



amdocs

ALLIANCES

THE SECRET TO GREATER SUCCESS – PARTNERING



Partner Program Guide

Issued December 2009

1. ABOUT THIS GUIDE

This guide provides a general, high-level view of program benefits and deliverables associated with the Amdocs Partner Program, and should not be relied upon in any manner (except as otherwise specified in a binding written agreement by and between Amdocs and Partner company), nor does it create any type of binding legal commitment or obligation on the part of Amdocs (except as otherwise specified in a binding written agreement by and between Amdocs and a Partner company). The Amdocs Partner Program and this Guide are subject to change without notice, and Amdocs specifically reserves the rights to do so. Amdocs also reserves the right to make the benefits listed in this guide available to any of its partners, or to withhold any of the benefits, terms, obligations and the like. Program members are responsible for their employees' compliance with the guidelines and terms of the Amdocs Partner Program and any signed Agreement that may not be associated with the Amdocs Partner Program.

“Amdocs and its partners are independent contractors, engaged in various marketplaces to achieve mutually agreed business objectives and the terms “partner” or “partnering” do not imply a specific legal relationship. The participation in the Program by the parties does not constitute or create, and shall not constitute or create, a partnership or any entity other than an independent contractor arrangement under which neither party is authorized to act for, represent, obligate or bind the other.”

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2. INTRODUCTION

BECOME AN AMDOCS PARTNER AND OPEN UP A NEW WORLD OF OPPORTUNITIES FOR YOUR BUSINESS

Service providers' strategies are changing. Companies used to set themselves apart with lower costs or higher-quality products and services, but these are now becoming mass-produced commodities. Lines of business are blurring, mergers and acquisitions are creating new players, and service providers have to keep up with rising customer expectations. The market has never been this open before. The question is: who will end up as the winners?

For service providers, it all comes down to providing an exceptional, innovative customer experience at every point of service so that they stand out from the competition for all the right reasons. Transforming their organizations—processes, systems and people—and centering them on the customer experience is the key to getting it right. And when it comes to customer experience systems innovation, no-one knows how to do this better than Amdocs.

And we are not just helping the world's largest companies to keep up with their markets. We're helping to **change** them.

Play a part in this transformation by partnering with Amdocs, and transform your own business at the same time. Profit and grow from new opportunities and more market exposure. Benefit from our experience and relationships with the world's leading enterprises. Work together with us to shape the future. And help to turn industry-defining transformation projects into a reality.

The Amdocs Alliance Framework defines our Partner relationships, provides a context for Partner solutions, and a framework for how our products and services combine with those of our Partners, to extend the capabilities of Amdocs' Customer Experience Systems (CES).

3. PROGRAM FOCUS

The Amdocs Partner Program is designed to develop and foster relationships between Amdocs and System Integrators or Consulting organizations and software and technology companies that specialize in the development and/or integration of enabling integrated customer management as a way of doing business. The focus of this program is to leverage the individual and combined expertise of the companies to collaborate and deliver solutions that tackle issues and challenges of enabling integrated customer management within service providers' organizations. Partnerships and relationships developed through The Program will aim to benefit service provider customers by helping them to:

Develop Strategy, Roadmap and Vision – Service providers benefit from the innovation of a common roadmap and vision that aligns with the service provider's strategy to build more profitable customer relationships and become more efficient. By collaborating and thinking through issues with industry-leading software, hardware providers, Amdocs and its partners can help service providers improve the support of the business requirements through collaborative product planning and requirements management.

Reduce Operational Expenses (OPEX) – Active partnering can provide service provider customers with access to more interoperable solutions to ensure efficient processes, product functionality, maintenance costs and reduced implementation risk.

Accelerate Time-to-Market – Interoperability between Amdocs software portfolio, business processes, third party software applications and hardware can be ensured through a testing and support process, leading to accelerated development and delivery cycles and integration times. This helps the service provider to become more agile to introduce new, revenue-generating services across the value chain, quickly and efficiently.

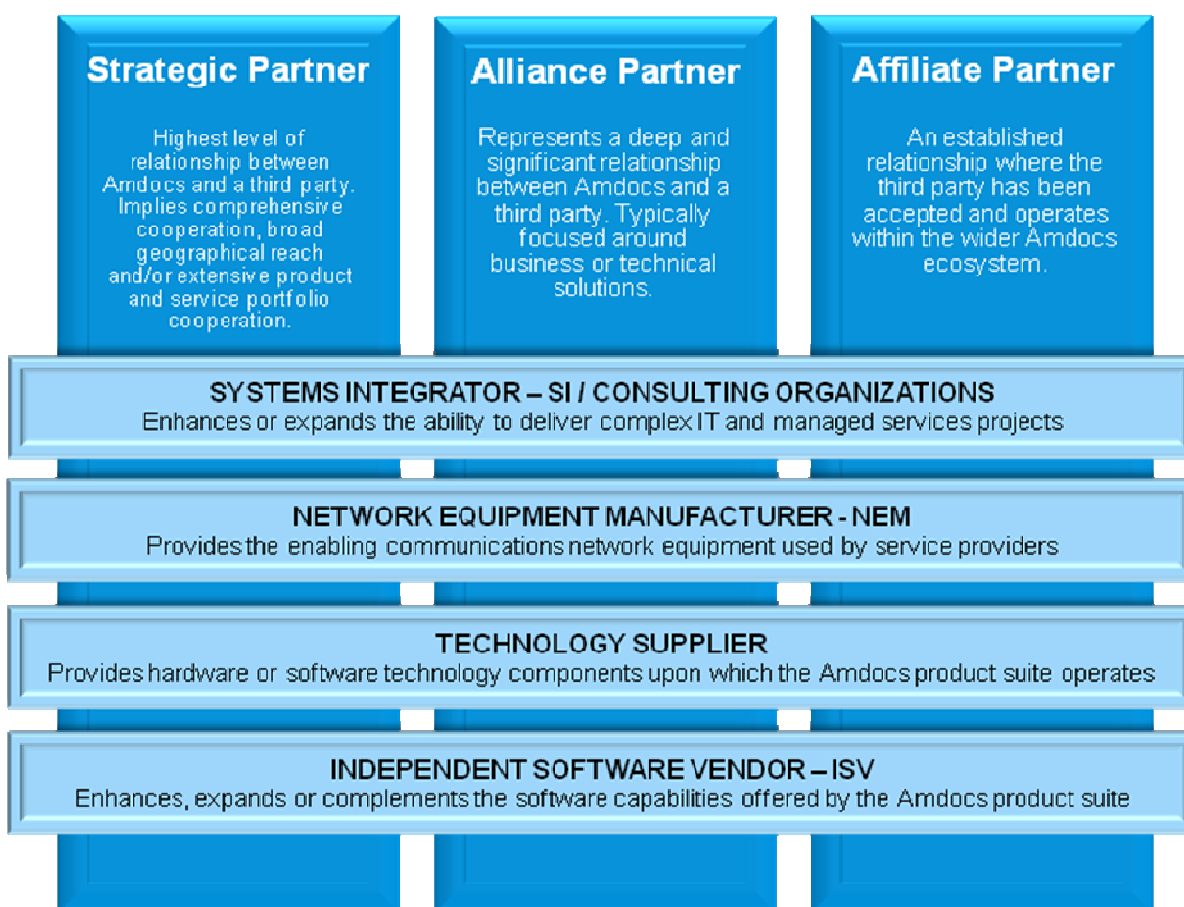
4. PROGRAM OBJECTIVES

Amdocs believes that partnering is one of the most effective approaches for meeting the integrated customer management requirements of service provider customers. As such, The Program has been designed to help achieve the following objectives between Amdocs and its partners:

- Ensure strategy alignment of our customers;
- Generate new, mutually beneficial business opportunities;
- Build effective and “opportunity-ready” relationships with industry-leading hardware and software providers whose solutions complement and/or extend the Amdocs offer, by providing additional and/or improved functionality and/or integration services within an integrated customer management environment;
- Ensure appropriate resources are applied to develop the business: sales, marketing, training, development, support and services;
- Facilitate interaction between Amdocs and its partners, through a single-point-of-contact across Amdocs;
- Exchange appropriate, up-to-date business, product and solution information, via internal and external web-based communication media;
- Build market awareness and demonstrate the advantages of an integrated customer management strategy through joint solutions, customer success stories and solutions center.

5. THE PROGRAM

At a Glance – The Amdocs Alliance Framework



It is recognized that all of these 'Types' of Partners can become resellers of Amdocs applications (subject to agreement).

To enable Amdocs and its partners to deliver effectively and fully a customer project, Amdocs partners with third party software and technology companies and acts as a reseller of their software or technology.

6. TYPE OF PARTNERS

The partnerships are built on an ecosystem of companies:

- Technology
- Network Equipment Manufacturers
- System Integrators or Consulting
- Independent Software Vendors

Technology Partners

These are partners who provide hardware or software technology components upon which the Amdocs Product Suite operates.

Network Equipment Manufacturers

These partners provide the enabling communications network used by the Service Providers.

System Integrators or Consulting Companies

These partners enhance and expand the ability to deliver complex IT and managed services projects. They may provide consulting services and related implementation integration and training services to joint customers.

Independent Software Vendors

These partners enhance, expand or compliment the software capabilities offered by the Amdocs Suite.

Resell

It is recognized that all of these 'Types' of Partners can become resellers of Amdocs applications (subject to agreement). To enable Amdocs and its partners to deliver effectively and fully a customer project, Amdocs has partnership and also resells third party software and technology. Resell is a characteristic of the 'Type of Partnership' as opposed to an actual 'Type'.

This network of partners, combined with Amdocs products and services, will provide our customers access to unmatched domain, industry, and technology expertise, as well as expanded systems implementation, management and business consulting services.

7. PARTNER RELATIONSHIP LEVELS

There are 3 levels of relationships, all which of which are categorized by the level of commitments and deliverables between the companies: Affiliate, Alliance and Strategic.

Affiliate

The Affiliate Partner relationship is directed to and driven by a mutual commitment to define and market solutions that enable integrated customer management. These Affiliate partners can include software and technology vendors. Eligibility and designation as an Affiliate Partner are determined based on an evaluation of business fit.

Affiliate Partners are participants in the program and are eligible to receive certain functional support.

Alliance

The Alliance relationship is directed to and driven by a mutual and ongoing commitment to create and leverage joint market and/or customer opportunities to enable integrated customer management. Alliance partners can include software and technology vendors. Eligibility and designation as an Alliance partner are determined based on a comprehensive technical and business assessment and qualification process.

Alliance partners are participants in the program and are eligible to receive certain ongoing functional support. In addition, each Alliance partner is assigned a Partner Sales Manager/ or shared partner manager to manage specific customer requests and/or a specific market opportunity. The nature and level of functional support provided by Amdocs may be based on specific requirements of a particular engagement. Eligibility and designation as an Alliance partner are determined by a potential partner's ability to meet the technical and business requirements of the opportunity.

Strategic

The Strategic partner relationship is directed to and driven by a mutual and ongoing commitment to create joint solution market offerings. Strategic Partners can include software and technology vendors. Eligibility and designation as a Strategic partner are determined based on a comprehensive technical and business assessment as well as the development of a joint business plan and roadmap.

Strategic Partners are active participants in the program and receive certain ongoing functional support. In addition, each Strategic Partner is assigned an Alliance Manager whose role it is to proactively manage this relationship from the Amdocs side.

8. WHY PARTNER WITH AMDOCS?

- Connect to landmark transformation projects that are redefining the communications industry
- Enjoy a partnership that delivers clear accountability, increased market visibility, and measurable results
- Join the leading partner ecosystem in the marketplace, with a wide range of partners
- Benefit from our 25 years of industry expertise and global reach, including a huge
- A library of best practices and our strong, strategic relationships with some of the largest service providers
- Choose from a variety of partnership opportunities, including system integrators and consulting organizations, technology companies, network equipment providers and independent software vendors.
- Choose the level of commitment to suit your business, from far reaching global alliances to local, industry-specific collaboration
- Enjoy back office support in the form of marketing, sales, technical service, training and certification opportunities.

9. WHAT DOES THE INDUSTRY THINK OF US?

Our wins in the market, along with our press coverage, industry analyst endorsements and accolades, endorse how Amdocs is leading in customer experience systems innovation:

- Recognized “Best BSS Supplier” – UPC Broadband, 2008
- Prestigious Industry Rating for Product Support Operations – SSPA, 2008
- “Leader” in 2008 Global Outstanding 100 List – IAOP, 2008
- Business Intelligence Solution named “Most Applicable Solution of 2007 for the Telecommunications Industry – CCID, 2008
- “Most Advanced Billing Software of the Year” Award – BillingChina Magazine, 2008
- Recognized as Market Leader – CRM Magazine, 2007
- “Overall Best Contribution to BSS” Award – BSS, 2007
- Service Leader Award for “Best Agent-Facing Universal Desktop Software” – CRM Magazine, 2007
- Amdocs CRM named Top 15 Software Winner – ISM, 2007

10. AMDOCS AT A GLANCE

THE MARKET LEADER IN CUSTOMER EXPERIENCE SYSTEMS INNOVATION

A global company (NYSE: DOX) with revenue of \$3.16 billion in fiscal 2008, Amdocs has more than 17,000 employees and serves customers in more than 50 countries around the world.

We believe that, when it comes to thriving in the converged, digital communications market, the difference is the experience: both the customer experience a service provider creates and the unique depth of experience a technology partner can deliver. Our deep roots in the communications industry give us deep insight into what it takes to build stronger, more profitable customer relationships.

Our unique combination of software, consulting services and global strategic sourcing (also known as managed services), and unmatched industry experience spans all business processes and business- and operational-support systems (BSS/OSS), or what we call "customer experience systems." Together, they work to minimize the risk and maximize the benefit of systems transformations, whether sweeping or incremental.

Amdocs' customers are among the largest, most innovative communications companies in the world. In more than 1.3 billion experiences every day, we're helping them to deliver a simple, personal, valuable customer experience at every point of service. Amdocs is the market leader in **customer experience systems innovation.**

Whether you're visiting Amdocs.com to consider Amdocs as a trusted advisor, business partner, investment or employer, thanks for taking the time to learn more about our company.

11. PARTNER COMMITMENTS

Through The Program, Amdocs and its Partners are demonstrating their commitment to building and maintaining productive, win-win relationships that are aligned with enabling integrated customer management to service providers. Amdocs will expect its' partners members to:

- Endorse, align and support an integrated customer management strategy to our customers and prospects;
- Actively participate in workgroups to define business processes, technology requirements, and solutions that enable integrated customer management;
- Actively participate and support joint activities that drive the integrated customer management strategy;
- Meet agreed-to resource commitments such as fulfilling customer requirements, opportunities and other partner program activities;
- Participate in the design and development of joint offering and integration between partner's products and Amdocs products.
- Participate in joint sales and marketing initiatives to promote the joint offering
- Adhere to Amdocs branding guidelines; allow use of partner logos and screen shots
- Pay agreed-upon fees in a timely fashion (for various program activities where fees are applicable, i.e. events, demos, support);
- Use the designated contact person as the single-point-of-contact for engaging Amdocs.

12. PROGRAM BENEFITS

Depending on the active commitment and alignment of the partner relationship, software and technology partners who have entered into a partner relationship and elect to enter The Program as described in this program guide may be eligible to receive the following benefits as determined by Amdocs:

Benefits	Strategic	Alliance	Affiliate
Marketing			
Partner Portal*	Yes	Yes	Yes
Participate in Amdocs Events / tradeshow/User Forums	\$	\$	\$
Corporate Communications	Yes	Yes	Yes
Collaborate on sales tools	Yes	Yes	No
Solution Center	\$	partial	partial
Solutions Catalogue	Yes	Yes	Yes
'Partner Newsletter'	Yes	Yes	Yes
Joint Marketing Fund	\$	\$	No
Joint PR, case Studies and White Papers	Yes	Yes	No
Use of Logo	Yes	Yes	Yes
Sales			
Joint Business Plan	Yes	Yes	No
Joint Selling Opportunities	Yes	Yes	Yes
Communications to Sales	Yes	Yes	Yes
Sales Readiness Training	Yes	No	No
Participate at Sales Kickoff	Yes	No	No
Amdocs Alliance Manager	Yes	Shared	No
Access to Partner Office Support	Yes	Yes	Yes
Opportunity Registration	Yes	Yes	Yes
Monthly Pipeline Reviews	Yes	Yes	No
Quarterly Business Review Meetings with Executive Sponsor	Yes	Yes	No
Sales Certification	Yes	By application	No
Product, Service, Support			
Amdocs SDK, Product Documentation	Yes	Yes	No
Training Reviews	Yes	Yes	No
Product roadmap planning meetings	Yes	No	No
Joint product development opportunities	Yes	No	No
Integration Support	\$	\$	No
Integration Testing	\$	\$	No

*In development for 2010

Program Benefit Descriptions

MARKETING

PARTNER PORTAL*

This is a password-protected site, exclusive and accessible to all partners who are members of the Amdocs Partner Program. It is a centralized, online resource for partner program information, which includes program benefits, marketing and sales tools and training updates. This site will be accessible via www.amdocs.com.

**This site is under development and is planned to be available to members during 2010.*

PARTICIPATE IN AMDOCS EVENTS / TRADESHOWS / USER FORUMS

Amdocs corporate and alliance member-related events are run throughout the year by Amdocs and these will be advertised and promoted on the Amdocs Partner Website and Amdocs.com. Members of the Amdocs Partner Program can be invited to attend and/or sponsor specific events. This will provide partners with an extension into their chosen market place and there will be opportunities to speak and co-present with joint customers, as appropriate.

CORPORATE COMMUNICATIONS

Amdocs will keep you informed of Amdocs corporate communications via the Partner Website, Partner Newsletters, and Amdocs.com. Amdocs maintains a contact list of all partner members. Please email Partner Marketing to ensure we have your full contact details and those of interested colleagues.

COLLABORATE ON SALES TOOLS

As we partner to develop joint solutions, we will work with partners to create sales aids and tools to support the overall business plan which will include “go to market” initiatives, joint case studies and publications. If you are a strategic partner, this will be posted to the ICM ecosystem; for all other partnerships this will be posted on the Partner Website – password-enabled as appropriate.

SOLUTIONS CENTER

The Solutions Center provides a customer-ready, multi-vendor solution center to demonstrate product solutions working with Amdocs product portfolio. It provides a unique multi-vendor environment for strategic-level partners to demonstrate interoperable systems and processes that enable integrated customer management. Selected partners that meet certain requirements will be invited to participate.

SOLUTIONS CATALOG

Amdocs maintains and promotes to its customers, partners and its sales people a solutions catalog. The information for this is provided by the partner profile. The solutions catalog will be available to customers at events, in many of our key reception areas and to partners themselves.

AMDOCS PARTNER NEWSLETTER

Amdocs produces and publishes a quarterly partner newsletter with the latest Amdocs News, Amdocs Product Updates, our recent press releases, a Partner in Focus piece and customer events... This newsletter is sent to our extensive customer base and to our field sales force. To ensure you are on this circulation list, please email Partner Marketing.

JOINT MARKETING FUND

Amdocs is keen to market with its partners' joint solutions and create partnership sales leads and opportunities. Amdocs can match up to 50% of the cost of any lead-generating or joint marketing activity that has been approved. Activities should be part of the yearly reviewed joint partner business plan. Partners should work with their partner manager to complete an Amdocs Campaign Document and submit to the Partner Program Office for approval. This document is currently available via your partner manager or the Partner Program Office.

JOINT PUBLIC RELATIONS AND MARKETING COMMUNICATIONS

Amdocs is keen to work and support partners to promote and demonstrate the success of joint solutions, successful partnering initiatives, joint wins and "go lives". We will be pleased to work with you on joint marketing and PR. Please refer to the Partner Website for detailed guidelines or email the Partner Program Office.

USE OF LOGO

Amdocs partners can promote their partnership with Amdocs by displaying the Amdocs logo on their websites, in addition to advertisements and other marketing materials. The guidelines for the appropriate uses of the logo are available on the Amdocs Partner Website.

SALES

JOINT BUSINESS PLAN

Partners at the Strategic and Alliance level are required at the outset of the relationship and yearly thereafter to work with their partner manager to produce and work to a joint business plan. This should contain joint Key Performance Indicators (KPIs) with the plan giving a clear set of objectives and how to achieve these.

JOINT SELLING OPPORTUNITIES

Amdocs is keen to work with partners to create joint selling opportunities. This should come from two different sources. There will be occasions when partners will be invited to support Amdocs in a bid either as a lead or in a support role. Partners working to a joint business plan will also be working with our marketing and sales people to create joint selling opportunities. Once a joint solution has been identified, a Go-to-Market plan established, Amdocs is keen to support and assist partners to bring a joint selling opportunity to a successful close.

COMMUNICATIONS TO SALES

Members of the Amdocs Partner Program will have their partnership, their solution and the benefits of the relationship actively communicated to the internal Amdocs sales community. This sales community includes: marketing to ensure you are included in a customer marketing activities and events; presales to ensure your solution is identified and incorporated into any customer requirements; our sales organization, if your organization supports and adds value to their sales opportunities; customer care if your solution supports and resolves customer queries or further extends customer satisfaction; and to our consulting organization where there may be able to extend the customer solution, resolve a customer issue or support a customer project.

SALES READINESS TRAINING

Those partners who are working with Amdocs in a resell or co-sell role will be able to take advantage of training available via Amdocs Learning Services. Amdocs has developed sales-related training for anyone selling or recommending their software. The training is delivered through different vehicles. Partners interested in a more thorough understanding of Amdocs products and solutions can request further information an agreed learning path through

Amdocs Learning Services. It is important to work with your partner manager to ensure your training plans are a part of your yearly business plans.

PARTICIPATE AT SALES KICKOFF

This is a benefit extended to our Strategic Partnership and by invitation only. This enables our partners to present their company and promote joint Amdocs and partner solutions at the annual sales kickoff. There may be occasions when other partners may be invited to participate.

AMDOCS ALLIANCE MANAGER

At the Strategic level, partners have a dedicated team working with them globally. At an Alliance level partners have the benefit of a dedicated or shared partner manager – resources allowing. At the Affiliate level, partners have access to support from the Partner Program Office and access to the Partner Website, which has self-service functionality. Some partners will also have the support of a relationship manager which may very well be at a local level.

ACCESS TO PARTNER OFFICE SUPPORT

Amdocs has a Partner Support Desk facility which all partners are entitled to access for general enquiries and guidance, should their partner manager not be available or if they are a partner at an Affiliate level.

OPPORTUNITY REGISTRATION

Amdocs offers an “Application resell” opportunity registration facility – this enables us to work together to track and forecast joint opportunities. Please contact the Partner Program office for details and a registration form. We strongly advise using this facility to ensure early support and to reduce the risk of conflict when multiple partners are involved or Amdocs is already working in an account.

MONTHLY PIPELINE REVIEWS

At a Strategic and Alliances level, where there are KPIs and a business plan in place, Amdocs will offer a monthly pipeline review meeting and discuss and offer support as appropriate. This will assist to drive mutual pipeline, opportunity and joint business.

QUARTERLY BUSINESS REVIEW MEETINGS WITH EXECUTIVE SPONSOR

At a Strategic and Alliances level, where there are KPIs and a business plan in place Amdocs will name an executive sponsor and offer quarterly relationship review meetings. At the Strategic level, partners will be asked to name and seek support from an executive sponsor from their organization. Work with your partner manager to identify your business sponsors and ensure these are part of your Business Plan.

SALES CERTIFICATION

At a Strategic and Alliances level, where there are KPIs and a business plan in place and the partner is co-selling or acting as a reseller of Amdocs products, Amdocs is pleased to offer sales certification. This will be in the appropriate product line and in liaison and coordination with our own Sales Training Organization (Amdocs Learning Services).

PRODUCT, SERVICE, SUPPORT

AMDOCS SDK, PRODUCT DOCUMENTATION

At Strategic and Alliance levels, a comprehensive Software Development Kit (SDK) and supporting documentation would be provided to the Partner, as part of the exposure and training requirements to bring them close to the Amdocs Suite Offerings.

TRAINING REVIEWS

At a Strategic and Alliances level, where there are KPIs and a business plan in place and the partner is co-selling or acting as a reseller of Amdocs products, a training review to assist planning and driving towards the success of the partnership will be offered. A training plan will be put in place as part of the yearly business plan. The training plan will be to support the sales and product certification process.

PRODUCT ROADMAP PLANNING MEETINGS

Amdocs has an active "User Group" community who help us to plan our product roadmap. This will be extended to our Strategic Alliances for their active participation. Strategic Alliances will be invited to attend specific product roadmap meetings.

JOINT PRODUCT DEVELOPMENT OPPORTUNITIES

At a Strategic level, Amdocs and the Partner would work closely to identify appropriate joint product development opportunities within the Amdocs Suite. Proposals for product investment and go-to-market strategies would be worked on in parallel to ensure maximum market and customer penetration.

INTEGRATION SUPPORT AND TESTING

With investment from the Strategic and Alliance level Partner, opportunity to ensure consistent support and testing requirements on the Amdocs Suite. This is to help allow the Partner to maximize their effectiveness in the market place, when working with Amdocs products.

13. NEW PARTNER APPLICATION PROCESS

The Amdocs Partner Application Process helps Amdocs ensure that the partner organizations meet the same high standards of market knowledge, integrity and customer satisfaction Amdocs sets for itself. Each application goes through a process that may involve different parts of our business and or business units/divisions. A supporting statement from an internal sponsor will add, support and speed your application. Each application is carefully considered on the basis of how the partnership supports Amdocs and its partners to deliver that *intentional customer experience*[™].

The Amdocs Partner Application Process includes the following steps:

- Step 1.** Complete the Amdocs Partner Application available from the [Partner Program Office](#) or via Amdocs.com;
- Step 2.** Once the application has been submitted and reviewed the Amdocs Partner Team will determine whether to accept or decline the application;
- Step 3.** If an application is successful, Amdocs requires the prospective partner to complete a Non-Disclosure Agreement. The Amdocs Partner Team will work with the prospective partner to complete a Partner Framework Agreement and addenda appropriate to the type and level of partnership;
- Step 4.** The Amdocs Partner Team will work with the partner to develop a joint business plan as appropriate to the level of membership; in general, this will apply to Strategic and Alliances level of partnerships.

Amdocs reserves the right to approve or decline applications. Should you have any queries with regards to this process, please contact the [Partner Program Office](#).

Amdocs has offices, development and support centers worldwide, including sites in:

THE AMERICAS:	ASIA PACIFIC:	EUROPE, MIDDLE EAST & AFRICA:		
BRAZIL	AUSTRALIA	CYPRUS	ISRAEL	SOUTH AFRICA
CANADA	CHINA	CZECH REPUBLIC	ITALY	SPAIN
MEXICO	INDIA	FRANCE	NETHERLANDS	SWEDEN
UNITED STATES	JAPAN	GERMANY	POLAND	TURKEY
	THAILAND	HUNGARY	RUSSIA	UNITED KINGDOM
		IRELAND		

For the most up-to-date contact information for all Amdocs offices worldwide, please visit our website at www.amdocs.com/corporate.asp

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