

LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration

1. Effective Date of Registration Dec 30, 2007

2. House Identification Number 39827

Senate Identification Number 301196-1320

REGISTRANT

3. Registrant Name: ASHCROFT GROUP
Address: 1399 New York Ave., NW Suite 950
City: Washington State: DC Zip: 20005-0000

4. Principal place of business (if different from line 3):

5. Telephone number and contact name:
2029420202 Contact: JOSHUA LAWSON
E-mail(optional): jlawson@ashcroftgroupllc.com

6. General description of registrant's business or activities:
Public and Government Affairs

CLIENT

A Lobbying firm is required to file a separate registration for each client. Organizations employing in-house lobbyists should check the box labeled "Self" and proceed to line 10.

Self

7. Client name: APPTRICITY
Address: 5605 N. MACARTHUR BLVD, SUITE 900
City: IRVING State: TX Zip: 75038

8. Principal place of business (if different from line 7):

9. General description of client's business or activities:
Enterprise software

LOBBYISTS

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any person listed in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of first acting as a lobbyist for the client, state the executive and/or legislative position(s) in which the person served.

Name: ALCORN, TYLER
Covered Official Position (if applicable): N/A
Name: GAYNOR, WILLIAM
Covered Official Position (if applicable): N/A
Name: RICHMOND JOHNSON, SUSAN
Covered Official Position (if applicable): N/A

LOBBYING ISSUES

11. General lobbying issue areas. Select all applicable codes listed in instructions and on the reverse side of Form LD-1, page 1:

CPI HOM

12. Specific lobbying issues (current and anticipated):

Enterprise software

AFFILIATED ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semi-annual period **and** 13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a

Registrant Name: ASHCROFT GROUP Client Name: APPTRICITY

semi-annual period in whole or in major part plans, supervises or controls the registrant's lobbying activities?

No, then go to line 14.

Yes, then complete the rest of this section for each entity matching the criteria above, then proceed to line 14.

FOREIGN ENTITIES

14. Is there any foreign entity that:

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13; **OR**
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes activities of the client or any organization identified on line 13; **OR**
- c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of the lobbying activity?

No, then sign and date the registration.

Yes, then complete the rest of this section for each entity matching the criteria above, then sign and date the registration.

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: LORI SHARPE DAY, SENIOR ADVISOR -