



## MULTIHOUSING



## Intellectual property suit filed in Texas

Ellipse Communications, Inc., based in Dallas, Texas, filed a lawsuit against Keith Caven and his company, Snapt, Inc., alleging infringement of Ellipse's trademark "SnaptShot." Ellipse has promoted its SnaptShot product since at least 2005 and filed for registration of the trademark in 2006. Snapt and Ellipse are direct competitors in the Web development and marketing segment of the multifamily housing industry. Suit was filed in October, 2007, and is pending in the U.S. District Court for the Northern District of Texas. The suit alleges that in January of 2007, Caven, then the president of a company called Web Rent Pro, Inc., changed the company name to Snapt and began marketing services under that name and "Snapt Shot" with the launch of a Website in March of 2007. Snapt and Caven have denied the allegations in the suit. Ellipse is represented by Ginger Tye and Barbara Emerson of Bellinger & DeWolf, LLP. ■

## NMHC salary survey in full swing

The National Multi Housing Council's (NMHC) annual apartment compensation and benefits survey launched March 24.

"Firms that complete the survey questionnaire by the May 9 deadline will save substantially on the price of the final report.

The survey, which is open to all apartment firms, can be completed online at [www.nmhc.org/goto/08CompSurvey](http://www.nmhc.org/goto/08CompSurvey). The survey will be published in partnership with Watson Wyatt Data Services, recognized as one of the nation's leading market data providers.

The NMHC *National Apartment Survey of Compensation and Benefits Practices* is the apartment industry's premier compensation and benefits benchmarking tool and the only source of regional, sub-regional, state and metro area market data. The 2008 survey results, which will cover 65 corporate- and property-level positions from top executives to leasing consultants, will be published by August. Survey participants can purchase the final two-volume report for \$600, compared to \$1,800 for non-participating NMHC and National Apartment Association members and \$2,700 for non-participating non-members.

The report will cover base salary, total compensation, salary increase budgets for the coming year, and bonus, variable pay, and long-term incentive programs. Other highlights include: employee turnover; health care benefits; paid leave, 401(k) and profit-sharing plans, workforce efficiency ratios, and more.

A D V E R T I S E M E N T

## Lease up and ship out.

That's a phrase that's making some companies and their residents very happy. One of the hottest ideas in attracting and retaining residents is offering residents a 5 day/4 night cruise vacation certificate. AIM, a national marketing and incentives company is partnering with companies to offer this great program.

Booked on the well-known luxury liners such as Carnival, these packages are loaded with all the great offerings like a 4A stateroom, gourmet meals and 24 hour complimentary room service. The best part of the program is that it's a \$1798 value to the resident, but only costs the property \$169 per certificate. Nominal expenses for certificate recipients include port charges, taxes, custom and fulfillment fees.

Companies who have implemented have raved about the added leases and renewals they've seen as well as huge savings in marketing expenses. This is also an effective tool for lease ups. It's a big win for everyone!

To learn more about this program call 866-541-9090 or visit [www.cruise4two.com](http://www.cruise4two.com)

