

---

**To:** Sidon, Laurent ([trademarks@hbsr.com](mailto:trademarks@hbsr.com))

**Subject:** U.S. TRADEMARK APPLICATION NO. 77664552 - FAMOS - 4470.0001-00

**Sent:** 6/13/2012 12:44:38 PM

**Sent As:** ECOM105@USPTO.GOV

**Attachments:** [Attachment - 1](#)  
[Attachment - 2](#)  
[Attachment - 3](#)  
[Attachment - 4](#)  
[Attachment - 5](#)  
[Attachment - 6](#)  
[Attachment - 7](#)  
[Attachment - 8](#)  
[Attachment - 9](#)  
[Attachment - 10](#)  
[Attachment - 11](#)  
[Attachment - 12](#)  
[Attachment - 13](#)  
[Attachment - 14](#)  
[Attachment - 15](#)  
[Attachment - 16](#)  
[Attachment - 17](#)  
[Attachment - 18](#)  
[Attachment - 19](#)  
[Attachment - 20](#)  
[Attachment - 21](#)  
[Attachment - 22](#)  
[Attachment - 23](#)  
[Attachment - 24](#)  
[Attachment - 25](#)  
[Attachment - 26](#)  
[Attachment - 27](#)  
[Attachment - 28](#)  
[Attachment - 29](#)  
[Attachment - 30](#)  
[Attachment - 31](#)  
[Attachment - 32](#)  
[Attachment - 33](#)  
[Attachment - 34](#)

Attachment - 35  
Attachment - 36  
Attachment - 37  
Attachment - 38  
Attachment - 39  
Attachment - 40  
Attachment - 41  
Attachment - 42

---

**UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)  
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION**

**APPLICATION SERIAL NO.** 77664552

**MARK:** FAMOS

**\*77664552\***

**CORRESPONDENT ADDRESS:**

DAVID J THIBODEAU JR  
HAMILTON BROOK SMITH & REYNOLDS PC  
530 VIRGINIA ROAD PO BOX 9133  
CONCORD, MA 01742-9133

**CLICK HERE TO RESPOND**  
<http://www.uspto.gov/trademarks/te>

**APPLICANT:** Sidon, Laurent

**CORRESPONDENT'S REFERENCE/DOCKET NO :**

4470.0001-00

**CORRESPONDENT E-MAIL ADDRESS:**

trademarks@hbsr.com

**EXAMINER'S SUBSEQUENT FINAL REFUSAL**

**ISSUE/MAILING DATE:** 6/13/2012

**THIS IS A FINAL ACTION.**

**This Office action responds to applicant's communication dated 05/24/2012 where applicant :**

- (1) Amended the identification of services; and
- (2) Argued that the specimen of record is acceptable.

**The examining attorney has reviewed the applicant's response and determined the following :**

(1) Applicant's amended identification of services remains unacceptable and the requirement to amend the identification is ***maintained and made FINAL***; and

(2) Applicant's arguments that the specimen of record is acceptable are not persuasive and the ***FINAL*** refusal to register for failure to demonstrate use of the mark in commerce is ***maintained and continued***.

### **APPEAL TO THE TRADEMARK TRIAL AND APPEAL BOARD IS RESUMED**

On 11/07/2011, the Trademark Trial and Appeal Board (Board) suspended applicant's appeal and remanded the application to the trademark examining attorney to review applicant's request for reconsideration of the final Office action. Applicant presented a new issue in the request; therefore, the trademark examining attorney issued a new nonfinal Office action on 11/28/2011, addressing the new issue and maintaining all the issues in the final Office action. On 05/24/2012, applicant filed a response addressing the new issue and the issues in the final Office action.

The trademark examining attorney has carefully reviewed applicant's most recent response. As detailed above, applicant (1) amended the identification of services and (2) argued that the specimen of record is acceptable. However, for the reasons articulated below, this does not resolve the outstanding issues in the application. **Therefore, both the identification of services requirement and the substitute specimen requirement remain outstanding.**

Because applicant's response does not resolve all outstanding refusals and requirements nor otherwise put the application in condition for publication or registration, the trademark examining attorney is holding all issues ***FINAL***, including the new issue raised in applicant's request for reconsideration. See 37 C.F.R. §§2.64(a)-(b), 2.142(d); TMEP §715.04(b).

In summary, the following issues are in final status:

- (1) Requirement to amend the unacceptable identification of service; and
- (2) Requirement to provide and acceptable specimen of use.

**The Board has been notified to resume the appeal.** See TMEP §715.04(b).

### **IDENTIFICATION OF SERVICES UNACCEPTABLE – AMENDMENT REQUIRED – FINAL REQUIREMENT**

The wording “*providing an online web site for creating and hosting micro web sites for businesses, namely hosting services which allow users to locate information about a topic in the context of a micro website presented in a larger context of a main webpage without having to leave that main page*” in the identification of services is indefinite and must be clarified because it does not make sense and the services are unclear. See TMEP §1402.01. Moreover, as detailed in the previous Office action, the addition of information to the identification in this manner impermissibly broadens the scope of the identification.

Specifically, the Class 42 services are of a type rendered by computer service providers. Thus, in the

context of the identification above, the creating and hosting micro websites services are services whereby a web hosting service (applicant) allows purchasers (entities wanting to create and launch a website) to buy space on a web server and use applicant's software and tools to create the website. *See Attachment 1 – Wikipedia article about web hosting* Applicant's addition of the clause “ **hosting services which allow users to locate information about a topic in the context of a micro website presented in a larger context of a main webpage without having to leave that main page**” changes the class of applicant's purchasers from the website content providers to the general public interested in accessing the content. As such, these two clauses are incongruous and do not make sense together. Inasmuch as the application identified only the creating and hosting services, applicant cannot, at this point, add in services relating to the provision of specific content.

The examining attorney would accept the following identification of services:

Class 38 – “Computer services, namely, interactive hosting services which allow the user to publish and share their own content and images on-line; design and development of computer hardware and software; hosting of digital content on the Internet; hosting the web sites of others; providing an online web site for creating and hosting micro web sites for businesses; software as a service (SAAS) services, namely, hosting software for use by others for use in mark up, publishing, authoring, editing and syndication of text, images, video, audio, links, markup language, streaming content, or any combination of these elements, in the field of multimedia advertising; web site development for others.”

TMEP §1402.01.

#### **Additions to Identification Not Permitted**

An applicant may amend an identification of services only to clarify or limit the services; adding to or broadening the scope of the services is not permitted. 37 C.F.R. §2.71(a); *see* TMEP §§1402.06 *et seq.*, 1402.07 *et seq.*

For assistance with identifying and classifying goods and/or services in trademark applications, please see the USPTO's online searchable *U.S. Acceptable Identification of Goods and Services Manual* at <http://tess2.uspto.gov/netahtml/tidm.html>. *See* TMEP §1402.04.

#### **SPECIMEN FAILS TO SHOW USE OF THE MARK IN CONNECTION WITH THE IDENTIFIED SERVICES – SUBSTITUTE SPECIMEN REQUIRED – FINAL REQUIREMENT**

The specimen is not acceptable because it does not show the applied-for mark used in connection with any of the services specified in the application. An application based on Trademark Act Section 1(a) must include a specimen showing the applied-for mark in use in commerce for each class of services. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

In this case, the specimen consists of a screenshot of a website featuring applicant's mark used in connection with a micro website. It is unacceptable because it fails to show use of the mark **FAMOS** in connection with the computer services identified in the application. As detailed above, web hosting is a

computer service whereby an entity stores the components of a website on their own servers for third parties. *Attachment 2 – variety of websites defining web host or web hosting.* Web hosting services and services for creating websites for others is not the provision of the actual content and the services identified in the application and not content-provider services; the application identifies **computer** services provided to **others** that allows the **others** create websites and have their websites hosting by applicant. The specimen shows the mark used in connection with the content, not the computer services and therefore, fails to show use of the mark in connection with the identified services.

The refusal of registration based on the failure to provide a specimen that shows the applied-for mark in use in commerce as a service mark is now made final. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.56(a), 2.64(a), 2.88(b)(2); TMEP §§904, 904.07(a).

**Applicant may not withdraw the statement of use.** 37 C.F.R. §2.88(g); TMEP §1109.17.

**NO RESPONSE NECESSARY TO THIS OFFICE ACTION – APPEAL HAS BEEN RESUMED**

Applicant should not file another appeal as the Board has been notified to resume the appeal filed 11/07/2011. See TMEP §715.04(b). If the applicant has any questions or needs further assistance, please telephone the assigned examining attorney.

/Myriah A. Habeeb/  
Myriah A. Habeeb  
Trademark Examining Attorney  
Law Office 105  
Phone: 571.272.8909  
Email: Myriah.Habeeb@uspto.gov

**TO RESPOND TO THIS LETTER:** Go to [http://www.uspto.gov/trademarks/teas/response\\_forms.jsp](http://www.uspto.gov/trademarks/teas/response_forms.jsp). Please wait 48-72 hours from the issue/ mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail [TEAS@uspto.gov](mailto:TEAS@uspto.gov). For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

**All informal e-mail communications relevant to this application will be placed in the official application record.**

**WHO MUST SIGN THE RESPONSE:** It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

**PERIODICALLY CHECK THE STATUS OF THE APPLICATION:** To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at <http://tarr.uspto.gov/>. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see <http://www.uspto.gov/trademarks/process/status/>.

**TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS:** Use the TEAS form at <http://www.uspto.gov/teas/eTEASpageE.htm>.

# ATTACHMENT #1



WIKIPEDIA  
The Free Encyclopedia

Article Talk

Read View source View history

## Web hosting service

From Wikipedia, the free encyclopedia  
(Redirected from Web Hosting)



This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (March 2009)

A **web hosting service** is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web. Web hosts are companies that provide space on a server owned or leased for use by clients, as well as providing Internet connectivity, typically in a data center. Web hosts can also provide data center space and connectivity to the Internet for other servers located in their data center, called colocation, also known as *Housing* in Latin America or France.

The scope of web hosting services varies greatly. The most basic is web page and small-scale file hosting, where files can be uploaded via File Transfer Protocol (FTP) or a Web interface. The files are usually delivered to the Web "as is" or with minimal processing.<sup>[1]</sup> Many Internet service providers (ISPs) offer this service free to subscribers. Individuals and organizations may also obtain Web page hosting from alternative service providers. Personal web site hosting is typically free, advertisement-sponsored, or inexpensive. Business web site hosting often has a higher expense.

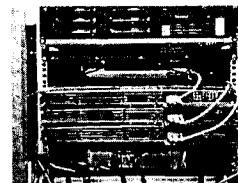
Single page hosting is generally sufficient for personal web pages. A complex site calls for a more comprehensive package that provides database support and application development platforms (e.g. PHP, Java, Ruby on Rails, ColdFusion or ASP.NET). These facilities allow customers to write or install scripts for applications like forums and content management. Also, Secure Sockets Layer (SSL) is typically used for e-commerce.

The host may also provide an interface or control panel for managing the Web server and installing scripts, as well as other modules and service applications like e-mail. Some hosts specialize in certain software or services (e.g. e-commerce), which are commonly used by larger companies that outsource network infrastructure.

### Contents [hide]

- 1 Reliability and uptime
- 2 Types of hosting
- 3 Obtaining hosting
- 4 See also
- 5 References
- 6 External links

### Reliability and uptime



An example of rack mounted servers

### Part of a series on Internet hosting service

#### Full-featured hosting

Virtual private server · Dedicated hosting · Colocation centre · Cloud hosting

#### Web hosting

Free hosting · Shared · Clustered · Reseller

#### Application-specific web hosting

Blog (comments) · Guild hosting · Image · Video · Wiki farms · Application · Social network

#### By content format

File · Image · Video · Music

#### Other types

Remote backup · Game server · DNS · E-mail

- Main page
- Contents
- Featured content
- Current events
- Random article
- Donate to Wikipedia
- Interaction
  - Help
  - About Wikipedia
  - Community portal
  - Recent changes
  - Contact Wikipedia
- Toolbox
- Print/export
- Languages
  - العربية
  - Asturianu
  - Azərbaycanca
  - Беларуская (тарашкевіца)
  - Česky
  - Dansk
  - Deutsch
  - Ελληνικά
  - Español
  - فارسی
  - Français
  - 한국어
  - Հայերեն
  - Bahasa Indonesia
  - Italiano
  - עברית

- עברית
- Kurdî
- Lietuvių
- Nederlands
- 日本語
- Norsk (bokmål)
- O'zbek
- Polski
- Português
- Română
- Русский
- Simple English
- Slovenščina
- Basa Sunda
- Suomi
- Svenska
- Tagalog
- தமிழ்
- ไทย
- Türkçe
- Українська
- Tiếng Việt
- 中文

The availability of a website is measured by the percentage of a year in which the website is publicly accessible and reachable via the internet. This is different than measuring the uptime of a system. Uptime refers to the system itself being online, however it does not take into account being able to reach it as in the event of a network outage.

The formula to determine a system's availability is relatively easy: Total time = 365 days per year \* 24 hours per day \* 60 minutes per hour = 525,600 minutes per year. To calculate how many minutes of downtime a system may experience per year, take the uptime guarantee and multiply it by total time in a year.

In the example of 99.99%: (1 - 9999) \* 525,600 = allowable minutes down per year

The following table shows the translation from a given availability percentage to the corresponding amount of time a system would be unavailable per year, month, or week.

Availability %	Downtime per year	Downtime per month*	Downtime per week
90% ("one nine")	36.5 days	72 hours	16.8 hours
95%	18.25 days	36 hours	8.4 hours
97%	10.96 days	21.6 hours	5.04 hours
98%	7.30 days	14.4 hours	3.36 hours
99% ("two nines")	3.65 days	7.20 hours	1.68 hours
99.5%	1.83 days	3.60 hours	50.4 minutes
99.8%	17.52 hours	86.23 minutes	20.16 minutes
99.9% ("three nines")	8.76 hours	43.2 minutes	10.1 minutes
99.95%	4.38 hours	21.56 minutes	5.04 minutes
99.99% ("four nines")	52.56 minutes	4.32 minutes	1.01 minutes
99.999% ("five nines")	5.26 minutes	25.9 seconds	6.05 seconds
99.9999% ("six nines")	31.5 seconds	2.59 seconds	0.605 seconds

\* For monthly calculations, a 30-day month is used.

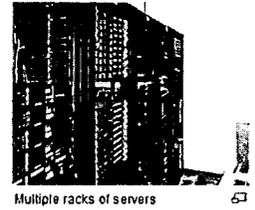
A hosting provider's SLAs may include a certain amount of scheduled downtime per year in order to perform maintenance on the systems. This scheduled downtime is often excluded from the SLA timeframe, and needs to be subtracted from the Total Time when availability is calculated. Depending on the verbiage of an SLA, if the availability of a system drops below that in the signed SLA, a hosting provider often will provide a partial refund for time lost.

### Types of hosting

Internet hosting services can run Web servers.

Many large companies, which are not internet service providers, also need a computer permanently connected to the web to send email, files, etc. to other sites. The company may use the computer as a website host to provide details of their goods and services and serve for online orders.

- Free web hosting service offered by different companies with limited services, sometimes supported by advertisements, and often



Multiple racks of servers



- Free web hosting service: offered by different companies with limited services, sometimes supported by advertisements, and often limited when compared to paid hosting.
- Shared web hosting service: one's website is placed on the same server as many other sites, ranging from a few to hundreds or thousands. Typically, all domains may share a common pool of server resources, such as RAM and the CPU. The features available with this type of service can be quite extensive. A shared web may be hosted with a reseller.
- Reseller web hosting: allows clients to become web hosts themselves. Resellers could function, for individual domains, under any combination of these listed types of hosting, depending on who they are affiliated with as a reseller. Resellers' accounts may vary tremendously in size: they may have their own virtual dedicated server to a collocated server. Many resellers provide a nearly identical service to their provider's shared hosting plan and provide the technical support themselves.
- Virtual Dedicated Server: also known as a Virtual Private Server (VPS), divides server resources into virtual servers, where resources can be allocated in a way that does not directly reflect the underlying hardware. VPS will often be allocated resources based on a one server to many VPSs relationship, however virtualisation may be done for a number of reasons, including the ability to move a VPS container between servers. The users may have root access to their own virtual space. Customers are sometimes responsible for patching and maintaining the server.
- Dedicated hosting service: the user gets his or her own Web server and gains full control over it (user has root access for Linux/administrator access for Windows); however, they are allowed to manage their data via FTP or other remote management tools. The user is disallowed full control so that the provider can guarantee quality of service. This is usually the least expensive for Dedicated plans. The user has full administrative access to the server, which means the client is responsible for the security and maintenance of his own dedicated server.
- Managed hosting service: the user gets his or her own Web server but is not allowed full control over it (user is denied root access for Linux/administrator access for Windows); however, they are allowed to manage their data via FTP or other remote management tools. The user is disallowed full control so that the provider can guarantee quality of service by not allowing the user to modify the server or potentially create configuration problems. The user typically does not own the server. The server is leased to the client.
- Colocation web hosting service: similar to the dedicated web hosting service, but the user owns the colo server; the hosting company provides physical space that the server takes up and takes care of the server. This is the most powerful and expensive type of web hosting service. In most cases, the colocation provider may provide little to no support directly for their client's machine, providing only the electrical, Internet access, and storage facilities for the server. In most cases for colo, the client would have his own administrator visit the data center on site to do any hardware upgrades or changes.
- Cloud hosting: is a new type of hosting platform that allows customers powerful, scalable and reliable hosting based on clustered load-balanced servers and utility billing. A cloud hosted website may be more reliable than alternatives since other computers in the cloud can compensate when a single piece of hardware goes down. Also, local power disruptions or even natural disasters are less problematic for cloud hosted sites, as cloud hosting is decentralized. Cloud hosting also allows providers to charge users only for resources consumed by the user, rather than a flat fee for the amount the user expects they will use, or a fixed cost upfront hardware investment. Alternatively, the lack of centralization may give users less control on where their data is located which could be a problem for users with data security or privacy concerns.
- Clustered hosting: having multiple servers hosting the same content for better resource utilization. Clustered Servers are a perfect solution for high-availability dedicated hosting, or creating a scalable web hosting solution. A cluster may separate web serving from database hosting capability. (Usually Web hosts use Clustered Hosting for their Shared hosting plans, as there are multiple benefits to the mass managing of clients)
- Grid hosting: this form of distributed hosting is when a server cluster acts like a grid and is composed of multiple nodes.
- Home server: usually a single machine placed in a private residence can be used to host one or more web sites from a usually consumer-grade broadband connection. These can be purpose-built machines or more commonly old PCs. Some ISPs actively attempt to block home servers by disallowing incoming requests to TCP port 80 of the user's connection and by refusing to provide static IP addresses. A common way to attain a reliable DNS host name is by creating an account with a dynamic DNS service. A dynamic DNS service will automatically change the IP address that a URL points to when the IP address changes.

Some specific types of hosting provided by web host service providers:

- File hosting service: hosts files, not web pages
- Image hosting service
- Video hosting service
- Blog hosting service



A typical server "rack" commonly seen in colocation centres

- [Paste bin](#)
- [Shopping cart software](#)
- [E-mail hosting service](#)

### Obtaining hosting

Web hosting is often provided as part of a general Internet access plan; there are many free and paid providers offering these types of web hosting.

A customer needs to evaluate the requirements of the application to choose what kind of hosting to use. Such considerations include database server software, scripting software, and operating system. Most hosting providers provide Linux-based web hosting which offers a wide range of different software. A typical configuration for a Linux server is the LAMP platform: Linux, Apache, MySQL, and PHP/Perl/Python. The web hosting client may want to have other services, such as email for their business domain, databases or multi-media services for streaming media. A customer may also choose Windows as the hosting platform. The customer still can choose from PHP, Perl, and Python but may also use ASP, Net or Classic ASP. Web hosting packages often include a Web Content Management System, so the end-user does not have to worry about the more technical aspects.

### See also

- [Dedicated hosting service](#)
- [Green hosting](#)

### References

1. <sup>↑</sup> ["web hosting". FOLDOC. 2011-11-22. Retrieved 2011-11-30.](#)

### External links

- [Web hosting](#) at the Open Directory Project

V · T · E

#### Website management

[hide]

<b>Concepts</b>	<a href="#">Overselling</a> · <a href="#">Web document</a> · <a href="#">Web content</a> · <a href="#">Web content lifecycle</a> · <a href="#">Web hosting service</a> · <a href="#">Web server</a> · <a href="#">Webmaster</a> · <a href="#">Website governance</a>
<b>Web hosting control panels</b>	<a href="#">Comparison of control panels</a> · <a href="#">cPanel</a> · <a href="#">DirectAdmin</a> · <a href="#">Domain Technologie Control</a> · <a href="#">Froxlor</a> · <a href="#">GNUPanel</a> · <a href="#">H-Sphere</a> · <a href="#">I-MSCP</a> · <a href="#">InterWorx</a> · <a href="#">ISPConfig</a> · <a href="#">ISPmanager</a> · <a href="#">IspCP</a> · <a href="#">Kloxo</a> · <a href="#">Plesk</a> · <a href="#">SysCP</a> · <a href="#">Usermin</a> · <a href="#">Webmin</a>
<b>Domain name managers and registrars</b>	<a href="#">Afflas</a> · <a href="#">AusRegistry</a> · <a href="#">BigRock</a> · <a href="#">CZ NIC</a> · <a href="#">CIRA</a> · <a href="#">CNNIC</a> · <a href="#">DENIC</a> · <a href="#">DNS Belgium</a> · <a href="#">Domainz</a> · <a href="#">Dynadot</a> · <a href="#">eNom</a> · <a href="#">Gandi</a> · <a href="#">Go Daddy</a> · <a href="#">Hover</a> · <a href="#">Melbourne IT</a> · <a href="#">Museum Domain Management Association</a> · <a href="#">Name.com</a> · <a href="#">NameCheap</a> · <a href="#">Network Solutions</a> · <a href="#">NeuStar</a> · <a href="#">OLM net</a> · <a href="#">Register.com</a> · <a href="#">Tucows</a> · <a href="#">Web.com</a>
<b>Web content management system</b>	<a href="#">Conference management system</a> · <a href="#">Document management system</a> · <a href="#">Wiki software</a> · <a href="#">Blog software</a>

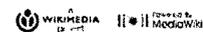
Categories: [Web hosting](#) [Website management](#)

This page was last modified on 27 April 2012 at 11:45.

Text is available under the Creative Commons Attribution-ShareAlike License, additional terms may apply. See Terms of use for details. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.

Contact us

[Privacy policy](#) [About Wikipedia](#) [Disclaimers](#) [Mobile view](#)



# ATTACHMENT #2



- Home
- Articles
- Blogs**
- Podcasts
- Webinars
- Directory
- Courses

Keyword or phrase

Create an account | Sign In

## eCommerce Dictionary: Hosting Terms

By [David L. Hinkle](#) on 06/13/2012

1 Comment Tweet 0 Share +1 0 Like 0

**Affiliate Program** An affiliate program is any type of revenue sharing program where a webmaster or website receives a portion of income for generating leads, traffic or sales through a graphic or text link to a merchant website

**Alias** A name that points to another name. Aliases are used to make the original name easier to remember or to protect the site's identity

**Applet** An applet is an embedded program on a website. Applets are usually written in the coding language called Java. They are normally used for creating a virtual object that may move or interact with the website. An applet is like a small piece of executable code that needs a full application to run it.

**Active Server Pages (ASP)** Active Server Pages allow web developers to make their sites dynamic with database driven content. The code is mainly written in Visual Basic Script, and it is produced on the server of the website instead of the browser of your website visitors. The server reads the ASP code and then translates it to HTML.

**Audio Streaming** The process of providing audio content on a website. Some hosts do not allow audio or video streaming because it can take up a significant amount of space.

**Auto Responder** An automated program that acknowledges receipt of an email message, and then sends back a previously prepared email to the sender, letting them know it was received.

**Backbone** A high-speed line or series of connections that forms a major pathway within a network. In general, the better the backbone of the hosting company, the better the availability of the websites that run on their computers.

**Backups** Web hosts back up data that's stored on their servers. Many host packages offer backups every 24 hours. This is supposed to prevent the loss of data should something happen to the server.

**Browser** This is the client software that displays (interprets) the HTML code it receives from the server. All browsers work slightly different and one may not display the pages correctly if the code was developed exclusively for another browser. Common browsers include Microsoft Internet Explorer, Mozilla Firefox, Safari and Netscape.

Sign-up to receive EcommerceNotes, our acclaimed email newsletter.

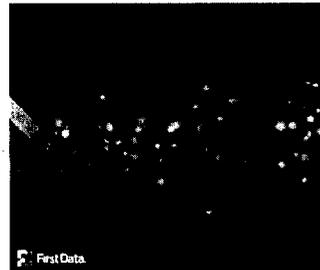
View the article

Sign Up

[View A Sample](#) | [Privacy](#)

ARTICLE TOPICS

- Accounting, Management & Legal
- Conversion & Usability
- Design & Development
- Hosting, Infrastructure & Software**
- Interviews & Profiles
- Inventory & Shipping
- Marketing & Revenue Growth
- Mobile Commerce
- Search Engine Optimization
- Shopping Carts & Online Payments
- Social Media
- Training & Education



CONNECT WITH US



**CGI forms vs. CGI access** Sometimes, rather than provide full CGI access, the hosting service provides the most popular CGI forms, such as a boilerplate form for name and address submissions. With full CGI access, you can upload and customize your own CGI scripts. A working knowledge of CGI is needed.

**Chat Software** One of the many different programs available to have real-time discussions. To use Chat software, there must be at least two users connected at the same time ready to exchange messages. This is different than Message Board software, which is not a real-time program.

**Click-Through** This term is used to describe the ratio of clicks to impressions on an advertisement, usually a banner ad. If a banner has been shown 100 times and 3 people click on it, it will have a 3 percent click-through ratio.

**Co-Location** Co-location means housing a web server that you own in the facilities of a hosting provider. This is an option if you want to own your own server, but do not want the hassle or security risk of maintaining that server.

**Common Gateway Interface (CGI)** The Common Gateway Interface, CGI, permits interactivity between a browser and web host. Using CGI, a web page can allow visitors to run a program on the server that performs a specified task. One of the simplest CGI tasks is to submit a form collecting information that the visitor supplies. Some servers have pre-installed/predefined CGI scripts, meaning that the scripts are already installed on the server for you to use on your site. Some servers permit user-defined or custom CGI scripts, which means the site owner creates his/her own CGI script and runs this custom made script on the website. CGI scripts are basically programs (software) that run on the computer where the web pages of a website are stored. They do things that a simple document like a web page cannot.

**Control Panel** An online package of tools permitting easy site management and editing. Almost all hosting companies provide this option today. By having your own control panel, you can maintain basic information about your site, mailboxes, etc. without having to send emails to the hosting company or call them on the phone.

**Cookie** A message given to a web browser by a web server. The browser stores the message in a text file called cookie.txt. The message is then sent back to the server each time the browser requests a page from the server. The main purpose of cookies is to identify users and possibly prepare customized web pages for them. So, for example, instead of seeing just a generic welcome page you might see a welcome page with your name on it.

**Data Transfer** This is the amount of data that is transferred from an account as visitors view the pages of the website. If you have a website with lots of video, audio, and images that gets many visitors per day, you would have to make sure that you choose a host that will allow large amounts of data to be transferred.

**Dedicated Hosting** A dedicated host means the service provider will setup a computer solely for your website. It will not be shared with other clients. A dedicated communications line or minimum bandwidth allotment may also be provided, subject to contract negotiation. Having a dedicated server usually means a much faster loading time for your site because the entire computer is "dedicated" to running the server software. This is different from most other hosting accounts in which your website will share space on a server with many other websites.

CONNECT WITH US



FEATURED TAGS | [HOME](#)

SEARCH

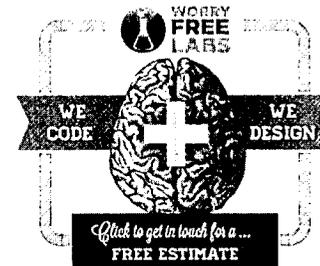
Engine Optimization

## Social Media

MOST VIEWED

ARTICLES | BLOG POSTS

- 1 Tablets and Phablets Could Boost Value
- 18 Tools to Develop Your Brand on
- Ecommerce Marketing on Google+
- SEO Site Migration Checklist
- Why Does SEO Take So Long?
- 23 Tools to Research Your Competition
- Using Google Analytics Advanced
- Bing Goes Social with New Redesign
- 7 Key Ecommerce-Infrastructure
- Integrating Google Analytics with Site



**Disk Space** This indicates the amount of disk space that will be available to you on the host's server to hold your website files.

**Domain Name** The unique name that identifies an Internet site ([www.yourdomain.com](http://www.yourdomain.com)).

**Domain Name Server Domain Name Server (DNS)** is the global system web browsers use to find websites. The DNS entry lists the IP address for every domain name. A website cannot be found unless its domain name is properly registered in the DNS system. When DNS is hosted, it indicates that the domain name is pointing to the correct website. When DNS is parked, it is considered a temporary spot to point the domain name until the finished website is ready.

**Domain Parking** Many hosting companies give you the option to 'park' your domain name ([www.yourdomain.com](http://www.yourdomain.com)) without actually having your website up and running. Great option if you want to acquire a domain name well ahead of having the website itself designed and constructed.

**Downloading** When you download a file from the Internet, you transfer it from some computer on the Internet to your own computer.

**Email POP Account** POP (Post Office Protocol) is an actual email account on your web host's email server. Think of each POP account as a unique email address ([bob@practicaledge.com](mailto:bob@practicaledge.com), [contact@yourdomain.com](mailto:contact@yourdomain.com), etc.) Different hosting plans will allow for different quantities of email addresses.

**Email Auto Responder** A message is sent in reply to an incoming message. You would use this if you want to give an acknowledgment to visitors of your site that their email was received.

**Email Forwarding** The automatic transfer of email sent to an address you specify. A webmaster uses this, for example, so his or her personal email address is not revealed to the public. For example, you would have email addressed to [sales@practicaledge.com](mailto:sales@practicaledge.com) forwarded to [john.doe@isp.com](mailto:john.doe@isp.com).

**File Transfer Protocol (FTP)** A way of transferring files (uploading and downloading) across the Internet. Most websites are uploaded to the Internet by means of an FTP program. This is how the website you create on your computer at home is transferred (uploaded) to the Internet.

**Hypertext Markup Language (HTML)** This is the code that web pages are written in and the browser interprets to turn into the web page you view on the screen.

**Internet Service Provider (ISP)** A company or institution that provides access to the Internet in some form, usually for money. They will usually allow users to dial up through a modem, DSL or cable connection.

**IP Address** A unique number used to specify hosts and networks. Internet Protocol (IP) numbers are used for identifying machines that are connected to the Internet. They consist of four parts separated by dots. They would look something like this 216.119.81.205. Every machine that is on the Internet has a unique IP number.

**Message Board Software** A program that allows visitors to post messages that are displayed to others who visit at a later time on a website.

displayed so others who visit at a later time can respond

**Meta Tag** Meta tags are commands in the HTML code, residing in the header, that instruct the browser or search engines to perform specific tasks. Identify keywords, site definitions, page authors, plug-in requirements, etc. These tags are not visible to site visitors. They are only visible in the code. Simply, Meta tags describe the content of the document in which they're written

**Multi-Homing** When the same website can be the home for more than one domain name.

**Reseller Web Host** A reseller operates components of a web hosting operation using services, infrastructure and equipment provided by another web hosting service. Some resellers operate full-fledged businesses using the hardware, software, network and logistical support of another web hosting firm, while others simply operate as sales agents for other web hosting companies, offering discounts and providing low-level technical support.

**Shared Hosting** In shared hosting, multiple sites are hosted on a single server, so each account ends up "sharing" server space with other accounts. This is an economic solution for smaller and personal websites. For sites anticipating minimal traffic, a shared plan could provide a less costly option compared with a dedicated server.

**Uniform Resource Locator (URL)** The standard way to give the address of any resource on the Internet that is part of the World Wide Web (WWW). [www.practicalearcommerce.com](http://www.practicalearcommerce.com) is an example URL.

**Uploading** Uploading refers to the act of transferring a file from a person's computer to another computer on the Internet.

**Web Host** A web host is a company that has a computer (or many computers) that is permanently connected to the Internet. Documents (web pages) that are located on those computers can be read by anyone connected to the Internet.

**Video Streaming** The process of providing video data or content via a web page.

**Virtual Private Network** A Virtual Private Network (VPN) is used by corporations to provide access to their servers that are limited to only approved users.

1 Comment

Ahmed Al Amoudi says:

Nice short and simple way to understand.

Sign in to leave a comment.

Username\*

Password\*

Password\*

Keep me logged in for 2 weeks.

Sign in

Lost Your Password? | Don't Have An Account?

**Facebook user?**

You can sign in with your Facebook account

Sign in with Facebook

INSIDE PRACTICAL ECOMMERCE

## Articles

- » Accounting, Management & Legal
- » Conversion & Usability
- » Design & Development
- » Hosting, Infrastructure & Software
- » Interviews & Profiles
- » Inventory & Shipping
- » Marketing & Revenue Growth
- » Mobile Commerce
- » Search Engine Optimization
- » Shopping Carts & Online Payments
- » Social Media
- » Training & Education

## Podcasts

- » eCommerce Conversations
- » Storyline
- » The eCommerce Minute

## Newsletters

- » EcommerceNotes
- » EcommerceDeveloper

## Directory

- » Accounting, Tax & Legal
- » Affiliate Marketing
- » Associations, Groups & Trade Shows
- » Auctions & Comparison Shopping Providers
- » Conversion & Usability
- » Credit Cards & Online Payments
- » Design, Development & Programming
- » Education & Instruction
- » Email Solutions
- » Financing & Funding
- » Fraud Prevention & Security Services
- » Hosting Providers
- » Inventory & Product Sourcing
- » Language Translation Services
- » Live Chat Providers
- » Merchandising and Photography
- » Order Management Services
- » Other Ecommerce Services
- » Pay-Per-Click Advertising
- » Search Engine Optimization
- » Shipping, Mailing and Fulfillment
- » Shopping Carts and Platforms
- » Site Search Products
- » Social Media Services
- » Video, Hosting, Streaming, Production

## Blogs

- » The Life of a Mom-preneur
- » The Social Retailer
- » Evolving eBiz
- » Open Source eCommerce
- » eBay and eCommerce
- » The (eCommerce) Corner Office
- » The View from England
- » Letter from Russia
- » Notes from Australia
- » Tips For Newcomers, Mostly
- » Shipping Optional
- » Exit Strategy
- » The Email Detail
- » By Merchants, For Merchants
- » Developers' Corner
- » Tools, Tips and Suggestions

HOME

ABOUT US

SERVICES

WEBSITES

PORTFOLIO

FAQ

BLOG

MEDIA KIT

ABOUT KAREN

CONTACT US



## Glossary

*We invite our readers to browse through the glossary terms and definitions to learn more about the many types of service and technology that Artistic Design Service, Inc. has to offer. We look forward to hearing from you with any questions that you may have.*

**A Record:** Part of the zone file that directs the domain name to a specific Internet Protocol (IP) address. A Records are modified routinely when users want to point their domain name to the IP assigned to their hosting account.

**AAAA Record (Quad-A Record):** AAAA Records store a 128 bit Internet Protocol version 6 (IPv6) address, which does not fit the standard A Record format. For example, 2001:0000:0000:0000:0000:0000:0000:0000 is a valid 128 bit IPv6 address. It maps the hostname to an address associated with a domain name and specifies that AAAA Records must be processed.

**Acquisition:** A process through which one company takes over the controlling interest of another company. Acquisition includes obtaining supplies or services by contract or purchase order with appropriated or non-appropriated funds for the use of Federal agencies through purchase or lease.

**Active Server Pages (ASP):** Also known as Classic ASP or ASP Classic, was Microsoft's first server-side script engine for dynamically-generated web pages. It has now been superseded by ASP.NET.

**Ad Campaign:** A series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame.

**Ad Copy:** The main body of an advertisement. It should focus on the three remaining parts of the Attention-Interest-Desire and Action (AIDA) strategy - generating interest, developing desire, and eliciting action.

**Admin Contact:** Represents the domain name registrant and domain name. This contact is authorized to initiate changes with the domain name registrar.

**Admin Email:** An email address listed as the administrative contact for a domain name. During the transfer process, the admin email receives information relevant to the completion of the transfer.

**Affiliate Program:** Gives individuals access to the affiliate's site to promote their products or services.

**A-Frame Signs:** A sign with steeply angled sides that meet at the top in the shape of the letter A. Signcades or sandwich board A frame signs are great for cafes, restaurants, retail stores, gifts shops and other retail businesses that have sidewalk traffic.

**Aliased Nameserver:** Server owned by a hosting provider but is aliased (or masked) to a name that you specify. (See **Name Server**.)

**American Standard Code for Information Interchange (ASCII):** A character encoding scheme based on the ordering of the English alphabet. ASCII codes represent text in computers, communications equipment, and other devices that use text. Most modern character-encoding schemes are based on ASCII, though they support many more characters than did ASCII.

**Apache:** A popular open source web server. It supports Perl and PHP scripts.

**Applet:** A Java software application that runs inside a webpage. It is independent of the operating system where it runs.

**Application Service Provider (ASP):** A business that provides computer-based services to customers over a network. Software offered using an ASP model is also sometimes called On-Demand Software or Software as a Service (SaaS).

**Archives:** Displays all of a blogger's posts on one page organized by date or category.

**Art Director:** An artist with strong visualization and drawing skills. The person who oversees the work of graphic artists. In some smaller agencies the Art Director takes the complete responsibility of designing and converting client ideas into compelling visuals within an ad from ad layouts to storyboarding and animations.

**ASCII:** See **American Standard Code for Information Interchange**.

**ASP:** See **Application Service Provider**.

**ASP.NET:** A web application framework developed and marketed by Microsoft to allow programmers to build dynamic web sites, web applications, and web services.

**Assisted Server:** Administrative capabilities managed by the hosting account that generally include additional technical support for the server.

**Audio Streaming:** Audio content or music that is constantly received by and normally presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. Audio Streaming significantly increases a website's bandwidth usage.

**Authentication:** Identifies an individual, usually with a user name and password.

**Author Recognition:** Recognition for the author by the principal of the agency or another, in the particular instance, or in similar instances, is evidence of the authority of the agent, so that the recognition may be either expressed or implied.

**Authorization Code:** A code that grants permission to complete a domain name transfer to the customer's new domain name provider.

**Auto Lettering:** Vehicle lettering or graphics that can be used to advertise businesses, ideas, or overall appearance of your vehicle. Auto lettering is a great way to promote business or ideas and arts as a traveling billboard.

**Auto Responder:** Automatically sends a preprogrammed response to received emails. It provides a brief automatic response. Most Auto Responders let you customize the automatic message.

**Backbone:** A high-speed line or series of connections that forms a major pathway in a network.

**Backorder:** When used in relation to purchasing a domain name, it puts a user in line to attempt capture of a domain name before it expires and is released to the market.

ocused to the market.

**Backup:** A service offered by most web hosts to preserve data and prevent loss of information.

**Bandwidth:** The capacity of a site or connection to carry information. Bandwidth plays an important role in how many visitors can efficiently download a site at one time.

**Banners:** Soft, flexible plastic material that can be painted, screen printed, or lettered with vinyl lettering or graphics to advertise your business or ideas to the public.

**Bar Code:** A code required by virtually all retailers, because it allows price and ISBN information to be optically scanned.

**Blog:** A contraction of the term "web log." A type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, opinions, thoughts, or other material, such as graphics or video. Entries are updated on a consistent basis for viewing by the general public, and are commonly displayed in reverse chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog.

**Blogcast:** A blog and a podcast merged into a single website.

**Blogger:** The author of a web log.

**Bloggng:** The art of writing and posting to a blog.

**Blogosphere:** The Internet blogging community.

**Blogroll:** A list of links to other blogs located in the sidebar of the blog site.

**Book Cover Design:** To make or create book covers that is eye-catching and attracts attention to your book or publication.

**Book Design:** The art of incorporating the content, format, design, and sequence of the various components of a book into a coherent whole.

**Book Doctoring:** An independent editor, sometimes called book doctor, who, for a fee, will undertake to read and edit your manuscript for structure, style, plot, character development, continuity, and so on.

**Brand Identification:** A mixture of attributes, tangible and intangible, symbolized in a trademark, which if managed properly, creates value and audience. This brand individuality projects your image to the buying public and becomes your unique or corporate identity.

**Brochure:** A type of leaflet. The two most common brochure styles are single sheet and bi-fold (folded leaflet) forms. The most common types of single sheet brochures are the bi-fold (a single sheet printed on both sides and folded into halves) and the tri-fold (the same, but folded into thirds). A bi-fold brochure results in four panels (two panels on each side), while a tri-fold results in six panels (three panels on each side). A well designed brochure is the best way to introduce your company to your potential customers.

**Browser Report:** A detailed breakdown of popular Web browsers each time they visit a user's website.

**Browser:** An application used to view and work on the Internet. Popular browsers include Internet Explorer, Mozilla, Firefox, and Safari™.

**Business Card:** A card bearing business information about a company or individual. They are shared during formal introductions as a convenience and a memory aid. A business card typically includes the giver's name, company affiliation (usually with a logo) and contact information such as street addresses, fax, phone number(s), fax number, email address, and website.

**Business Letter:** A letter written in formal language, usually used when writing from one business organization to another, or for correspondence between such organizations and their customers, clients, and other external parties. The overall style of letters will depend on the relationship between the parties concerned.

**Business Letterhead:** The header of a letter, usually containing the name of the company, address, phone, and fax numbers.

**Business Letterhead:** The heading at the top of a sheet of letter paper, usually consisting of a name, address, and logo design.

**Captcha:** An image that contains a numerical or alphabetic code. Webpages use Captcha to deter fly-by-night user access to specific pages rather than spiders or programs.

**Carbon Copy:** An email option that sends a second copy of each email to the specified address.

**Cascading Style Sheets (CSS):** A style sheet language used to describe the presentation semantics (i.e., the look and formatting) of a document written in a markup language. Its most common application is to style webpages written in HTML and XHTML, but the language can also be applied to any kind of XML document, including SVG and XSL.

**Cash Parking:** An online monetization system for domain names. It uses parked pages with commercial listings. Each time a visitor clicks a displayed pay-per-click ad, the domain name owner receives revenue credit.

**Catalog:** A book that represents products and services to the general public. A catalog usually has pictures of the products with a brief description to help market the goods and services.

**Catch-all:** In the context of email, a Catch-all usually refers to a mailbox on a domain that will "catch all" of the emails addressed to the domain that do not exist in the mail server. Configuring a catch-all address can help avoid lost emails due to misspelling. However, many email hosts no longer permit catch-alls, since many spammers abuse the feature, spamming random email addresses.

**Certified Domain:** A domain registration verification process that validates domain control and contact information of the domain registrant.

**CGI:** See **Computer-generated Imagery**.

**Click-through:** Describes the ratio of clicks on a specific advertisement or banner ad.

**Clustered Hosting:** A type of web hosting that spreads the load of hosting across multiple physical machines ("nodes"), increasing availability and decreasing the chances of one server (for example FTP or email) affecting another.

**CNAME Record (or Canonical Name Record):** A type of resource record in the DNS that specifies that the domain name is an alias of another canonical domain name.

**Co-location Center:** A type of data center where multiple customers share networking facilities.

**Co-location:** Renting a secure space in a reliable network connectivity in a data center while maintaining personal user equipment.

**Commentator:** A person who leaves remarks regarding a blog entry.

**Comments:** Reader feedback to blog posts.

**Computer Network:** A collection of computers and devices connected by communications channels that facilitates communications among users and allows users to share resources with other users. Networks may be classified according to a wide variety of characteristics. Often simply referred to as a network.

**Computer Software:** A general term primarily used for digitally stored data such as computer programs and other kinds of information read and written by computers. Today, this includes data that has not traditionally been associated with computers, such as film, tapes and records. The term was coined in order to contrast to the old term hardware (meaning physical devices). In contrast to hardware, software is intangible, meaning it "cannot be touched." Software is also sometimes used in a more narrow sense, meaning application software only.

**Computer-generated Imagery (CGI):** The application of the field of computer graphics or, more specifically, 3D computer graphics to special effects in films, television programs, commercials, simulators and simulation generally, and printed media.

**Consultation:** The act of consulting or conferring, deliberation of two or more persons on some matter with a view to a decision.

**Cookie:** A message that a web server sends to a web browser. The browser stores the messages in text files. The browser sends these messages to the server each time it requests a page to identify users and prepare their customized pages.

**Copy:** Written or typed-offen text for typesetting, printing, or publication.

**Copyediting (a so copy-editing):** The work that an editor does to improve the formatting, style, and accuracy (but not necessarily content) of a manuscript.

**Copyright Registration:** The purpose of copyright registration is to place on record a verifiable account of the date and content of the work in question, so that in the event of a legal claim or case of infringement or plagiarism, the copyright owner can produce a copy of the work from an official government source.

**Copyright:** The set of exclusive rights granted to the author or creator of an original work, including the right to copy, distribute and adapt the work. These rights can be licensed, transferred and/or assigned. Copyright lasts for a certain time period after which the work is said to enter the public domain.

**Copywriter:** A writer of copy, especially for books, advertisements, or publicity releases.

**Copywriting:** The use of words to promote a person, business, opinion or idea. Copywriting can appear in direct mail pieces, taglines, jingle lyrics, webpage content (although if the purpose is not ultimately promotional it's author might prefer to be called a content writer), online ads, email, and other internet content, television or radio commercial scripts, press releases, white papers, catalogs, billboards, brochures, postcards, sales letters, and other marketing communications media.

**Corporate Gift Design:** Gifts that are designed to give employee appreciation or recognition.

**Country Code:** A two letter abbreviation for a country. In this context, it is used after the dot in a domain name. This is often called the domain name extension.

**CRE Loaded™:** A downloadable e-commerce system that makes your on-line store completely compliant with all Payment Card Industry (PCI) security rules. This system allows you to easily add, change, and administer the items that you sell, upload product images, text descriptions, and graphics, process credit card payments, set up special pricing and more.

**Cron:** A time-based job scheduler in Unix-like computer operating systems. The name cron comes from the word "chronos", Greek for "time". Cron enables users to schedule jobs (commands or shell scripts) to run periodically at certain times or dates. It is commonly used to automate system maintenance or administration, though its general-purpose nature means that it can be used for other purposes, such as connecting to the Internet and downloading email.

**CSS** is designed primarily to enable the separation of document content (written in HTML or a similar markup language) from document presentation, including elements such as the layout, colors, and fonts. This separation can improve content accessibility, provide more flexibility and control in the specification of presentation characteristics, enable multiple pages to share formatting, and reduce complexity and repetition in the structural content (such as by allowing for tableless web design). CSS can also allow the same markup page to be presented in different styles for different rendering methods, such as on screen, in print, by voice (when read out by a speech-based browser or screen reader) and on Braille-based tactile devices.

**CSS:** See **Cascading Style Sheets**

**Curriculum Vitae:** A written description of a person's work experience, educational background, and skills. Also called a CV, or simply a vitae, it is more detailed than a résumé and is commonly used by those looking for work outside the U.S. and Australia. A curriculum vitae is also used by someone looking for an academic job, i.e., in a college or university.

**Custom Frame:** A customized border or case for enclosing a picture, mirror, etc.

**Data Transfer:** The amount of data transferred from a hosting server when a site visitor visits a page on the website.

**Database Administrator (DBA):** A person responsible for the design, implementation, maintenance, and repair of an organization's database

**DBA:** See Database Administrator

**Decal:** A specially prepared vinyl that is die-cut into letters or bearing a picture design for transfer to wood, metal, glass, automobiles, and banners, etc.

**Dedicated Hosting:** A type of Internet hosting in which the client leases an entire server not shared with anyone.

**Dedicated IP:** A host interface identification used for location addressing. It is commonly used to access a website or location directly without benefit of a domain name.

**Design:** To create or execute in an artistic or highly skilled manner.

**Digital Signature:** A mathematical scheme for demonstrating the authenticity of a digital message or document. A valid digital signature gives a recipient reason to believe that the message was created by a known sender and that it has not altered in transit. Digital signatures are commonly used for software distribution, financial transactions, and in other cases where it is important to detect forgery and tampering.

**Directional Signs:** Signs that are used to direct people to a chosen location or destination.

**Distribution:** The delivery or giving out of an item or items to the intended recipients, as mail, newspapers, or books.

**DNS:** See Domain Name System

**Domain:** The portion of a URL that locates a group or entity on the Internet.

**Domain Locking:** A security feature that prevents unauthorized transfers of a domain name to another registrar or host.

**Domain Monitoring:** The service offered by a domain name registrar that tracks domain names of interest and alerts users to domain name changes.

**Domain Name:** A common network name under which a collection of network devices are organized (e.g., example.com).

**Domain Name Registrar:** An organization that manages the registration of Internet domain names in one or more domains.

**Domain Name System (DNS):** A hierarchical naming system for computers or any resource connected to the Internet.

**Domain Privacy:** A service that replaces the user's information in the Whois directory with the information of a forwarding service.

**Domain Registry:** A database of all domain names registered in a top-level domain.

**Domain Transfer:** The process of changing the designated registrar of a domain name.

**Drupal:** A free and open source content management system (CMS) written in PHP and distributed under the GNU General Public License that enables its users to create and organize website content, edit the layout, and automate some administrative functions. It is used as a back-end system for many different types of websites, ranging from small personal blogs to large corporate and political sites. It is also used for knowledge management and business collaboration.

**Dynamic Flash:** A flash-based template which consists of 4 to 6 pages. The text of dynamic flash templates can be edited with any text editor. Special software that allows editing of FLA files is needed to edit the graphics or animation effects.

**Dynamic Flash Photo Gallery:** An easy and powerful tool for setting up and running a gallery of images on your Flash Website without having to get into code. It is ideal for photography portfolio sites, picture galleries, and photo albums.

**Dynamic SWISH:** Technology that allows the user to edit text and change the pictures on a site by eliminating the need to modify and recompile any SWI source file. It is a multimedia combination of live action with a pleasant sound accompaniment for your web site.

**Dynamic Webpage:** A hypertext document rendered to a World Wide Web user presenting content that has been customized or actualized for each individual viewing or rendition or that continuously updates information as the page is displayed to the user.

**E-book (short for electronic book):** An e-text that forms the digital media equivalent of a conventional printed book, sometimes restricted with a digital rights management system. An E-Book, as defined by the Oxford Dictionary of English, is "an electronic version of a printed book which can be read on a personal computer or hand-held device designed specifically for this purpose." E-books are usually read on dedicated hardware devices known as E-readers or e-book devices. Personal computers and some cell phones can also be used to read E-books. Also known as a digital book.

**Editing:** The process of selecting and preparing language, images, sound, video, or film through processes of correction, condensation, organization, and other modifications. In various media, in a sense, the editing process originates with the idea for the work itself and continues in the relationship between the author and the editor. Editing is the final creative plan that includes creative skills, human relations, and a precise set of methods.

**Editor:** A person who edits.

**Electronic Commerce:** Commonly known as e-commerce or eCommerce, it consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks.

**Email:** A method of exchanging digital messages. Originally a text-only communications method, email has extended to carry multi-media content attachments.

**Email Forwarding:** The operation of re-sending an email message delivered to one email address on to a possibly different email address.

**Email Marketing:** The promotion of products or services via email.

**Employee Manuals:** A compilation of the policies, procedures, working conditions, and behavioral expectations that guide employee actions in a particular workplace. Employee handbooks generally also include information about the company, employee compensation and benefits, and additional terms and conditions of employment.

**Encrypted Password:** A password that has been camouflaged to prevent hacking.

**Encryption:** A process that converts data from its original form to a form that can only be used by authorized users.

**Engraving:** The art of forming designs by cutting, corrosion, by acids, a photographic process, etc., on the surface of a metal plate, block of wood, or the like, for the purpose of taking off impressions or prints of the design so formed.

**E-PDF Books:** An electronic or digital book in portable document format (PDF) that can be downloaded to your personal computer or hand-held device.

**E-PUB (short for electronic publication):** A free and open e-book standard by the International Digital Publishing Forum (IDPF). Files have the extension .epub. E-PUB is designed for reflowable content, meaning that the text display can be optimized for the particular display device. The format is meant to function as a single format that publishers and conversion houses can use in-house, as well as for distribution and sale.

**Establish Your Identity:** See **Brand Identification**.

**Expandable Post Summaries:** Includes short portions, or teasers, of a blog post on a index page. They link users to the full entry.

**Extensible Markup Language (XML):** A set of rules or development language for encoding documents electronically to create unique markup tags. All XML tags are defined by the programmer and may be interpreted differently in different applications.

**Family Tree:** A genealogical diagram of a family's ancestry. The ancestors and descendants of a family considered as a group.

**Favicon:** A small graphic that appears to the left of the web address in a browser's address bar.

**File Transfer Protocol (FTP):** A standard network protocol used to copy a file from one host to another over a TCP/IP-based network, such as the Internet. FTP is built on a client-server architecture and utilizes separate control and data connections between the client and server applications, which solve the problem of different end-host configurations (i.e., Operating System file names). FTP is used with user-based password authentication or with anonymous user access.

**File Transfer Protocol Backup:** Backup of data to a remote computer using FTP connection.

**File Transfer Protocol Client:** Software that assists users in uploading files to their sites using file transfer protocol.

**File Transfer Protocol User:** The user account name referenced when uploading files to a website using FTP.

**Firewall:** A technological barrier designed to prevent unauthorized or unwanted communications between sections of a computer network.

**Fireworks:** An Adobe tool that just helps the user design and visualize their website. The site still then need to be converted to HTML.

**Flash:** A plug-in and web development application from Macromedia (now Adobe). Files created in Flash can combine animation, sound, and interaction and take advantage of a vector-based format to minimize file size.

**Flash Intro Header:** A short animation that can be used in an existing HTML website.

**Footer:** The bottom portion of a blog or webpage that lists navigation and copyright information.

**Forum:** A webpage where users post messages and replies on topics of interest.

**Forwarding:** A technique that sends web page visitors to another page.

**FQDN:** See **Fully Qualified Domain**.

**Freelance Writer:** A writer or artist who sells services to different employers without a long-term contract with any of them.

**FrontPage:** A widely known HTML editor created by Microsoft for building websites. FrontPage has since been replaced by Microsoft Expression Web and Sharepoint Designer, which were first released in December 2006.

**FTP:** See **File Transfer Protocol**.

**Full Site Website Template:** An enhanced version of the standard Web Template. This type of template includes the full set of sub pages you may need with appropriate layouts and patterns.

**Fully Qualified Domain (FQDN):** A domain name that specifies its exact location in the tree hierarchy of the DNS. Sometimes referred to as an absolute domain name.

**Fundraising:** The organized activity or an instance of soliciting money or pledges, as for charitable organizations or political campaigns.

**Genealogy:** A record or table of the descent of a person, family, or group from an ancestor or ancestors; a family tree. Direct descent from an ancestor; lineage or pedigree.

**Genealogy Research:** The study or investigation of ancestry and family histories.

**Generic Top-Level Domain (gTLD):** One of the categories of top-level domains (TLDs) maintained by the Internet Assigned Numbers Authority (IANA) for use in the Domain Name System of the Internet. The group of generic top-level domains consists of the categories of TLDs.

(IANA) is the Domain Name System of the Internet. The core group of generic top-level domains consists of the countries and ccTLDs. In addition, the domains .biz, .name, and .pro are also considered generic. However, these are designated as *restricted* because registrations with them require proof of eligibility within the guidelines set for each.

**Ghostwriter:** One who writes for and gives credit of authorship to another. Ghostwriting is done by a professional writer who is paid to write books, articles, stories, reports, or other texts that are officially credited to another person. Celebrities, executives, and political leaders often hire ghostwriters to draft or edit autobiographies, magazine articles, or other written material. In music, ghostwriters are used in film score composition as well as for writing songs and lyrics for popular music. Styles ranging from country to hip-hop.

**Gift Wrapping:** The use of decorative paper for wrapping presents.

**Grant Writing:** The practice of completing formal and/or informal application processes by one party, often a nonprofit entity, educational institution or business, but also by individuals to another party such as a Government department, Corporation, Foundation or Trust. Such application processes are often referred to as either grant proposals or submissions.

**Graphs:** Diagrams that exhibit a relationship, often functional, between two sets of numbers, as a set of points having coordinates determined by the relationship. Also called a plot. A pictorial device, such as a pie chart or bar graph, used to illustrate quantitative relationships, also called a chart.

**gTLD:** See **Generic Top-Level Domain**

**Guest Book:** An area on a website where site visitors leave their name and information or feedback related to the site content.

**Half-tone Scanning:** In printing, the simulation of a continuous tone image (shaded drawing, photograph) with dots. All printing processes, except for Cymcolor, print dots. In photographically generated halftones, a camera shoots the image through a half-tone screen, creating smaller dots for lighter areas and larger dots for darker areas. Digitally composed prints only have one size of dot.

**Header:** The top portion of a blog that lists the blog title.

**Hit Counter:** A computer software program that indicates the number of visitors, or hits, a particular webpage has received. Once set up, these counters will be incremented by one every time the web page is accessed in a Web browser.

**Hostname:** A label that is assigned to a device connected to a computer network and that is used to identify the device in various forms of electronic communication such as the World Wide Web, email or Usenet. Hostnames may be simple names consisting of a single word or phrase, or they may include the name of a Domain Name System (DNS) domain at the end, that is separated from the host-specific label by a full stop (dot). In the latter form, a hostname is also called a domain name.

**Hosting Service:** See **Web Hosting Service**

**HTML:** See **HyperText Markup Language**

**HTTP:** See **HyperText Transfer Protocol**

**Hypertext:** Text displayed on a computer or other electronic device with references (hyperlinks) to other text that the reader can immediately access, usually by a mouse click or key press sequence.

**HyperText Markup Language (HTML):** A simple markup language used in writing web-based documents.

**HyperText Transfer Protocol (HTTP):** A set of regulations used to transfer files on the Internet.

**IANA:** See **Internet Assigned Numbers Authority**

**ICANN:** See **Internet Corporation for Assigned Names and Numbers**

**Icon:** A small pictogram illustrating something and simplifying the user's connection with the content.

**Icon Set Template:** A set of 10 icons all designed with the same theme. Icons from an Icon Set can be used not only with your website but with any other project (media and print presentations, etc.).

**IIS:** See **Internet Information Services**.

**Illustrations:** A visualization such as a drawing, painting, photograph, or other work of art that stresses subject more than form. The aim of an illustration is to elucidate or decorate textual information (such as a story, poem, or newspaper article) by providing a visual representation.

**IMAP:** See **Internet Message Access Protocol**.

**Index Page:** A page that displays automatically when the user processes the top level of a website. The default page automatically displays if it is named correctly. Correct naming is dependent upon the type of hosting account and development tools available.

**Integrated Services Digital Network (ISDN):** A set of communications standards for simultaneous digital transmission of voice, video, data, and other network services over the traditional circuits of the public-switched telephone network.

**International Marketing:** The application of marketing principles across national boundaries. There is a crossover between what is commonly expressed as international marketing and global marketing, which is a similar term.

**International Standard Book Number (ISBN):** The International Standard Book Number is a unique numeric commercial book identifier based upon the 9-Digit Standard Book Numbering (SBN) code created by Gordon Foster, an Emeritus Professor of Statistics at Trinity College, Dublin, for the booksellers and stationers W. H. Smith and others in 1906.

The 10-digit ISBN format was developed by the International Organization for Standardization and was published in 1970 as international standard ISO 2108. Since 1 January 2007, ISBNs have contained 13 digits, a format that is compatible with the EAN-13 barcode system.

**Internationalized Domains:** An Internet domain name that contains at least one label that is displayed in software applications, in whole or in part, in a language-specific script or alphabet, such as Chinese, Russian, or the Latin-based languages with diacritics, such as French.

**Internet Assigned Numbers Authority (IANA):** Oversees registration for different Internet Protocol parameters, including port numbers, protocol and enterprise numbers, options, codes, and types.

**Internet Corporation for Assigned Names and Numbers (ICANN):** A nonprofit corporation given responsibility from the United States Government to manage the Internet domain name system.

**Internet Information Services (IIS):** Formerly called Internet Information Server. A web server application and set of feature extension modules created by Microsoft for use with Microsoft Windows.

**Internet Message Access Protocol (IMAP):** One of the two most prevalent Internet standard protocols for email retrieval, the other being the Post Office Protocol (POP). Virtually all modern email clients and mail servers support both protocols as a means of transferring email messages from a server.

**Internet Protocol (IP) Address (IP Address):** A numerical label that is assigned to devices participating in a computer network that uses the Internet Protocol for communication between its nodes. An IP address serves two principal functions: first, network interface identification and second, location addressing.

**Internet Protocol (IP) Banning or Blocking:** Effectively bans undesired connections from a computer to a website, mail server, or other Internet server.

**Internet Relay Chat (IRC):** A real-time service that enables people from all over the world to communicate through a chat system on the Internet.

**Internet Service Provider (ISP):** A company that offers its customers access to the Internet. The ISP connects to its customers using a data

transmission technology appropriate for delivering Internet Protocol datagrams, such as dial-up DSL, cable modem, wireless, or dedicated high-speed interconnects.

**Intranet:** A large internal network usually established by companies to improve communication efficiency. The access to intranets is restricted to authorized users.

**IP Address:** See **Internet Protocol Address**.

**IP Banning or Blocking:** See **Internet Protocol Banning or Blocking**.

**iPod:** A portable media player designed and marketed by Apple and launched on October 23, 2001.

**IRC:** See **Internet Relay Chat**.

**ISP:** See **Internet Service Provider**.

**ISBN:** See **International Standard Book Number**.

**Java:** A number of proprietary computer software products and specifications from Sun Microsystems, a subsidiary of Oracle Corporation, that together provide a system for developing application software and deploying it in a cross-platform environment. Java is used in a wide variety of computing platforms, from embedded devices and mobile phones on the low end, to enterprise servers and supercomputers on the high end. Java is used in mobile phones, web servers and enterprise applications, and while less common on desktop computers, Java applets are often used to provide improved and secure functionalities of its browsing the World Wide Web.

**Java Server Pages (JSP):** A Java technology that helps software developers serve dynamically generated webpages based on HTML, XML, or other document types.

**Java Servlets:** A program running on a network service, usually an HTTP server that responds to client requests.

**Job Description:** A list of the general tasks, or functions, and responsibilities of a position. Typically, the list also includes to whom the position reports, specifications such as the qualifications needed by the person in the job, salary range for the position, etc. A job description is usually developed by conducting a job analysis, which includes examining the tasks and sequences of tasks necessary to perform the job. The analysis looks at the areas of knowledge and skills needed by the job. Note that a role is the set of responsibilities or expected results associated with a job. A job usually includes several roles. The job description might be broadened to form a person specification. An alternate terminology used under the HR system is Terms of Reference (TOR).

**Joomla:** A powerful content management system. Joomla! websites are ideal for managing a website's content through a simple and functional interface, which needs no coding skills.

**JSP:** See **Java Server Pages**.

**Kindle:** A software and hardware platform developed by Amazon.com for the rendering and displaying of e-books and other digital media. Three hardware devices, known as "Kindle," "Kindle 2," and "Kindle DX" support this platform.

**Label:** A slip of paper, sticker, or other material, marked or inscribed, for attachment to something to indicate its manufacturer, nature, ownership, destination, etc.

**LCCN:** See **Library of Congress Control Number**.

**Library of Congress Control Number (LCCN):** A unique identification number that the Library of Congress assigns to titles most likely to be acquired by the Library of Congress. Librarians also use the LCCN to obtain information on book titles.

**Linux:** A generic term referring to Unix-like computer operating systems based on the Linux kernel. Their development is one of the most prominent examples of free and open source software collaboration; typically all the underlying source code can be used, freely modified, and redistributed.

both commercially and non-commercially by anyone under licenses such as the GNU General Public License

**Literary Agent:** One who acts on behalf of an author to find a publisher for a written or proposed manuscript and who handles the subsequent subsidiary rights not acquired by the publisher. Sometimes called an author's agent or author's representative

**Load Balancing:** A feature that distributes processing and communications activity across computers to minimize resource usage and wait time on any individual component

**Log file:** A text file maintained on a server that displays accessed file locations

**Logo:** A graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols) or they are composed of the name of the organization (a logotype, or wordmark)

**Logo Reproduction:** To reproduce an existing logo or design into a useable logo for the purpose of printing or signs. In order to print or die cut your logo, it needs to be designed vectorized or turned into line art

**Logo Set:** A collection of 10 logos available to web developers with an unlimited time use license

**Magento:** An open source e-commerce web application developed for today's global economy with multi-lingual, multi-currency support, one-page to multiple currency checkout, marketing, SEO, and promotion tools, multi-store retailing for flexibility, international support, analytics and reporting, site management, mobile commerce, shipping and customer service features

**Magnetic Signs:** Removable magnetic sheeting that can be lettered to advertise your business or ideas

**Mail Exchanger:** A type of resource record in the DNS that specifies a mail server responsible for accepting email messages on behalf of a recipient's domain and a preference value used to prioritize mail delivery if multiple mail servers are available

**Mail Exchanger Record (MX Record):** A type of resource record in the Domain Name System that specifies a mail server responsible for accepting email messages on behalf of a recipient's domain and a preference value used to prioritize mail delivery if multiple mail servers are available. The set of MX records of a domain name specifies how email should be routed, via the Simple Mail Transfer Protocol

**Mailing List Software:** Software that distributes newsletters and updates to customers as a marketing tool

**Marketing:** The process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications, and business development. Marketing is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return

**Marquee:** An HTML tag that makes text scroll across the page as if on a marquee. It is used to draw viewer attention

**Masking:** When referring to domain names, it keeps the original domain name in the address bar, but the domain name is directed or forwarded to a different URL

**Meta Tag:** An HTML tag containing information for search engines about a specific web site. Meta tags contain key words or phrases alerting search engines of a website's content to be included in search results for users requesting related information. As this was widely spammed, many search engines have stopped considering them

**Meta Title:** The title for a web site that is inserted directly into coding. Meta Titles help search engines compile appropriate search results

**MIME:** See **Multipurpose Internet Email Extensions**

**Mirror Site:** An exact copy of another Internet site. Mirror sites are most commonly used to provide multiple sources of the same information, and are of particular value as a way of providing reliable access to large downloads. Mirroring is a type of file synchronization

**Multihoming:** A technique to increase the reliability of the Internet connection for an IP network. As an adjective, it is typically used to describe a customer, rather than an ISP network.

**Multipurpose Internet Email Extensions (MIME):** An Internet standard that extends the format of email to support text in character sets other than ASCII, non-text attachments, message bodies with multiple parts, and header information in non-ASCII character sets. MIME's use, however, has grown beyond describing the content of email to describing content type in general, including for the Web.

**MX Records:** See Mail Exchanger.

**Name server (also spelled Nameserver):** A program or computer server that implements a name service protocol. It maps a human recognizable identifier to a system-internal, often numeric, identification or addressing component. The most prominent types of name servers in operation today are the name servers of the Domain Name System (DNS), one of the two principal name spaces of the Internet.

**Network:** See Computer Network.

**News group:** A repository, usually within the Usenet system, for messages posted from many users in different locations. The term may be confusing to some, because it is usually a discussion group. Newsgroups are technically distinct from, but functionally similar to, discussion forums on the World Wide Web. Newsreader software is used to read newsgroups.

**Newsletter:** A written report, usually issued periodically, prepared by or for a group or institution, such as a business firm, charitable organization, or government agency, to present information to employees, contributors, stockholders, or the like, and often to the press and public.

**Non-primary Hosted Domain:** Any hosted domain name other than the primary. It can point to either the hosting root directory or a sub-directory.

**Nook:** An electronic book reader developed by Barnes & Noble based on the Android platform.

**ODBC:** See Open Database Connectivity.

**Off-Site DBS Server:** A DBS Server that contains backup data that is used if the fast server goes down.

**Open Database Connectivity (ODBC):** A standard software API method for using database management systems (DBMS). The designers of ODBC aimed to make it independent of programming languages, database systems, and operating systems.

**Operating System:** Software (programs and data) that provides an interface between the hardware and other software. The operating system (OS) is responsible for management and coordination of processes and allocation and sharing of hardware resources such as RAM and disk space, and acts as a host for computing applications running on the OS. An operating system may also provide orderly accesses to the hardware by computing software routines. This relieves the application programmers from having to manage these details.

**osCommerce (open source Commerce):** An e-commerce and online store management software program. It is an ideal solution for those who want to start an online business of their own without spending lots of time and money on developing and designing an online store.

**Packet Switching:** A digital networking communications method that groups all transmitted data, irrespective of content type or structure, into suitably sized blocks, called packets. It is then reassembled at the final destination.

**Pagination:** The system by which pages are numbered, the arrangement and number of pages in a book, as noted in a catalog or bibliography.

**Parked Page:** A temporary webpage used before the domain name's website or hosting is active.

**PDF:** See Portable Document Files.

**Perl:** See Practical Extraction and Reporting Language.

**Permalink:** A URL that points to a specific blog or forum entry after it has passed from the front page to the archives.

**Phishing:** The criminal fraudulent process of attempting to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity in an electronic communication. To avoid Phishing, be sure a webpage is secure before making a payment or submitting valuable information to a website. A secured site's address begins with https. Secured sites encrypt exchanged data to prevent unauthorized data capture.

**Photograph Enhancing:** The making of any sort of alteration to a photograph or image that was not there originally.

**Ping:** A computer network administration utility used to test whether a particular host is reachable across an IP network and to measure the round trip time for packets sent from the local host to a destination computer, including the local host's own interfaces.

**Podcast:** An audio or video production posted to a webpage. Podcasts allow users to subscribe to a feed and receive new files automatically.

**Podcast Production:** A series of digital media files (either audio or video) that are released episodically and downloaded through Web syndication. The mode of delivery differentiates podcasting from other means of accessing media files over the Internet, such as direct download or streamed webcasting. A list of all the audio or video files currently associated with a given series is maintained centrally on the distributor's server as a web feed, and the listener or viewer employs special client application software known as a podcatcher that can access this web feed, check it for updates, and download any new files in the series. This process can be automated so that new files are downloaded automatically. Files are stored locally on the user's computer or other device ready for offline use, giving simple and convenient access to episodic content. Commonly used audio file formats are Ogg Vorbis and MP3.

**Point of Sale Sign:** A sign that attracts attention to products or services designed to boost profitability and draw awareness.

**Portable Document Files (PDF):** A file format created by Adobe Systems, Inc. PDF uses the PostScript printer description language and is highly portable across computer platforms. PDF documents have a .pdf file extension (myfile.pdf).

**Post:** An entry posted to a blog. It includes text and video, articles or an audio or video file.

**Postscript Files:** A trademark used for an object-oriented computer language for describing the appearance and layout of documents, used to print high-resolution text and graphics.

**PowerPoint:** A presentation program developed by Microsoft that is used for producing slideshows that can include corporate text, graphics, video, animations, and more.

**Practical Extraction and Reporting Language (Perl):** A high-level, general-purpose, interpreted, dynamic programming language.

**Press Release:** A written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, they are mailed, faxed, or emailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Also called a *news release*, *media release*, or *press statement*.

**Primary Hosted Domain:** The main domain name on a hosting plan; it points to the hosting content root by default.

**Production Management:** The management of those resources and activities of a business required to produce goods for sale to consumers or to other organizations. Production management is concerned with the manufacturing industry. The growing interest in the production management task in service industries has led to the use of operations management as a more general term.

**Professional Résumé:** A brief account of one's professional or work experience and qualifications, often submitted with an employment application.

**Promotion:** A plan devised to publicize or advertise a product, cause, institution, etc., such as a brochure, free sample, poster, television or radio commercial, or personal appearance.

**Proof:** To check a written text for errors in spelling and grammar.

**Property Site Signs:** Signs that cater to the construction, real estate, or property management field.

**Publicity:** Information, articles, or advertisements issued to secure public notice or attention.

**Publish:** To issue (printed or electronic) published textual or graphical material (computer software, etc.) for sale or distribution to the public.

**Query Letter:** A business letter requesting information. These are letters also sent to agents/agencies for presentation.

**Radio Promotion:** The division of a record company which is charged with placing songs on the radio. They maintain relationships with program directors at radio stations and attempt to persuade them to play singles to promote the sale of recordings, such as CDs, sold by the record company. They may also pay a fee to a third party known as an **independent promoter**, who has a formal relationship with the radio station or its parent company.

**RAID:** See **Redundant Array of Inexpensive Drives**.

**RAID:** See **Random Access of Memory**.

**Random-Access Memory (RAM):** A form of computer data storage. Today, it takes the form of integrated circuits that allow stored data to be accessed in any order (i.e., at random). Random refers to the idea that any piece of data can be returned in a constant time, regardless of its physical location, and whether or not it is related to the previous piece of data.

**Real Time:** The reporting or recording of events that occur at the time of the event.

**Redemption Fee:** A fee that is paid to retain an expired domain name.

**Redemption Period:** The time frame after a domain expiration and before the domain name is returned to the registry for re-registration. During the period the domain name can be renewed, usually by paying a redemption fee.

**Redundant Array of Inexpensive Drives (RAID):** The simultaneous use of two or more hard disk drives to achieve higher levels of performance, dependability, and larger data volume sizes.

**Registrant:** An individual or organization that registers a domain name and holds the right to use it. The Registrant is the legal owner of a domain name.

**Registrar:** See **Domain Name Registrar**.

**Registry:** A database associating DNS information with an individual, a legal entity, or operational entity for a specific domain name extension.

**Remote Connection:** Links a modem and a network through a dial-up connection.

**Research Paper:** Part of one of the following venues: published or otherwise: Academic journal, a peer-reviewed periodical in which scholarship relating to a particular academic discipline is published; scientific journal, contributions written by researchers working in or related to the physical science disciplines, often intended to report their research results; or term paper, written by high school or college students.

**Reseller:** A company or person who hosts and domain name capabilities provided by an ICANN approved registrar.

**Restricted Top Level Domain (RTLTD):** A domain name extension (i.e., .edu, .name, and .gov) that limit registration to persons or organizations meeting specific criteria.

**Résumé:** A document that contains a summary of relevant job experience and education for specific employment search. The résumé is typically the first item that a potential employer encounters regarding the job seeker and is typically used to screen applicants, often followed by an interview when seeking employment.

**Rich Site Summary (RSS):** A feed of frequently updated information, such as product announcements, blog entries, and other content, published on the website.

**Rich Site Summary (RSS):** A format for defining regularly changing content. Many news-related sites, blogs, and other online publishers syndicate their content as an RSS Feed to their visitors.

**Rich Site Summary Feed:** Provides short descriptions of web content or articles and a link to the full version of the content.

**Robot:** See **Search Engine Robot**.

**Root:** The top of the DNS hierarchy; it is commonly known as the "dot".

**Root Server:** The portion of the hosting account or server that has direct privileges for all local files and documents on that computer.

**RSS:** See **Rich Site Summary**.

**RSS Feed:** See **Rich Site Summary Feed**.

**RTLD:** See **Restricted Top Level Domain**.

**Ruby on Rails:** An open source web application framework for the Ruby programming language and is used by web developers. Often shortened to Rails or RoR.

**Saved Skins:** Design layouts stored for later or repeated use.

**Scalability:** A desirable property of a system, a network, or a process, which indicates its ability to either handle growing amounts of work in a graceful manner or to be readily enlarged.

**Screenshot:** An image taken by the computer to record the visible items displayed on the monitor or another visual output device. Also called screen capture or screen dump.

**Search Engine Optimization (SEO):** The process of improving the volume or quality of traffic to a web site or a web page (such as a blog) from search engines.

**Search Engine Robot:** A computer program that browses the World Wide Web in a methodical, automated manner. Other terms for Web robots are *ants*, *automatic crawlers*, *bots*, and *demons* or *Web spider* or *Web crawler*.

**Second-Level Domain (SLD):** A domain that is directly below a TLD. For example, in the example.com, example is the second level domain of the .com TLD. Second-level domains commonly refer to the organization that registered the domain name with a domain name registrar.

**Secure Shell (SSH):** A network protocol that allows data to be exchanged via a secure channel between two networked devices. It is a common network protocol for remote administration of Unix computers.

**Secure Sockets Layer (SSL):** A security management protocol used for message transmission on the Internet.

**Security Code:** A code provided by the gaming registrar to a domain name's authoritative contact email address. It verifies to the gaming registrar that the domain name's owner requested the transfer of the domain name.

**Self-Publishing:** The publishing of books and other media by the authors of those works, rather than by established, third-party publishers, or vanity presses. Although it represents a small percentage of the publishing industry in terms of sales, it has been present in one form or another since the beginning of publishing and has seen an increase in activity with the advancement of publishing technology, including xerography, desktop publishing systems, print-on-demand, and the World Wide Web. Cultural phenomena such as the punk do it yourself (DIY) movement, the proliferation of media channels, and blogging have contributed to the advancement of self-publishing.

**Sell:** To exchange or deliver for money or its equivalent.

**Sender Policy Framework (SPF) Record:** An information record that validates legitimate email sources for a domain name.

**Server:** See **Web Server**

**Server Log:** A log file (or several files) automatically created and maintained by a server of activity performed by it

**Server Side Includes (SSI):** Commands processed by the web server only when a user requests a file

**Service Record (SRV):** A category of data in the Internet Domain Name System (DNS) specifying information on available services

**Shared Hosting:** Also called shared web hosting service, virtual hosting service, or droplet, refers to a web hosting service where many websites reside on one web server connected to the Internet. Each site sits on its own partition, or subdomain, on the server to keep it separate from other sites. This is generally the most economical option for hosting, as many people share the overall cost of server maintenance.

**SharePoint:** A content management system with integrated search functionality developed by Microsoft that allows users to work in a web-based collaborative environment. Microsoft provides certain built-in functionality, and third-party developers can also develop custom modifications to extend functionality.

**Shell Account:** Traditionally, a user account on a remote server that gave access to a Unix shell via a command-line interface protocol such as telnet or ssh. They were originally provided by ISPs (such as Netcom (USA) and UUNET) and were used for file storage, web space, email accounts, newsgroup access, and software development.

In more recent times, shell providers are often found to offer shell accounts at low cost or for free. These shell accounts generally provide users with access to various software and services including compilers, IRC clients, background processes, FTP, text editor (such as nano) and email client (such as pine).

Shell accounts have been involved in illegal activity, such as denial of service attacks or illegal software distribution.

**Sidebar:** One or more columns along one or both sides of blogger's homepage. The sidebar is generally used for links, calendars, or lists.

**Sign:** A notice bearing a name, direction, warning, or advertisement that is displayed or posted for public view. Signs are used to boost customer awareness and name recognition. A business without a sign is a sign of no business.

**Signcader:** A durable, lightweight aluminum sign. These signs are good for cars, restaurants, retail stores, gifts shops, and other retail businesses that have sidewalk traffic.

**Simple Control Panel:** A basic control panel available with most cloud-based servers.

**Simple Mail Transport Protocol (SMTP):** An Internet standard for electronic mail (email) transfers on a lossy IP network.

**Simple Mail Transport Protocol (SMTP) Relay:** An SMTP server configured in such a way that it allows anyone on the Internet to send email through it, not just mail destined to originating from known users.

**Simple Mail Transport Protocol (SMTP) Server:** A computer that forwards email messages using SMTP protocol.

**Sitemap:** A protocol that allows a webmaster to inform search engines about URLs on a website that are available for crawling. A Sitemap is an XML file that lists the URLs for a site.

**Slide Presentation:** A computer software package used to display information, normally in the form of a slide show. It typically includes three major functions: an editor that allows text to be inserted and formatted, a method for inserting and manipulating graphic images, and a slide show system to display the content.

**SMTP:** See **Simple Mail Transport Protocol**

**SMTP Relay:** See **Simple Mail Transport Protocol Relay**

**SMTP Server:** See **Simple Mail Transport Protocol Server**

**Social Bookmark:** A method for Internet users to share, organize, search, and manage bookmarks of web resources. Users can add to their own personal bookmarks or favorites collections. Unlike favorites, the resources themselves aren't shared, but only bookmarks that reference them.

**Social Networking:** The practice by which Internet users build relationships and bookmark important sites with like-minded people.

**Software:** See **Computer Software**

**Sony Reader:** An e-book reader manufactured by Sony.

**Spam:** Any junk or unsolicited email.

**Spam Filter:** A filter that allows users to block messages from suspected spammers.

**SPF Record:** See **Sender Policy Framework Record**.

**Spiders:** Software robots that crawl websites to gather web content and link information for search engine databases.

**Spreadsheet:** A computer application that simulates a paper accounting form sheet. It displays multiple cells that together make up a grid consisting of rows and columns, each cell containing either alphanumeric text or numeric values. A spreadsheet cell may alternatively contain a formula that defines how the content of that cell is to be calculated from the contents of any other cell (or combination of cells); each time any cell is updated, spreadsheets are frequently used for financial information because of the ability to recalculate the entire sheet automatically after a change to a single cell is made.

**SRV Record:** See **Service Record**

**SSH:** See **Secure Shell**

**SSI:** See **Server Side Includes**

**SSL:** See **Secure Sockets Layer**

**Standard Generalized Markup Language (SGML):** A standard for how to specify a document markup language or tag set. Such a specification is itself a document type definition (DTD). SGML is not used as a document language, but a description of how to specify one. It is metadata.

**Static IP:** A fixed IP address, meaning that the IP remains unchanged with each user login.

**Statistics:** Website usage information compiled into user-friendly format. Statistics often include the number of visitors to a site, which pages receive the most requests, and how much time is spent processing the site.

**Stretched Member:** A web site design template that is resizable. It fills the browser window as it expands or contracts (stretched).

**Support:** Technical support provided to customers via telephone or email to resolve technical difficulties or site issues.

**T1 Connection:** Phone or data connection supporting the transfer of up to 1,544,000 bits of data per second. T1 Connections are commonly used by businesses and ISPs.

**Tape Backup:** A common and cost-effective method to back up webpages. The device looks similar to a cassette. Some cassettes can store several gigabytes of data.

**TCL:** See **Tool Command Language**

**TCP/IP:** See **Transmission Control Protocol**

**TCP/IP:** See **Transmission Control Protocol**

**Technical Contact:** Typically the individual or company managing the primary domain name server.

**TELNET (TErminAL NETwork):** A network protocol based on the Internet Protocol suite network to provide a bidirectional interactive text-oriented communication facility via a virtual terminal connection. User data is interspersed (a hand-off) in TELNET control information in an 8-bit byte-oriented data connection over the Transmission Control Protocol (TCP).

**Text Records (TXT):** A type of DNS record. Originally for arbitrary human-readable text. Since the early 1990s, however, this record more often carries machine-readable data.

**Third-Level Domains (TLD):** Next highest level of the hierarchy, below second-level domain names. Third Level Domain, if present, falls to the left of the dot, and to the right of the second-level domain. For example, in `co.uk`, the Third Level Domain is `.co`.

**3-Color Website:** A website designed with 3-color schemes. A three-color layout is very common in web design.

**3D Flash:** The use of Adobe's Flash player to display simulated three-dimensional environments using 2D computer graphics. Flash is primarily a two-dimensional environment, so typically a library is used to display and manage the three-dimensional graphics.

**3D-Style Website:** A design that is heavily based on Flash technology. (For further explanation, see **Flash Animated Website**.) Flash enlivens your page with movement and special visual effects.

**Time to Live (TTL):** A limit on the period of time, or number of iterations or transmissions in computer and computer network technology that a unit of data (e.g., a packet) can experience before it should be discarded.

**Tom Cat:** An open source application of Java Servlet and JSP technology developed under Apache Software's Jakarta project.

**Tool Command Language (TCL):** A scripting language and interpreter designed to embed in other applications.

**Traceroute:** A computer network tool used to show the route taken by packets across an IP network. The traceroute tool is available on practically all Unix-like operating systems.

**Trackback:** One of three types of linkbacks, methods for web authors to request notification when somebody links to one of their documents. This enables authors to keep track of who is linking, and so referring to their articles. Some blogging software programs, such as Blogger, WordPress, Movable Type, Type Intelligent Community, Kentico CMS and Drupal (via contrib modules), support automatic pingbacks where all the links in a published article can be pinged when the article is published. The term is used colloquially for any kind of linkback.

**Trade Show Signs:** Signs that are designed to be used at trade shows to increase customer awareness and name recognition.

**Transfer Concierge:** A department specializing in resolving domain transfer issues.

**Transmission Control Protocol (TCP/IP):** One of the core protocols of the Internet Protocol Suite. TCP is one of the two original components of the suite (the other being Internet Protocol, or IP), so the entire suite is commonly referred to as TCP/IP. Whereas IP handles lower-level transmission from computer to computer as a message maker, it may across the internet, TCP operates at a higher level, concerned only with the two end systems, for example a Web browser and a Web server. In particular, TCP provides reliable, ordered delivery of a stream of bytes from a program on one computer to another program on another computer.

**TTL:** See **Time To Live**

**TXT Records:** See **Text Records**

**Typography:** The art and technique of arranging type, type design, and modifying type glyphs. Type glyphs are created and modified using a variety of illustration techniques. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning). Typography is performed by

typesetter, compositor, typographer, graphic designer, art director, non-illustrative graphic artists, and clerical workers. Until the Digital Age, typography was a specialized occupation. Digitalization opened up typography to multiple generations of visual designers and lay users.

**UCC:** See **Unified Communications Certificate**.

**Unified Communications Certificate (UCC):** An SSL that can be used to secure multiple domain names.

**Uniform Resource Locator (URL):** The address defining the route to an item, file, or facility.

It is the best known example of the "address" of a webpage on the World Wide Web.

**Unique IP Address:** Also known as a Dedicated IP address.

**Unix:** A computer operating system with built-in TCP/IP that is designed to be used by multiple users simultaneously. It is the most widely-known server operating system on the internet.

**URL:** See **Uniform Resource Locator**.

**USENET:** A worldwide distributed Internet discussion system. Also called a network of thousands of Usenet Groups on the Internet.

**UUENCODE:** A form of binary to text encoding that originated in the Unix program uuencode for encoding binary data for transmission over the uucp (Unix-to-Unix Copy) mail system.

**Vehicle Graphics:** Vehicle lettering or graphics that can be used to advertise businesses, ideas, or overall appearance of your vehicle. Auto lettering is a great way to promote business or ideas and acts as a traveling billboard.

**Video Blogging:** See **Vlogging**.

**Video Production:** The art and service of videoplanning, editing, and distributing a finished video product. This production can include television production, commercial video production, and corporate and event videos.

**Video Streaming:** Provides video data or content on a webpage where it is being played on a remote client. This feature is used for live updates on websites.

**Virtual Private Server (VPS):** A server that allows a hosting service provider to multiply a single dedicated server into multiple virtual server machines. It provides private and protected web services operating as an independent server.

**Virtual Server:** A web server that shares its facilities with multiple users or sites.

**Virtualization:** A process of software to reduce server management cost through automation and provide more control over service levels.

**Vlogging (Video Blogging):** A form of blogging for which the medium is video, and is a form of Internet television. Entries often combine embedded video or a video link with supporting text, images, and other metadata. Entries can be recorded in one take or cut into multiple parts.

**VPS:** See **Virtual Private Server**.

**WAN:** See **Wide Area Network**.

**Web:** Short for **World Wide Web**.

**Web Host:** A company that provides space on a server they own or lease for use by their clients as well as providing Internet connectivity, typically in a data center. Web hosts can also provide data center space and connectivity to the Internet for servers they do not own to be located in their data center, called **collocation**.

**Web Feed:** A data format used for providing users with frequently updated content. Content distributors syndicate a web feed, thereby allowing

users to subscribe to it. Making a collection of web feeds accessible in one spot is known as an aggregation, which is performed by an aggregator. A web feed is also sometimes referred to as a news feed or a syndicated feed.

**Web Page (or webpage):** A document or resource of information that is suitable for the World Wide Web and can be accessed through a web browser and displayed on a monitor or mobile device. This information is usually in HTML or XHTML format, and may provide navigation to other webpages via hypertext links.

**Web Server:** A computer program that delivers (serves) content, such as webpages, using the HTTP, over the World Wide Web. The term Web server can also refer to the computer or virtual machine running the program. In large commercial deployments, a server computer running a web server can be backhauls to a server farm, or a network of other servers to operate a web farm.

**Web 2.0:** A term commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web.

**Web-based Email:** An email service intended to be primarily accessed via a web browser, as opposed to through a desktop email client (such as Microsoft Outlook, ProtonMail, Mozilla's Thunderbird, or Apple Inc.'s Mail). Very popular web mail providers include Gmail, Yahoo! Mail, Hotmail, and AOL Mail.

**Webcast Production:** The production of a broadcast event, or rebroadcasting of an event over the World Wide Web.

**Weblog:** A type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or videos. Entries or posts are commonly displayed in reverse chronological order. Also known as a blog.

**Website (or web site):** A collection of related web pages, images, videos, or other digital assets that are addressed relative to a common URL, often consisting of only the domain name, or the IP address, and the root path (/) in an Internet Protocol-based network. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network.

**Website Design:** The skill of creating presentations of content (usually hypertext or hypermedia) that is delivered to an end user through the World Wide Web, by way of a web browser or other Web-enabled software like Internet television clients, microblogging clients, and RSS readers. The intent of web design is to create a website—a collection of electronic files that reside on a web server/servers and present content and interactive features/interfaces to the end user in form of webpages once requested. Such elements as text, bit-mapped images (GIFs, JPEGs) and forms can be placed on the page using HTML/XHTML/CSS tags. Displaying more complex media (vector graphics, animations, videos, sounds) requires plugins such as Flash, QuickTime, Java run-time environment, etc. Plugins are also embedded into webpage by using HTML/XHTML tags.

**Website Submissions:** The service whereby a website is added to the proper category in a searchable online directory which enhances the site's visibility and creates relevant inbound links to the website.

**Whois:** A central database that tracks domain names and IP registrations. It lists owners and other contacts along with their email, phone number, and address.

**Wide Area Network (WAN):** A large communication network that services a geographic area larger than a local area network.

**Window Lettering:** Lettering or graphics that are applied directly to glass windows or storefronts to enhance the overall look of your business or vehicle. Window lettering is a great way to advertise and maximize your name recognition and attract your customer's attention.

**Word Processing:** The creation of text documents. Except for labels and envelopes, it has replaced the electric typewriter in most offices, because of the ease in which documents can be edited, searched and repaired. Advanced word processors function as elementary desktop publishing systems. Although there are still machines dedicated only to word processing, most word processing is performed on general purpose computers using word processing software such as Microsoft Word and WordPerfect.

**WordPress:** The most popular blog software in use today. WordPress is an open-source blog publishing application powered by PHP and MySQL which can also be used for content management.

**XML: Sec** Extensible Markup Language

**XML Flash:** A system that allows editing of content using flash software (you only work with the XML file)

**Zen Cart:** An online store manager utilizing Zen Cart branched from osCommerce as a separate project. Beyond some aesthetic changes, the major differences between the two systems come from Zen Cart's architectural changes (e.g. a template system) and additional included features in the core.



### Artistic Design Service, Inc.

507 N. Sullivan Road Suite 111-6

Spokane Valley, WA 99037 509-6 USA

Phone: (509) 927-7760 Fax: (509) 927-9349

Websites: [www.artisticdesignservice.com](http://www.artisticdesignservice.com)

[www.artisticdesignservice.com](http://www.artisticdesignservice.com)

Email: [sales@artisticdesignservice.com](mailto:sales@artisticdesignservice.com)

Blog: [www.artisticdesignservice.com](http://www.artisticdesignservice.com)

Please visit some of our other Artistic Design Service, Inc. sites below:

[www.artisticdesignhosting.com](http://www.artisticdesignhosting.com)

[www.artisticdesign.com](http://www.artisticdesign.com)

[www.artisticdesign.com/blogs/online.com](http://www.artisticdesign.com/blogs/online.com)

[www.artisticdesign.com/online.com](http://www.artisticdesign.com/online.com)

[www.artisticdesign.com/design.com](http://www.artisticdesign.com/design.com)

[www.artisticdesign.com/online.com/consulting.com](http://www.artisticdesign.com/online.com/consulting.com)

[www.artisticdesign.com/online.com](http://www.artisticdesign.com/online.com)

[www.artisticdesign.com/online.com](http://www.artisticdesign.com/online.com)

[www.artisticdesignservice.com/online.com](http://www.artisticdesignservice.com/online.com)

[www.artisticdesign.com/online.com](http://www.artisticdesign.com/online.com)

[www.artisticdesign.com/online.com](http://www.artisticdesign.com/online.com)

Please bookmark these sites and share with your friends. Also check back often as we will be adding more products and information on a frequent basis.

We look forward to hearing from you.

035329

	Friday	10:00
	Saturday	10:00
	Sunday	10:00
	Monday	10:00
	Tuesday	10:00
	Wednesday	10:00
	Thursday	10:00
	All days	10:00



It's All Fun and Games

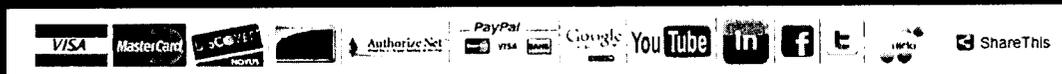
Source: Donicast Systems LLC

Donicast Systems is combining real life with virtual in the world of online gaming. Donicast's new game of Crazy Eight's. A deck of 52 real playing cards is required to play the mobile version of Crazy Eight's. Sit other people on a virtual system such as an Android phone or iOS device. There are not currently other apps available. In the deal of the deal, Donicast Systems has plan to change that. He's planning for his next venture to be another card game and then a popular board game.

For more information please visit our website at [www.donicast.com](http://www.donicast.com)

- » [AdWords Management](#)
- » [Search Engine Optimisation](#)
- » [Email Marketing](#)
- » [Social Media Marketing](#)

[Shipping & Returns](#)   [Privacy Policy](#)   [Conditions of Use](#)   [Links](#)   [Site Map](#)   [Contact](#)



Website Designed and Developed by: [www.ArtisticDesignService.com](http://www.ArtisticDesignService.com)



page | discussion | view source | history

## Glossary

### Definitions of Computer and Internet Terms



#### Internet Terms:

#### navigation

- Main page
- Community portal
- Current events
- Recent changes
- Random page
- Help

#### search

Go Search

#### toolbox

- What links here
- Related changes
- Special pages
- Printable version
- Permanent link

**404 Error** - File not found error

**802.11bg** - A standard for wireless area networks (WANs) that offers transmission over short distances at up to 54 megabits per second (Mbps), compared with the 11 Mbps theoretical maximum with the earlier 802.11b standard.

**Access Point** - An access point provides wireless access to a network. Devices connected to an access point can communicate with other devices on the network.

**ActiveX** - This Microsoft-based technology was built to link desktop applications to the World Wide Web.

**Address Bar** - An address bar (also location bar or URL bar) is a widget in a web browser that either reflects the current URL or accepts typing-in a target URL.

**Adware** - Adware is free software that is supported by advertisements. Common adware programs are toolbars that sit on your desktop or work in conjunction with your Web browser.

**Affiliate** - Website affiliates are what drive Internet marketing. Companies run affiliate programs to generate leads and sales from other Websites.

**Apache** - The Apache HTTP Server, commonly referred to as Apache, is web server software notable for playing a key role in the initial growth of the World Wide Web. Since April 1996 Apache has been the most popular HTTP server software in use.

**Applet** - A Java program that can be embedded in a Web page.

**Archive** - An archive contains multiple files and/or folders within a single file.

**ASP** - Active Server Page or Application Service Provider

**ATM** - Asynchronous Transfer Mode

**Autoreponder** - An autoreponder is a program or script on a mail server that automatically replies to e-mails.

**Avatar** - An avatar is an online character that represents a person. For example, games like World of Warcraft and the Sims.

**Backbone** - The Internet backbone refers to the principal data routes between large, strategically interconnected networks and core routers in the Internet.

**Backlink** - this is a link coming from another website back to your own, also called inward or inbound links. Some Search Engines use backlinks as an indicator of the popularity of a site.

**Banner Ad** - A web banner or banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page.

**Bcc** - Blind Carbon Copy

**BIND** - (The Berkeley Internet Name Domain) a network service that enables clients to name resources or objects and share this information with other objects in the network. A program that changes IP number to names and names to IP numbers. Example. google.com their IP number 74.125.127.104

**BitTorrent** - BitTorrent is a peer-to-peer file sharing protocol used for distributing large amounts of data. BitTorrent is one of the most common protocols for transferring large files.

**Blog** - A blog (a contraction of the term "web log") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

**Bookmark** - Using a World Wide Web browser, a bookmark is a saved link to a Web page that has been added to a list of saved links.

**Bot** - Short for "Robot" a bot is a program that is designed to automate tasks.

**Botnet** - The word BOTNET is short for the combination of the word robot and network. The term often applies to groups of computer systems that have had malicious software installed by worms, Trojan horses or other malicious software that allows the "botnet herder" or botnet's originator to control the group remotely.

**Bounce** - When an e-mail message cannot get to its recipient for some reason, it is returned or bounced to the sender, with an error message informing the user that it was not sent.

**Broadband** - Broadband in telecommunications refers to a signaling method that includes or handles a relatively wide range (or band) of frequencies, which may be divided into channels or frequency bins. Broadband is always a relative term, understood according to its context. IE: DSL, Cable, Wireless

**BSOD** - aka **Blue Screen Of Death** - A famous fatal-error message that occurs in Windows operating systems. It is a blue screen that interrupts your computer, indicating a fatal error in your operating system.

**Captcha** - A CAPTCHA or Captcha is a type of challenge-response test used in computing to ensure that the response is not generated by a computer.

**Cc** - Carbon Copy

**Certificate** - A certificate is a mechanism used to verify an identity on a computer and/or over a computer network. You might call it a "digital identity".

**CGI** - **Common Gateway Interface** - A standard script for running programs on a server from a Web page. CGI programs (also called scripts) can be run independently and were designed to be external so they can run under various (possibly different) servers interchangeably.

**Client** - A client is a computer program that depends upon another program to function.

**Client-Side** - A technology or program that runs on your desktop computer (as opposed to running on a server). Example: Java or JavaScript

**Cloud Computing** - Cloud computing is a general term for anything that involves delivering hosted services over the Internet. It is sold on demand, typically by the minute or the hour; it is elastic - a user can have as much or as little of a service as they want at any given time, and the service is fully managed by the provider.

**Co-Location** - aka colo - A facility that offer customers a secure place to physically house their hardware and equipment (as opposed to keeping it in their house, office or warehouse)

**Command Line** - The location where a programmer enters commands to tell a Unix host system what he or she wants it to do. In DOS, the command line is the text you type after the prompt.

**Command Line Weenie** - a.k.a. command liner. A geek who prefers using the command line instead of a mouse

**Cookie** - A cookie, also known as a web cookie, browser cookie, and HTTP cookie, is a piece of text stored on a user's computer by their web browser. It is information that a Web site puts on your hard disk so that it can remember something about you at a later time.

**Compiler** - A program that reads statements written in a human-readable programming language and translates them into a machine-readable program.

**CPA** - Cost Per Action

**CPC** - Cost Per Click

**CPL** - Cost Per Lead

**CPM** - Cost Per 1,000 Impressions

**CP/M** - CP/M (Control Program for Microcomputers) is an operating system originally created for Intel 8080/85 based microcomputers by Gary Kildall of Digital Research, Inc.

**CRM** - Customer Relationship Management

**Cross-Browser** - Cross-browser refers to the ability for a website, web application, HTML construct or client-side script to support all the web browsers.

**CSS** - Cascading Style Sheet

**CTR** - Click-Through Rate

**Cyberbullying** - Cyberbullying "involves the use of information and communication technologies to support deliberate, repeated, and hostile behavior by an individual or group, that is intended to harm others.

**Cyberspace** - a computer network consisting of a worldwide network of computer networks that use the TCP/IP network protocols to facilitate data transmission.

**Cybersquatter** - Cybersquatting refers to using, trafficking in or registering a domain name with the intention of taking advantage of the popularity of another company's trademark. These cybersquatters generally register these domains before the target company, thus forcing the latter to buy the domain from them at a higher price.

**DHCP** - Dynamic Host Configuration Protocol

**Dial-up** - Dial-up is a form of Internet access that uses telephone lines.

**Dial-up** - Dial-up is a form of Internet access that uses telephone lines

**DNS** - Domain Name System

**DNS Record** - DNS records, (or Resource Records) are stored in the zone file for a domain name and are used for translating domain names to IP addresses.

**Domain Name** - A domain name is a unique address on the Internet. If a domain name is not currently registered, you can register the domain name with an approved domain name registrar, which will give you rights to that particular domain until such time as the domain name registration expires, is cancelled, or is transferred to another domain name registrant

**Domain Suffix** - A domain suffix is the last part of a domain name and is often referred to as a "top-level domain" or TLD. Popular domain suffixes include ".com," ".net," and ".org," but there are dozens of domain suffixes approved by ICANN.

**Download** - A download is a computer file or set of files which is designed to be transferred from a server to an individual user.

**Dynamic IP** - An IP address that changes every time you log on to the Internet.

**Dynamic Website** - a dynamic website provides response according to user's request. That is a dynamic website creates web pages at run time and provides dynamic content to the user. Whereas a static website is one that always provides same pages to all the users. It consists of pages that have predefined content.

**E-commerce** - E-commerce, EC (electronic commerce) is the buying and selling of goods and services on the Internet, especially the World Wide Web.

**E-mail** - Electronic Mail. It's hard to remember what our lives were like without e-mail.

**E-mail Bankruptcy** - Email Bankruptcy is a term used to identify or explain a decision to close an e-mail account due to an overwhelming receipt of garbage messages.

**EDI** - Electronic Data Interchange

**Emoticon** - a representation of a facial expression (as a smile or frown) created by typing a sequence of characters in sending email, chatting, and text messages.

**Extranet** - An extranet is a private network that uses Internet protocols, network connectivity. An extranet can be viewed as part of a company's intranet.

**Facebook** - is a social network service and website.

**FiOS** - Fiber Optic Service

**Firewall** - A firewall is a part of a computer system or network that is designed to block unauthorized access while permitting authorized communications.

**Flaming** - Flaming, also known as bashing, is hostile and insulting interaction between Internet users

**Flash** - Flash is a vector animation (read about vector animation software) software, originally designed to create animations for display on web pages.

**FTP** - File Transfer Protocol

**Gateway** - A gateway is a network node that allows you to gain entrance into a network and vice versa.

**Google** - Google is the world's largest search engine.

**Gopher** - The Gopher protocol / *gopher/* is a TCP/IP Application layer protocol designed for distributing, searching, and retrieving documents over the Internet.

**Handle** - The handle, or username, you choose will identify you to other members of our website.

**Hit** - A hit is a request to a web server for a file (web page, image, JavaScript, Cascading Style Sheet, etc.).

**Home Page** - A home page or homepage has various related meanings to do with web sites: It most often refers to the initial or main web page of a web site.

**HTML** - Hyper-Text Markup Language

**HTTP** - HyperText Transfer Protocol

**HTTPS** - HyperText Transport Protocol Secure

**Hyperlink** - a link from a hypertext file to another location or file; typically activated by clicking on a highlighted word or icon at a particular location.

**Hypermedia** - a multimedia system in which related items of information are connected and can be presented together.

**Hypertext** - Hypertext is text displayed on a computer or other electronic device with references (hyperlinks) to other text that the reader can immediately access, usually by a mouse click or keypress sequence

**ICANN** - Internet Corporation For Assigned Names and Numbers

**ICF** - Internet Connection Firewall

**ICMP** - Internet Control Message Protocol

**ICQ** - ICQ is a popular instant messaging computer program, which was first developed by the Israeli company Mirabilis, now owned by AOL.

**ICS** - Internet Connection Sharing

**ICT** - Information and Communication Technologies

**IM** - Instant Message

**Impression** - An impression is defined as the point in which an ad is viewed once by a visitor, or displayed once on a web page.

**Inbox** - This is the area on your computer's email program that stores the emails sent to you

**Internet** - The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users.

**InterNIC** - Internet Network Information Center

**IP** - Internet Protocol

**IP Address** - An Internet Protocol (IP) Address is the number assigned to a network equipped piece of hardware by which other devices identify it.

**IPv4** - Internet Protocol version four, or IPv4, is a system of addresses used to identify devices on a network.

**IPv6** - Internet Protocol version 6 (IPv6) is the next-generation Internet Protocol version designated as the successor to IPv4. IPv6 is designed to solve the problems of IPv4. It does so by creating a new version of the protocol which serves the function of IPv4, but without the same limitations of IPv4.

**IRC** - Internet Relay Chat

**ISCSI** - Internet Small Computer Systems Interface

**ISDN** - Integrated Services Digital Network

**ISP** - Internet Service Provider

**JavaScript** - JavaScript is the most popular client side scripting language on the internet, and works in all major browsers, such as Firefox, Chrome, Opera, Internet Explorer.

**JSP** - Java Server Page

**Latency** - In a network, latency, a synonym for delay, is an expression of how much time it takes for a packet of data to get from one designated point to another.

**LDAP** - Lightweight Directory Access Protocol

**Leaderboard** - A leaderboard ad is a popular type of banner advertisement. At standard dimensions of 780 X 90 pixels, a leaderboard is the width of the page.

**Link** - In computing, a hyperlink (or link) is a reference to a document that the reader can directly follow, or that is followed automatically.

**LinkedIn** - LinkedIn is the world's largest professional network with over 80 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals

**Linux** - Linux is a completely free (both free as in speech and free as in beer) operating system. In itself only a kernel, it only becomes useful when paired with other tools, such as the GNU utilities and several other core utils, to create a so-called "distribution" of Linux.

**Listserve** - an electronic mail-based discussion forum for subscribing members. Individuals send e-mail to the listerv's address, and all members on the distribution list receive the message. An effective, low bandwidth, user-driven medium for content focused on a particular area of interest.

**Mashup** - A derivative work consisting of two pieces of (generally digital) media conjoined together, such as a video clip with a different soundtrack applied for humorous effect, or a map overlaid with user-supplied data; A remix that combines two or more songs from different artists into one track.

**Meta Search Engine** - A meta-search engine is a search tool that sends user requests to several other search engines and/or databases and aggregates the results into a list.

**Meta Tag** - Meta tags are HTML or XHTML elements used to provide structured metadata about a Web page.

**Mirror** - A mirror is a Web site or set of files on a computer server that has been copied to another computer server so that the site or files are available from more than one place. A mirror site is an exact replica of the original site and is usually updated frequently to ensure that it reflects the content of the original site.

**Moodle** - Modular Object-Oriented Dynamic Learning Environment is a free and open-source e-learning software platform.

**MySpace** - MySpace is a social networking website.

**Name Server** - A name server (nameserver) maintains a directory of domain names that match certain IP addresses (computers).

**NAT** - Network Address Translation

**Netiquette** - Netiquette (a portmanteau formed from "network etiquette") is a set of social conventions that facilitate interaction over networks, ranging from

Usenet and mailing lists to blogs and forums.

**Netmask** - A netmask is a 32-bit mask used to divide an IP address into subnets and specify the networks available hosts.

**Newsgroup** - A usenet newsgroup is a repository usually within the Usenet system, for messages posted from many users in different locations. The term may be confusing to some, because it is usually a discussion group. Newsgroups are technically distinct from, but functionally similar to, discussion forums on the World Wide Web. Newsreader software is used to read newsgroups.

**NNTP** - Network News Transfer Protocol

**NOC** - Network Operations Center

**Optical Carrier** - A fiber optic connection capable of transferring data at 51.85 Mbps

**OSPF** - Open Shortest Path First

**Outbox** - A box in which you put all the mail to be sent out; in computing, an electronic folder serving the same purpose.

**P2P** - Peer To Peer

**Packet** - A packet is a basic unit of communication over a digital network. A packet is also called a datagram, a segment, a block, a cell or a frame, depending on the protocol.

**Page View** - A page view (PV) or page impression is a request to load a single HTML file ('page') of an Internet site.

**Payload** - A "payload" is code in a worm designed to do more than spread the worm—it might delete files on a host system for example.

**PCC** - PCLinux Control Center

**PCLinuxOS** - PCLinuxOS is a Linux distribution, which is distributed completely free of charge. Released under a GPL licence, it is completely open for developers to modify and release their own customized version. It uses the RPM package system. Initially based on Mandriva Linux, it is now a fully-fledged independent distribution of Linux.

**PCLOS** - PCLOS is a shortened form of PCLinuxOS. See PCLinuxOS for further information.

**Permalink** - A permalink, or permanent link, is a URL that points to a specific blog or forum entry after it has passed from the front page to the archives.

**Personal URL** - A "URL" (also called a "domain" or "domain name") is just a fancy word for a site address. For example [yourname.com](http://yourname.com) or [yourname.pclinuxohelp.com](http://yourname.pclinuxohelp.com)

**Pharming** - Pharming is a hacker's attack aiming to redirect a website's traffic to another, bogus website.

**Phishing** - pronounced as fish 'ing) (n.) The act of sending an e-mail to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft.

**PHP** - Hypertext Preprocessor (originally called Personal Home Page)

**PIM** - Personal Information Manager

**Ping** - Ping is a computer network administration utility used to test the reachability of a host on an Internet Protocol (IP) network and to measure the round-trip time.

**POP3** - POP3 (Post Office Protocol 3) is the most recent version of a standard protocol for receiving e-mail. POP3 is a client/server protocol in which e-mail is received and held for you by your Internet server.

**Portal** - A portal is a central place for making all types of information accessible to an audience of varying range. Also known as a link page.

**PPC** - Pay Per Click

**PPL** - Pay Per Lead

**PPP** - Point to Point Protocol

**PPPoE** - Point-to-Point Protocol over Ethernet

**PPTP** - Point-to-Point Tunneling Protocol

**Protocol** - In computing, a protocol is a set of rules which is used by computers to communicate with each other across a network. A protocol is a convention or standard that controls or enables the connection, communication, and data transfer between computing endpoints.

**Proxy Server** - In computer networks, a proxy server is a server (a computer system or an application program) that acts as an intermediary for requests from clients seeking resources from other servers.

**RPM** - Revenue Per 1,000 Impressions or Redhat Package Management

**RSS** - RDF Site Summary

**SDSL** - Symmetric Digital Subscriber Line

**Search Engine** - A Web site (actually a program) that acts as a card catalog for the Internet. Search engines attempt to index and locate desired information by searching for the keywords a user specifies.

**SEO** - Search Engine Optimization

**SERP** - Search Engine Results Page

**SFTP** - Secure File Transfer Protocol

**Session** - In telecommunication, a session is a series of interactions between two communication end points that occur during the span of a single connection.

**Site Map** - A site map (or sitemap) is a list of pages of a web site accessible to crawlers or users. It can be either a document in any form used as a planning tool for web design, or a web page that lists the pages on a web site, typically organized in hierarchical fashion.

**Skyscraper** - Is an online ad which is taller vertically than it is wide horizontally, thereby resembling the shape of a skyscraper. There are two sizes: 160 x 600 pixels is considered a "wide" skyscraper, and 120 x 600 pixels is the size of a regular skyscraper.

**Slashdot** - Slashdot (sometimes abbreviated as /) is a technology-related news website.

**SMM** - Social Media Marketing

**SMTP** - Simple Mail Transfer Protocol

**SOAP** - Simple Object Access Protocol

**Social Networking** - Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will.

**Socket** - In computer networking, an Internet socket or network socket is an endpoint of a bidirectional inter-process communication flow across an Internet.

**SOHO** - Single Office Home Office (pronounced: so-hoe) refers to small businesses, especially those that are headquartered in the entrepreneur's home.

**Spam** - No it is not a canned meat made largely from pork. Spam is flooding the Internet with many copies of the same message, in an attempt to force the message on people who would not otherwise choose to receive. Contrary to popular belief, spam is not protected by national Free Speech laws.

**Spider** - A spider is a program that visits Web sites and reads their pages and other information in order to create entries for a search engine index.

**Spoofing** - A method of attacking a computer program, in which the program is modified so as to appear to be working normally when in reality it has been modified with the purpose to circumvent security mechanisms.

**SSH** - Secure SHell

**SSL** - Secure Sockets Layer

**Stallman, Richard** - aka RMS pioneered the concept of copyleft, and he is the main author of several copyleft licenses including the GNU General Public License, the most widely used free software license. With the launch of the GNU Project, he initiated the free software movement; in October 1985 he founded the Free Software Foundation.

**Static IP** - An IP address that is the same every time you log on to the Internet.

**Static Website** - A static web page (sometimes called a flat page) is a web page that is delivered to the user exactly as stored.

**sysAdmin** - short for system administrator (pronounced: sis-admin) The person(s) responsible for running and maintaining a computer system.

**SysOP** - Short for System Operator (pronounced: sis-opp)

**Syntax** - The grammar, structure, and order of elements in a language statement. In personal computing, it refers to the rules that govern the structure of computer commands.

**System** - A complete computer installation, including peripherals, disk drives, a monitor, a mouse, the operating system, a printer, and software.

**T1** - A T1 line is a fiber optic line that can carry roughly 60 times more data than a normal residential 56K modem.

**T3** - A type of data connection able to transmit a digital signal at 44Mbps. T3 lines are often used to link large computer networks, such as those that make up the Internet.

**Tag** - A tag is a generic term for a language element descriptor. The set of tags for a document or other unit of information is sometimes referred to as markup, such as html.

**TCP/IP** - Transmission Control Protocol/Internet Protocol

**Telnet** - Telnet (teletype network) is a network protocol used on the Internet or local area networks to provide a bidirectional interactive communications.

**Terminal** - An input/output (I/O) device that allows you to send commands to a computer that's somewhere else.

**TLD** - a.k.a. TLD, gTLD, or generic top-level domain - In the Domain Name System (DNS) hierarchy, it is the highest level under the root. In a domain name, it is that portion that appears furthest to the right; for example, the "com" in www.pclinuxohelp.com.

```
www.pclinuxohelp.com
|         |         |
|         |         |-----> top level domain
|         |-----> second level domain
|-----> third level domain
```

**Traceroute** - Traceroute is a computer network tool used to show the route taken by packets across an IP network.

**TTL** - Time To Live

**Tunneling** - Tunneling is a way in which data is transferred between two networks securely. All the data that is being transferred are fragmented into smaller packets or frames and then passed through the tunnel.

**Tweet** - A tweet is a post or status update on Twitter.

**Twitter** - Twitter is a social networking and microblogging service that allows you answer the question, "What are you doing?" by sending short text messages.

**UDP** - User Datagram Protocol

**Unfriend** - To stop being the friend of; To defriend; to remove from one's friends list (eg on a social networking website)

**Upload** - Upload is the process of sending a copy of a file to a remote network location. For example, when you send an email with attachments through an email client software, the email client needs to upload the files to the email server first. The opposite is download.

**URI** - Uniform Resource Identifier

**URL** - Uniform Resource Locator

**Vaporware** - Software that never makes it off the drawing board, or that's been hyped up for months but isn't available anywhere.

**VCI** - Virtual Channel Identifier

**Virtual** - A simulation of the real thing, it means the same as "almost." You will see this term appear before various Internet terms to indicate a simulation technology that enables you to cross boundaries and experience something without needing it to be physically present.

**Virtual Hosting** - A Web hosting company that keeps your Web site on its server but allows you to use your own domain name. Virtual hosting is affordable for individual people's Web sites (vanity pages) and small businesses because this technology allows many sites to share the same server (there could be hundreds or thousands of them on a server). The important thing is that no one else has access to your directories.

**Virus** - A software program that replicates on computer systems by incorporating itself into shared programs. Viruses range from harmless pranks that merely display an annoying message to programs that can destroy files or disable a computer altogether.

**VoIP** - Voice Over Internet Protocol - A technology that uses Internet Protocol (IP) instead of voice recognition as the conduit for a voice conversation by telephone. The technology transmits ordinary telephone calls over the Internet using packet-linked routes.

**VPI** - Virtual Path Identifier

**VPN** - Virtual Private Network

**W3C** - World Wide Web Consortium - An organization that exists to realize the full potential of the Web, it is a special interest group comprised of programmers, Web developers, execs in the industry, and users who help define specifications for the development of Web technology.

**WAIS** - Wide Area Information Server

**WAN** - Wide Area Network - A network that uses high-speed, long-distance communications cables or satellites to connect computers over distances greater than those traversed by LANs (which range about two miles). The Internet itself is considered a WAN.

**Web 2.0** - Web 2.0 is term that was introduced in 2004 and refers to the second generation of the World Wide Web.

**Web Forum** - Sometimes called a bulletin board or message board, a Web forum is an online center for ongoing, in-depth discussions of specific topics and issues. It originated as the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system.

...and it is regarded as the modern equivalent of a terminal-based editor, and a technological evolution of the Unix command-line system.

**Web Host** - In order to publish a website online, you need a Web host. The Web host stores all the pages of your website and makes them available to computers connected to the Internet.

**Web Hosting** - **The business of providing the equipment and services required to host and maintain files for one or more Web sites and to provide fast internet connections to those sites. It can include virtual/shared, or dedicated.**

**Webmail** - There are two primary ways of checking your e-mail – using an e-mail program like Microsoft Outlook or with a web-based interface called webmail. When you check or send e-mail via the Web, you are using webmail.

**Webmaster** - The webmaster is the person in charge of maintaining a Web site

**Web Page** - A single HTML file (static or generated on the fly) on the Internet, often hyperlinked to others, and intended to be viewed with a web browser.

**Web Ring** - A webbing (or web ring) is a collection of websites linked together in a circular structure, and usually organized around a specific theme.

**Web Server** - A Web server is a computer program that delivers (serves) content, such as Web pages, using the Hypertext Transfer Protocol (HTTP), over the World Wide Web.

**Web Space** - The amount of space set aside on a server for a Web site. Most ISPs allocate free Web space for their users. The minimum amount offered is usually 10 megabytes, which is ample space for most people's needs.

**Website** - A website, or Web site, is not the same thing as a Web page. Though the two terms are often used interchangeably, they should not be. So what's the difference? To put it simply, a Web site is a collection of Web pages.

**Web Crawler** - One of the original popular search engines on the Web. It was one of the first indexes of World Wide Web pages by title and URL.

**Webmaster** - A commonly used term that can refer to a variety of individuals involved with the creation or management of a Web site. Most correctly, a Webmaster is the person who maintains, runs, or "watches over" the content and functionality of a Web site

**Webmistress** - A female Webmaster - see the term Webmaster above.

**WHOIS** - This is an Internet service that finds information about a domain name or IP address.

**WiFi** - A high-speed wireless networking standard (at 11Mbps and increasing to 20Mbps), it is a leading RF technology backed by Apple and 3Com. Dubbed "Wi-Fi" (because that's easier to remember than 802.11a/b/g/n) Wi-Fi wireless networks originally came in two speeds: "b" 11Mbps (the first version to gain public acceptance) and "g" 54Mbps (which is faster and backwards compatible with b).

**Wiki** - A wiki is a Web site that allows users to add and update content on the site using their own Web browser

**WiMax** - (802.16e) Unlike Wi-Fi, which covers an area of a few hundred feet, WiMax networks are capable of extending over several square miles.

**WWW** - World Wide Web (web 1.0) - You're in it ;-) "The Web," as it is more commonly called, can be described as a collection of graphical pages on the Internet that can be read and interacted with by computer.

**WYSIWYG** - What You See Is What You Get (pronounced: whiz-ee-wig) An acronym for a technology that allows you to view or print a document exactly as it looks.

**XHTML** - Extensible Hypertext Markup Language

**X Windows System** - A networked windowing system developed first by MIT and now by the X Consortium. It is commonly used on Unix (and VMS systems).

**XModem** - A protocol for transferring files during direct dial-up communications. Developed by Ward Christensen in 1977, Xmodem has basic error checking to ensure that information isn't lost or corrupted during transfer.

**Yahoo!** - Yahoo! is an Internet portal that incorporates a search engine and a directory of World Wide Web sites organized in a hierarchy of topic categories.

**YouTube** - YouTube is a video sharing website on which users can upload and share videos.

**Zombie** - Originally it referred to an abandoned Web site that remains online (such as a ghost site or an orphan site). The definition of "zombie" has been extended to include a PC that has received either a virus or a Trojan program which causes it to be used as a spam generator without the user's knowledge.

**Zone File** - A zone file is a text file that describes a portion of the Domain Name System (DNS) called a DNS zone. A zone contains information that defines mappings between domain names and IP addresses and other resources, organized in form of resource records



---

**To:** Sidon, Laurent ([trademarks@hbsr.com](mailto:trademarks@hbsr.com))  
**Subject:** U.S. TRADEMARK APPLICATION NO. 77664552 - FAMOS - 4470.0001-00  
**Sent:** 6/13/2012 12:44:40 PM  
**Sent As:** ECOM105@USPTO.GOV  
**Attachments:**

---

**IMPORTANT NOTICE REGARDING YOUR  
U.S. TRADEMARK APPLICATION**

**USPTO OFFICE ACTION HAS ISSUED ON 6/13/2012 FOR  
SERIAL NO. 77664552**

Please follow the instructions below to continue the prosecution of your application:

**TO READ OFFICE ACTION:** Click on this [link](#) or go to <http://portal.uspto.gov/external/portal/tow> and enter the application serial number to **access** the Office action.

**PLEASE NOTE:** The Office action may not be immediately available but will be viewable within 24 hours of this e-mail notification.

**RESPONSE IS REQUIRED:** You should carefully review the Office action to determine (1) how to respond; and (2) the applicable **response time period**. Your response deadline will be calculated from 6/13/2012 (or sooner if specified in the office action).

**Do NOT hit "Reply" to this e-mail notification, or otherwise attempt to e-mail your response, as the USPTO does NOT accept e-mailed responses. Instead, the USPTO recommends that you respond online using the Trademark Electronic Application System [Response Form](#).**

**HELP:** For *technical* assistance in accessing the Office action, please e-mail [TDR@uspto.gov](mailto:TDR@uspto.gov). Please contact the assigned examining attorney with questions about the Office action.

**WARNING**

**Failure to file the required response by the applicable deadline will result in the ABANDONMENT of your application.**