

Enterproid Inc.

56 W. 22nd St., Manhattan, 10010

TENANT

Enterproid Inc.

TENANT BROKERAGE FIRM

ABS Partners Real Estate

TENANT BROKER(S)

Adam Maxson and Douglas Regal

SQUARE FEET

10,000 sq ft.

TOTAL SQUARE FEET IN BUILDING

60,000 sq ft.

TOTAL FLOORS IN BUILDING

12

ASKING RENT

\$34 per sq ft.

TYPE OF DEAL

Lease

INDUSTRY

Commercial Real Estate

LEASE LENGTH

3 years

NEIGHBORHOOD

Flatiron District

LANDLORD

Fifty Six Realty Corp.

LANDLORD BROKERAGE FIRM

Colliers International

LANDLORD BROKER(S)

Perry Mesmer

Software designer quadruples space

In a move to tech-rich Chelsea from the garment district, cell phone software developer Enterproid Inc. spreads its wings.

By [Amanda Fung](#) on February 28, 2012

Enterproid Inc. is moving its New York City headquarters to Chelsea, nearly quadrupling its footprint here in the process.

The tech company, which designs software for mobile phones to help users manage personal and professional data, has inked a three-year lease for 10,000 square feet at 56 W. 22nd St., between Fifth and Sixth avenues. The asking rent was \$34 per square foot.

"The space is ready for them to move into," said Perry Mesmer, a broker at Colliers International who represented landlord Fifty Six Realty Corp., adding that the short term of the lease is due to the firm's likely need to expand yet again. "We were thrilled to have a tenant of this nature come to us."

According to Mr. Mesmer, the tenant will occupy the entire ninth and 10th floors. One floor was previously occupied by RightsFlow Inc., a tech firm acquired by Google Inc. last year that helps music-related businesses manage licensing, copyright and royalty payments. Enterproid hopes to follow in their footsteps, he added.

Currently, Enterproid's office is in the garment district at 49 W. 38th St., between Fifth and Sixth avenues, where it has 2,800 square feet, according to The CoStar Group.

Enterproid was represented by Douglas Regal and Adam Maxson, brokers at ABS Partners Real Estate.