



# Guide to the Seymour Rubinstein collection of MicroPro International Corporation records

**Creator:** Seymour I. Rubinstein

**Dates:** 1978-1986, bulk 1981-1986

**Extent:** 3.75 linear feet, 3 record cartons

**Collection number:** X4735.2008

**Catalog number:** 102762352

**Collection processed by:** Adrienne Harling, October 2016

**Finding aid prepared by:** Adrienne Harling and Sara Chabino Lott,  
November 2016

**Sponsor:** Processing of this collection was made possible through generous funding from the Computer History Museum's Software Industry Special Interest Group.

## **Abstract**

The Seymour Rubinstein collection of MicroPro International Corporation records consists of records that Rubinstein retained for his own use from his tenure at MicroPro International Corporation. Rubinstein was the founder and CEO of MicroPro, and an influential innovator in the software industry. Rubinstein was the lead developer of MicroPro's flagship product WordStar, which was one of the first commercially successful software applications for the personal computer (then called a microcomputer). This collection includes records about MicroPro's financial, legal, and personnel history as well as the marketing, sales, and development of MicroPro products, especially WordStar. It also includes a small amount of Rubinstein's personal papers.

## Administrative Information

### Access Restrictions

The collection is open for research.

### Publication Rights

The Computer History Museum (CHM) can only claim physical ownership of the collection. Copyright restrictions may apply and users are responsible for satisfying any claims of the copyright holder. Requests for copying and permission to publish, quote, or reproduce any portion of the Computer History Museum's collection must be obtained jointly from both the copyright holder (if applicable) and the Computer History Museum as owner of the material.

### Languages

Collection materials entirely in English.

### Preferred Citation

[Identification of Item], [Date], Seymour Rubinstein collection of MicroPro International Corporation records, Lot X4735.2008, Box [#], Folder [#], Catalog [#], Computer History Museum.

### Immediate Source of Acquisition

Gift of Seymour Rubinstein, 2006.

### Processing Information

Files were originally stored in groupings of standard file folders within hanging files. During processing, the creator's folder label on hanging folders, if any, was included as a prefix to the creator's folder label on the standard folders. This was done in an effort to preserve the creator's original arrangement and context.

### Repository

Computer History Museum  
1401 N. Shoreline Blvd.  
Mountain View, CA 94043  
USA  
650-810-1010  
[research@computerhistory.org](mailto:research@computerhistory.org)  
[www.computerhistory.org](http://www.computerhistory.org)

## Biographical/Historical Note

Seymour I. Rubinstein, an influential innovator within the software industry, was born in 1934. He grew up in New York, received a B.S. from City University of New York and an M.B.A. from

the Baruch School of Business. Rubinstein ran his first program on an IBM mainframe 1620 in 1963, which sparked his interest in a career in computing. In 1964, Rubinstein was hired at Sanders Associates as their Manager of Programming Development for the Data Systems Division. At Sanders he developed a telecommunications software interface for CRT terminals. He went on to work as a computer programming manager, and as a consultant to a variety of firms. He designed several telecommunication software systems in the fields of banking, law firm management, and online credit card authorization. He was also Director of Marketing for IMSAI Manufacturing Corporation, providing leadership on management and product development strategies.

Rubinstein founded MicroPro International Corporation (MicroPro) in June, 1978. At MicroPro, Rubinstein served as President and Chief Executive Officer, Chairman of the Board, and later as Chairman Emeritus. MicroPro released word processing software WordStar, one of the first commercially successful applications for the personal computer, in 1979. MicroPro had many software products, but WordStar's success was a primary driver of MicroPro's \$70 million valuation when the company went public in 1984.

Rubinstein led the development of WordStar, working with programmer Rob Barnaby whom he had met at IMSAI. In 1990, Rubinstein was sued by former CEO of IMSAI, Bill Millard, who accused Rubinstein of stealing trade secrets to create WordStar. However, Rubinstein was not found guilty.

Rubinstein claims responsibility for creating the end user software licensing agreement, a current industry standard, as well as for innovating the practice of creating distribution agreements with foreign vendors. Both of these developments contributed to the accelerated growth of the software industry.

Rubinstein continued to be active in the software industry until the mid 2000s. In 1987 he worked on developing a spreadsheet called Surpass, which was later sold to Borland International and renamed Quattro Pro. In 1995, he founded a company called Prompt Software, which specialized in internet and intranet research as well as document management tools. In 2005, Rubinstein became the director for business development of Avatier Corporation. He also held directorships at large corporations including IMSI, InterTrust Technologies, and Prompt Software.

### **Scope and Content of the Collection**

The collection includes financial, personnel, and legal records pertaining to MicroPro, documentation of marketing and sales of MicroPro products, and information about new product development. There is also a small amount of papers more specifically pertaining to Seymour Rubinstein himself and not MicroPro as a company. This collection does not include content about Rubinstein's work with other companies, and contains limited information about MicroPro's other products besides WordStar.

### **Arrangement**

The collection is arranged into 3 series:

- Series 1, Administrative records, 1978-1986
- Series 2, Sales and product development, 1981-1986
- Series 3, Personal papers, 1983-1986

### **Indexing Terms**

MicroPro International Corporation  
Rubinstein, Seymour  
WordStar 2000  
Word processing -- Software

### **Related Collections at CHM**

PC Software Workshop: Word Processing, Lot X4311.2008, Catalog number 102658157.

### **Collection Contents**

#### **Series 1, Administrative records, 1978-1986**

This series contains records pertaining to financial, personnel, and legal matters having to do with MicroPro International Corporation. Financial records include financial reports as well as in-house documents for financial planning and analysis. Personnel records include employee directories, Rubinstein's folders containing work related to specific MicroPro employees and colleagues (titled by person), and a substantial amount of content related to a corporate reorganization process. Within the corporate reorganization folders are planning documents related to reorganization as well as summarized comments from exit interviews in which recently terminated employees expressed their views about MicroPro's management. Also in this series are legal records including documentation about a lawsuit in which MicroPro and Seymour Rubinstein were defendants. This series is in its original order.

#### **Series 2, Sales and product development, 1981-1986**

This series contains records related to employee travel to conferences, MicroPro product and sales-related literature, press releases and press coverage, data about sales activities and customers, and new product development as well as already released products. A considerable amount of documentation about WordStar can be found in this series including information about WordStar sales, features, releases, and more. This series is in its original order.

#### **Series 3, Personal papers, 1983-1986**

This series includes records pertaining more specifically to Seymour Rubinstein rather than MicroPro as a company. There is some documentation related to conflicts between Rubinstein and venture capitalist and MicroPro shareholder Fred Adler. Public addresses given by Rubinstein can be found in this series, as well as personal legal matters. In addition, this series contains records of Rubinstein's testimony for a court case in which he was a witness, and some material regarding his own lawsuit in which he was sued for theft of trade secrets (but found not guilty). This series is in its original order.

|              | <u>Catalog Number</u> | <u>Title</u>   | <u>Date</u>            |
|--------------|-----------------------|--|------------------------|
|              |                       | <u>Folder List</u>   |                        |
|              |                       | <b>Administrative records</b>  |                        |
| <b>Box 1</b> | 102762111             | Accounting : FY 86 profit plan   | 1986-01-31; 1986-02-04 |
| <b>Box 1</b> | 102762112             | Accounting : financial memoranda and correspondence                            | 1985-1986              |
| <b>Box 1</b> | 102762113             | Accounting : general   | 1984                   |
| <b>Box 1</b> | 102762114             | Accounting : memoranda and correspondence                                      | 1984-1985              |
| <b>Box 1</b> | 102762115             | Accounting : presentation to F. Adler and B. Janeway                           | 1985-06-10             |
| <b>Box 1</b> | 102762116             | Accounting : MPI financial reports   | 1985                   |
| <b>Box 1</b> | 102762117             | Accounting : consolidated statements of income                                 | 1986                   |
| <b>Box 1</b> | 102762118             | MPI annual reports   | 1984-1985              |
| <b>Box 1</b> | 102762119             | MPI controllers reports  | 1985-1986              |
| <b>Box 1</b> | 102762120             | MPI financial planning and analysis reports                                    | 1985-1986              |
| <b>Box 1</b> | 102762121             | Operating plan - financial plan - 2nd quarter forecast                         | 1981-02-26             |
| <b>Box 1</b> | 102762122             | Untitled revenue spreadsheet by software product name                          | undated                |
| <b>Box 1</b> | 102762123             | Excess space (10th bldg. & 4th)  | 1985-03                |
| <b>Box</b>   | 102762124             | Excess space (10th bldg. & 4th) architectural drawing and lease                | 1983-12                |
| <b>Box 1</b> | 102762125             | Corporate director's guidebook   | 1978-01                |
| <b>Box 1</b> | 102762126             | Personnel : resumes  | 1980s                  |
| <b>Box 1</b> | 102762127             | Personnel : general  | 1982; 1983; 1985       |
| <b>Box 1</b> | 102762128             | Personnel : alphabetical employee information list and list by employee number | 1982; 1985             |

|              | <u>Catalog Number</u> | <u>Title</u>  | <u>Date</u> |
|--------------|-----------------------|---|-------------|
| <b>Box 1</b> | 102762129             | Personnel : MicroPro pixie addresses                                | 1986        |
| <b>Box 1</b> | 102762130             | Personnel : divisional employee information list                    | 1982-05     |
| <b>Box 1</b> | 102762131             | Personnel : compensation committee                                  | 1984-1986   |
| <b>Box 1</b> | 102762132             | Personnel : compensation committee meeting                          | 1986        |
| <b>Box 1</b> | 102762133             | Corporate reorganization : exit interview comments                  | 1982        |
| <b>Box 1</b> | 102762134             | Corporate reorganization : MPI guiding principles                   | 1982-08     |
| <b>Box 1</b> | 102762135             | Corporate reorganization : general                                  | 1982-1985   |
| <b>Box 1</b> | 102762136             | Corporate reorganization : renewal of Tamsys distribution agreement | 1984-09     |
| <b>Box 1</b> | 102762137             | Corporate reorganization : MicroPro Ireland Ltd.                    | 1984        |
| <b>Box 1</b> | 102762138             | Management termination agreements                                   | 1986        |
| <b>Box 1</b> | 102762139             | Reduction study   | 1984        |
| <b>Box 1</b> | 102762140             | Applicants for president and CEO                                    | 1983        |
| <b>Box 1</b> | 102762141             | Review with Chip  | 1981        |
| <b>Box 1</b> | 102762142             | Fred Pood   | 1981        |
| <b>Box 1</b> | 102762143             | Bruce Van Natta : review with Bruce                                 | 1981        |
| <b>Box 1</b> | 102762144             | Bruce Van Natta : SynchroSound case #14                             | 1980        |
| <b>Box 1</b> | 102762145             | Bruce Van Natta : miscellaneous                                     | 1981        |
| <b>Box 1</b> | 102762146             | Don Fluken  | 1981        |
| <b>Box 1</b> | 102762147             | Bob Grayson   | undated     |
| <b>Box 1</b> | 102762148             | Fred Schuchardt   | 1981-1982   |

|              | <u>Catalog Number</u> | <u>Title</u>   | <u>Date</u> |
|--------------|-----------------------|--|-------------|
| <b>Box 1</b> | 102762149             | Ric Giardina   | 1981        |
| <b>Box 1</b> | 102762150             | Stan Reynolds  | undated     |
| <b>Box 1</b> | 102762151             | William Janeway  | 1982-1983   |
| <b>Box 1</b> | 102762152             | Adler & Company, Institutional Investor Conference, New York   | 1983-06     |
| <b>Box 1</b> | 102762153             | MicroPro International Corporation debenture purchase agreement  | 1981-03-11  |
| <b>Box 1</b> | 102762154             | MicroPro International Corporation debenture purchase agreement with associated attachments and exhibits | 1981-03-11  |
| <b>Box 1</b> | 102762155             | Equity offering documents  | 1982        |
| <b>Box 1</b> | 102762156             | MicroPro board of directors resolutions  | 1982-06     |
| <b>Box 1</b> | 102762157             | Adler purchase agreement documents   | 1982-1983   |
| <b>Box 1</b> | 102762158             | David Gold, Esq.   | 1985-03-05  |
| <b>Box 1</b> | 102762159             | Frederick P. Furth (Furth, Fahrner, Bluemle & Mason)   | 1985        |
| <b>Box 1</b> | 102762160             | Legal MPI : Heller Ehrman, et. al.   | 1982-1984   |
| <b>Box 2</b> | 102762161             | Legal MPI : Parziale vs. MicroPro et. al.  | 1978-1982   |
| <b>Box 2</b> | 102762162             | Woodard, Hall & Primm  | 1986-08-05  |

|              | <u>Catalog Number</u>                | <u>Title</u>  | <u>Date</u> |
|--------------|--------------------------------------|---|-------------|
|              | <b>Sales and product development</b> |   |             |
| <b>Box 2</b> | 102762163                            | National computer convention June 1982 ADTTTS NCC                 | 1982        |
| <b>Box 2</b> | 102762164                            | NCC   | 1983        |
| <b>Box 2</b> | 102762165                            | PC expo & Europe  | 1984        |
| <b>Box 2</b> | 102762166                            | SICOB - Paris, France   | 1984        |
| <b>Box 2</b> | 102762167                            | SICOB Paris, France ATTTTS/S                                      | 1982-08     |
| <b>Box 2</b> | 102762168                            | West Coast Computer Faire   | 1984        |
| <b>Box 2</b> | 102762169                            | West Coast Computer Faire   | 1982        |
| <b>Box 2</b> | 102762170                            | COMDEX, Las Vegas   | 1982        |
| <b>Box 2</b> | 102762171                            | COMDEX, Atlantic City ADTTTS/CO                                   | 1982        |
| <b>Box 2</b> | 102762172                            | COMDEX, Las Vegas ADTTTS/CO                                       | 1981        |
| <b>Box 2</b> | 102762173                            | Computer adventure ADTTTS/CA                                      | 1982        |
| <b>Box 2</b> | 102762174                            | Computer faire, inc.  | 1985        |
| <b>Box 2</b> | 102762175                            | Hanover faire ADTTTS  | 1982        |
| <b>Box 2</b> | 102762176                            | IBM PC faire San Francisco ADTTTTCO/IBM                           | 1983        |
| <b>Box 2</b> | 102762177                            | NCC Chicago   | 1985        |
| <b>Box 2</b> | 102762178                            | The international software update II                              | 1985        |
| <b>Box 2</b> | 102762179                            | Product literature  | 1984        |
| <b>Box 2</b> | 102762180                            | MicroPro press information  | 1983        |
| <b>Box 2</b> | 102762181                            | MicroPro promotional packet for OEMs and value added distributors | 1981        |
| <b>Box 2</b> | 102762182                            | MicroPro news releases  | 1986        |
| <b>Box 2</b> | 102762183                            | MicroPro Editorial Coverage                                       | 1986        |



|              | <u>Catalog Number</u>                | <u>Title</u>                              | <u>Date</u> |
|--------------|--------------------------------------|---|-------------|
|              | <b>Sales and product development</b> |   |             |
| <b>Box 2</b> | 102762184                            | Pricing                                   | 1985        |
| <b>Box 2</b> | 102762185                            | User interface proposals                  | 1985        |
| <b>Box 2</b> | 102762186                            | Sales report actual vs. forecast          | 1985-03-11  |
| <b>Box 2</b> | 102762187                            | Competitive information                   | 1986-03     |
| <b>Box 2</b> | 102762188                            | Sales & backlog analysis                  | 1985-1986   |
| <b>Box 2</b> | 102762189                            | Cancelled orders domestic & international | 1982-1983   |
| <b>Box 2</b> | 102762190                            | Software sales orders & booking status    | 1982-1983   |
| <b>Box 2</b> | 102762191                            | Value added dealers plan                  | 1985        |
| <b>Box 2</b> | 102762192                            | Sales address list                        | 1986-03-04  |
| <b>Box 2</b> | 102762193                            | East coast customer visits                | 1985-02     |
| <b>Box 2</b> | 102762194                            | Executive account visits                  | 1984-10-16  |
| <b>Box 2</b> | 102762195                            | OEM agreement                             | 1985        |
| <b>Box 2</b> | 102762196                            | WordStar 4.0                              | 1984-1985   |
| <b>Box 2</b> | 102762197                            | WordStar 4.0 recommendations              | 1985        |
| <b>Box 2</b> | 102762198                            | Rob Barnaby                               | 1984-06-11  |
| <b>Box 2</b> | 102762199                            | MicroPro vs. Microprose                   | 1986-08-07  |
| <b>Box 2</b> | 102762200                            | Company memos - chronological             | 1983-1986   |
| <b>Box 2</b> | 102762201                            | Unix - chronological                      | 1986        |
| <b>Box 2</b> | 102762202                            | Ventura 4                                 | 1985-1986   |
| <b>Box 2</b> | 102762203                            | NewWord                                   | 1986        |
| <b>Box 2</b> | 102762204                            | Project testing                           | 1985        |

|              | <u>Catalog Number</u>                | <u>Title</u>   | <u>Date</u> |
|--------------|--------------------------------------|--|-------------|
|              | <b>Sales and product development</b> |  |             |
| <b>Box 2</b> | 102762205                            | New product plan proposal                                    | undated     |
| <b>Box 2</b> | 102762206                            | Working papers   | 1984        |
| <b>Box 2</b> | 102762207                            | Database info.   | 1984-12     |
| <b>Box 2</b> | 102762208                            | Integrated products  | 1984        |
| <b>Box 2</b> | 102762209                            | Thinktank  | 1984        |
| <b>Box 2</b> | 102762210                            | New product development                                      | undated     |
| <b>Box 2</b> | 102762211                            | MicroPro strategic planning                                  | 1986        |
| <b>Box 2</b> | 102762212                            | Mark Meyer's proposal to develop applications using InfoStar | 1983-07-14  |
| <b>Box 2</b> | 102762213                            | Weekly reports WS2000  | 1985        |
| <b>Box 2</b> | 102762214                            | Easy   | 1986        |
| <b>Box 2</b> | 102762215                            | WS 2000 awareness tracking study                             | 1985        |
| <b>Box 2</b> | 102762216                            | InfoCorp report - WS2000 Rel 2 vs competition                | 1986-01-14  |
| <b>Box 2</b> | 102762217                            | Bound reports on WordStar 2000                               | 1984-1985   |
| <b>Box 2</b> | 102762218                            | Project planning overview - WS 2000                          | 1985-03-05  |
| <b>Box 2</b> | 102762219                            | WordStar 2000 product development                            | undated     |
| <b>Box 2</b> | 102762220                            | R & D  | 1986-03-14  |
| <b>Box 2</b> | 102762221                            | WS 2000 publicity  | 1985        |
| <b>Box 2</b> | 102762222                            | WordStar 2000 Press Packet                                   | 1984        |
| <b>Box 3</b> | 102762223                            | WS2000 roadshow  | 1984-10     |
| <b>Box 3</b> | 102762224                            | WordStar 2000 press announcements                            | 1984-1985   |

|              | <u>Catalog Number</u>                | <u>Title</u>                                  | <u>Date</u> |
|--------------|--------------------------------------|---|-------------|
|              | <b>Sales and product development</b> |   |             |
| <b>Box 3</b> | 102762225                            | Press releases                                | 1985-1986   |
| <b>Box 3</b> | 102762226                            | WordStar 2000 general :<br>memorandum         | 1985-1986   |
| <b>Box 3</b> | 102762227                            | WordStar 2000 general : copy<br>protection    | 1983-1986   |
| <b>Box 3</b> | 102762228                            | WordStar 2000 general :<br>correspondence     | 1985        |
| <b>Box 3</b> | 102762229                            | WordStar 2000 general : printer info          | 1985        |
| <b>Box 3</b> | 102762230                            | WordStar 2000 general : sales                 | 1984-11     |
| <b>Box 3</b> | 102762231                            | WordStar 2000 general : upgrades              | 1984-1985   |
| <b>Box 3</b> | 102762232                            | WS2000 prelaunch : IVAN<br>pre-launch PDNP/i  | 1983-1984   |
| <b>Box 3</b> | 102762233                            | WS2000 prelaunch : WordStar 2000<br>publicity | 1984-1985   |

|              | <u>Catalog Number</u>  | <u>Title</u>   | <u>Date</u>     |
|--------------|------------------------|--|-----------------|
|              | <b>Personal papers</b> |  |                 |
| <b>Box 3</b> | 102762234              | Notes & memoranda  | 1985            |
| <b>Box 3</b> | 102762235              | Thoughts on withdrawal   | undated         |
| <b>Box 3</b> | 102762236              | SIR proposed communications  | undated         |
| <b>Box 3</b> | 102762237              | SIR chairman emeritus professional biography   | undated         |
| <b>Box 3</b> | 102762238              | SIR speaking engagements   | 1983-1986       |
| <b>Box 3</b> | 102762239              | Itineraries - SIR  | 1985            |
| <b>Box 3</b> | 102762240              | Insurance forms - SIR  | 1986            |
| <b>Box 3</b> | 102762241              | Legal - personal : change of name  | 1983            |
| <b>Box 3</b> | 102762242              | Legal - personal : Harvey Goldfine   | 1985            |
| <b>Box 3</b> | 102762243              | Legal - personal : Seymour Rubinstein deposition : Killian, Van Natta vs. Millard, et. al.         | 1986            |
| <b>Box 3</b> | 102762244              | Legal - personal : Bancroft, Avery, McAlister, Killian, et. al. vs. Millard et. al.                | 1983; 1985-1986 |
| <b>Box 3</b> | 102762245              | Legal - personal : SIR testimony - corrected pages, selected exhibits, AJK, BUN vs Millard et. al. | 1983; 1986      |
| <b>Box 3</b> | 102762246              | Legal - personal : Levi & Jones, Accountants, Inc.   | 1984-1985       |
| <b>Box 3</b> | 102762247              | Legal - personal : SIR   | 1984-1986       |
| <b>Box 3</b> | 102762248              | Photograph of unidentified woman   | undated         |