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

Finding aid prepared by Adrienne Harling and Sara Chabino Lott

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Computer History Museum

1401 N. Shoreline Blvd.

Mountain View, CA, 94043

(650) 810-1010

[research@computerhistory.org](mailto:research@computerhistory.org)

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**Title:** Seymour Rubinstein collection of MicroPro International Corporation records

**Identifier/Call Number:** X4735.2008

**Contributing Institution:** Computer History Museum

**Language of Material:** English

**Physical Description:** 3.75 Linear feet,3 record cartons

**Date (bulk):** Bulk, 1981-1986

**Date (inclusive):** 1978-1986

**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.

**creator:** Rubinstein, Seymour

**Access Restrictions**

The collection is open for research.

**Publication Rights**

The Computer History Museum (CHM) can only claim physical ownership of the collection. 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.

**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.

**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.

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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

#### **Related Collections at CHM**

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

#### **Subjects and Indexing Terms**

MicroPro International Corporation

Rubinstein, Seymour

Word processing -- Software

WordStar 2000

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

#### **Series Scope and Content**

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.

- 102762111 **Accounting : FY 86 profit plan 1986-01-31; 1986-02-04**
  - 102762112 **Accounting : financial memoranda and correspondence 1985-1986**
  - 102762113 **Accounting : general 1984**
  - 102762114 **Accounting : memoranda and correspondence 1984-1985**
  - 102762115 **Accounting : presentation to F. Adler and B. Janeway 1985-06-10**
  - 102762116 **Accounting : MPI financial reports 1985**
  - 102762117 **Accounting : consolidated statements of income 1986**
  - 102762118 **MPI annual reports 1984-1985**
  - 102762119 **MPI controllers reports 1985-1986**
  - 102762120 **MPI financial planning and analysis reports 1985-1986**
  - 102762121 **Operating plan - financial plan - 2nd quarter forecast 1981-02-26**
  - 102762122 **Untitled revenue spreadsheet by software product name undated**
  - 102762123 **Excess space (10th bldg. & 4th) 1985-03**
  - 102762124 **Excess space (10th bldg. & 4th) architectural drawing and lease 1983-12**
  - 102762125 **Corporate director's guidebook 1978-01**
  - 102762126 **Personnel : resumes 1980s**
  - 102762127 **Personnel : general 1982; 1983; 1985**
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- 102762128 **Personnel : alphabetical employee information list and list by employee number 1982; 1985**
  - 102762129 **Personnel : MicroPro pixie addresses 1986**
  - 102762130 **Personnel : divisional employee information list 1982-05**
  - 102762131 **Personnel : compensation committee 1984-1986**
  - 102762132 **Personnel : compensation committee meeting 1986**
  - 102762133 **Corporate reorganization : exit interview comments 1982**
  - 102762134 **Corporate reorganization : MPI guiding principles 1982-08**
  - 102762135 **Corporate reorganization : general 1982-1985**
  - 102762136 **Corporate reorganization : renewal of Tamsys distribution agreement 1984-09**
  - 102762137 **Corporate reorganization : MicroPro Ireland Ltd. 1984**
  - 102762138 **Management termination agreements 1986**
  - 102762139 **Reduction study 1984**
  - 102762140 **Applicants for president and CEO 1983**
  - 102762141 **Review with Chip 1981**
  - 102762142 **Fred Pood 1981**
  - 102762143 **Bruce Van Natta : review with Bruce 1981**
  - 102762144 **Bruce Van Natta : SynchroSound case #14 1980**
  - 102762145 **Bruce Van Natta : miscellaneous 1981**
  - 102762146 **Don Fluken 1981**
  - 102762147 **Bob Grayson undated**
  - 102762148 **Fred Schuchardt 1981-1982**
  - 102762149 **Ric Giardina 1981**
  - 102762150 **Stan Reynolds undated**
  - 102762151 **William Janeway 1982-1983**
  - 102762152 **Adler & Company, Institutional Investor Conference, New York 1983-06**
  - 102762153 **MicroPro International Corporation debenture purchase agreement 1981-03-11**
  - 102762154 **MicroPro International Corporation debenture purchase agreement with associated attachments and exhibits 1981-03-11**
  - 102762155 **Equity offering documents 1982**
  - 102762156 **MicroPro board of directors resolutions 1982-06**
  - 102762157 **Adler purchase agreement documents 1982-1983**
  - 102762158 **David Gold, Esq. 1985-03-05**
  - 102762159 **Frederick P. Furth (Furth, Fahrner, Bluemle & Mason) 1985**
  - 102762160 **Legal MPI : Heller Ehrman, et. al. 1982-1984**
  - 102762161 **Legal MPI : Parziale vs. MicroPro et. al. 1978-1982**
  - 102762162 **Woodard, Hall & Primm 1986-08-05**
- Sales and product development, Series 2, 1981-1986**

**Series Scope and Content**

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.

- 102762163 **National computer convention June 1982 ADTTTS NCC 1982**
- 102762164 **NCC 1983**
- 102762165 **PC expo & Europe 1984**
- 102762166 **SICOB - Paris, France 1984**
- 102762167 **SICOB Paris, France ATTTTS/S 1982-08**
- 102762168 **West Coast Computer Faire 1984**
- 102762169 **West Coast Computer Faire 1982**
- 102762170 **COMDEX, Las Vegas 1982**
- 102762171 **COMDEX, Atlantic City ADTTTS/CO 1982**
- 102762172 **COMDEX, Las Vegas ADTTTS/CO 1981**

102762173 **Computer adventure ADTTTS/CA 1982**  
102762174 **Computer faire, inc. 1985**  
102762175 **Hanover faire ADTTTS 1982**  
102762176 **IBM PC faire San Francisco ADTTTCO/IBM 1983**  
102762177 **NCC Chicago 1985**  
102762178 **The international software update II 1985**  
102762179 **Product literature 1984**  
102762180 **MicroPro press information 1983**  
102762181 **MicroPro promotional packet for OEMs and value added distributors 1981**  
102762182 **MicroPro news releases 1986**  
102762183 **MicroPro Editorial Coverage 1986**  
102762184 **Pricing 1985**  
102762185 **User interface proposals 1985**  
102762186 **Sales report actual vs. forecast 1985-03-11**  
102762187 **Competitive information 1986-03**  
102762188 **Sales & backlog analysis 1985-1986**  
102762189 **Cancelled orders domestic & international 1982-1983**  
102762190 **Software sales orders & booking status 1982-1983**  
102762191 **Value added dealers plan 1985**  
102762192 **Sales address list 1986-03-04**  
102762193 **East coast customer visits 1985-02**  
102762194 **Executive account visits 1984-10-16**  
102762195 **OEM agreement 1985**  
102762196 **WordStar 4.0 1984-1985**  
102762197 **WordStar 4.0 recommendations 1985**  
102762198 **Rob Barnaby 1984-06-11**  
102762199 **MicroPro vs. Microprose 1986-08-07**  
102762200 **Company memos - chronological 1983-1986**  
102762201 **Unix - chronological 1986**  
102762202 **Ventura 4 1985-1986**  
102762203 **NewWord 1986**  
102762204 **Project testing 1985**  
102762205 **New product plan proposal undated**  
102762206 **Working papers 1984**  
102762207 **Database info. 1984-12**  
102762208 **Integrated products 1984**  
102762209 **Thinktank 1984**  
102762210 **New product development undated**  
102762211 **MicroPro strategic planning 1986**  
102762212 **Mark Meyer's proposal to develop applications using InfoStar 1983-07-14**  
102762213 **Weekly reports WS2000 1985**  
102762214 **Easy 1986**  
102762215 **WS 2000 awareness tracking study 1985**  
102762216 **InfoCorp report - WS2000 Rel 2 vs competition 1986-01-14**  
102762217 **Bound reports on WordStar 2000 1984-1985**  
102762218 **Project planning overview - WS 2000 1985-03-05**  
102762219 **WordStar 2000 product development undated**  
102762220 **R & D 1986-03-14**  
102762221 **WS 2000 publicity 1985**  
102762222 **WordStar 2000 Press Packet 1984**  
102762223 **WS2000 roadshow 1984-10**  
102762224 **WordStar 2000 press announcements 1984-1985**  
102762225 **Press releases 1985-1986**  
102762226 **WordStar 2000 general : memorandum 1985-1986**  
102762227 **WordStar 2000 general : copy protection 1983-1986**  
102762228 **WordStar 2000 general : correspondence 1985**  
102762229 **WordStar 2000 general : printer info 1985**  
102762230 **WordStar 2000 general : sales 1984-11**

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102762231 **WordStar 2000 general : upgrades 1984-1985**

102762232 **WS2000 prelaunch : IVAN pre-launch PDNP/i 1983-1984**

102762233 **WS2000 prelaunch : WordStar 2000 publicity 1984-1985**

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

**Series Scope and Content**

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.

102762234 **Notes & memoranda 1985**

102762235 **Thoughts on withdrawal undated**

102762236 **SIR proposed communications undated**

102762237 **SIR chairman emeritus professional biography undated**

102762238 **SIR speaking engagements 1983-1986**

102762239 **Itineraries - SIR 1985**

102762240 **Insurance forms - SIR 1986**

102762241 **Legal - personal : change of name 1983**

102762242 **Legal - personal : Harvey Goldfine 1985**

102762243 **Legal - personal : Seymour Rubinstein deposition : Killian, Van Natta vs. Millard, et. al . 1986**

102762244 **Legal - personal : Bancroft, Avery, McAlister, Killian, et. al. vs. Millard et. al. 1983; 1985-1986**

102762245 **Legal - personal : SIR testimony - corrected pages, selected exhibits, AJK, BUN vs Millard et. al . 1983; 1986**

102762246 **Legal - personal : Levi & Jones, Accountants, Inc. 1984-1985**

102762247 **Legal - personal : SIR 1984-1986**

102762248 **Photograph of unidentified woman undated**