



Helping enterprises simplify and clarify their processes.

## Press Release

### [eMASON's Clarifire® Becomes a Registered Trademark](#)

*Clarifire® the end-to-end business solution that streamlines all of your business processes is awarded its U.S. Registered Trademark*

Clearwater, Florida, August 24, 2007 - eMASON, Inc. announced today that the trademark on its web based process automation application software, Clarifire®, was registered on August 7, 2007. The Registered Trademark number is 3,277,817.

eMASON's Clarifire is an easy to use web based business process automation application. Data, images, contacts and processes are centralized on a secure site that provides out-of-the-box functionality to share, change and create new automation rules. Clarifire software allows managers and other authorized users to easily change business processes and control data management in real time without IT support. A tight fit with business processes means deeper integration across complex corporate organizations and dynamic supply and value chains. In addition, eMASON's easy-to-use .NET technologies (browser based) capture and retain enterprise knowledge capital, along with creating information hubs that are readily available across the user base. The Clarifire application drives enterprises to dramatically reduce costs, increase productivity and revenues, and expand into new global markets all at once.

#### **About eMASON, Inc.:**

eMASON is a business process centric software company, which offers flexible, business process management applications that allow services companies to monitor and change their processes and workflows for maximum performance and channel optimization. Committed to being at the forefront of our industry, eMASON is dedicated to blend out-of-the-box thinking with next generation technology. eMASON Inc. is headquartered in Clearwater, FL with a satellite office in Dallas, TX.

For those interested in finding out more about how eMASON Clarifire® can automate their operations, please contact Rose Fama at (866) 222-3370, ext. 119 or [rosef@emason.biz](mailto:rosef@emason.biz).

Clarifire® is a trademark of eMASON, Inc., and is registered in the U.S. Patent and Trademark Office.

Contact :  
Rosemarie Fama  
eMASON, Inc.  
866.222.3370 x119  
[rosef@emason.biz](mailto:rosef@emason.biz)  
emason.biz