 2012

The Honorable John Bryson  
Secretary  
United States Department of Commerce  
Washington, D.C. 20230

By email: [satelliteoffices@uspto.gov](mailto:satelliteoffices@uspto.gov)

Dear Secretary Bryson:

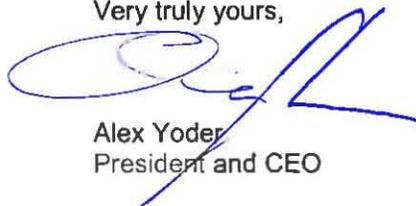
As the President and CEO of Webtrends Inc., I join Senator Wyden and numerous other companies, researchers, universities and inventors in urging you to choose Oregon as one of the three locations for the new satellite United States Patent and Trademark Offices.

Webtrends, headquartered in Portland, Oregon, is the global leader in unified mobile, social and web analytics and engagement. We help marketers create, measure and improve campaigns for more than 3,500 global brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising.

As a growing technology company, intellectual property development, acquisition and commercialization is Webtrends' core business. Having a U.S. Patent and Trademark Office located in our geographic region would provide a clear benefit to all technology companies in the area with enhanced access to patent examiners familiar with our region's intellectual property. Additionally, as a leading technology employer in Oregon, we firmly believe that placement of a U.S. Patent and Trademark Office in our region would foster further attraction of highly skilled and innovative talent pool, and would establish Oregon as a leader in innovative entrepreneurship.

We are excited for this opportunity to express our support this proposal and thank you for your consideration.

Very truly yours,



Alex Yoder  
President and CEO

Cc: [Jay\\_Ward@wyden.senate.gov](mailto:Jay_Ward@wyden.senate.gov)