

From: Dahling, Kristin

Sent: 11/8/2011 7:26:55 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85065587 - ISAX - N/A - Request
for Reconsideration Denied - Return to TTAB

Attachment Information:

Count: 4

Files: WiredMagazine042002.jpg, IKeepSafe.jpg, iMarketing.jpg, 85065587.doc

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

APPLICATION SERIAL NO. 85065587

MARK: ISAX



CORRESPONDENT ADDRESS:

TOM SCHARFELD
SPOONJACK LLC
220 LOMBARD ST APT 217
SAN FRANCISCO, CA 94111-1157

GENERAL TRADEMARK INFORMATION:
<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: Spoonjack LLC

CORRESPONDENT'S REFERENCE/DOCKET NO:

N/A

CORRESPONDENT E-MAIL ADDRESS:

tas@spoonjack.com

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 11/8/2011

The trademark examining attorney has carefully reviewed applicant's request for reconsideration and is denying the request for the reasons stated below. *See* 37 C.F.R. §2.64(b); TMEP §§715.03(a), 715.04(a). The requirement(s) and/or refusal(s) made final in the Office action dated April 13, 2011 are maintained and continue to be final. *See* TMEP §§715.03(a), 715.04(a).

In the present case, applicant's request has not resolved all the outstanding issue(s), nor does it raise a new issue or provide any new or compelling evidence with regard to the outstanding issue(s) in the final Office action. In addition, applicant's analysis and arguments are not persuasive nor do they shed new light on the issues.

Please note that the determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g., In re Polo Int'l Inc.*, 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of "computer programs recorded on disk" where relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system). "Whether

consumers could guess what the product is from consideration of the mark alone is not the test.” *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

Therefore, the meaning of “I” in “iSAX,” and whether the “I” is descriptive in this case, is determined in relation to the goods identified in the application, namely, “software for use in producing sound.”

As shown in the evidence attached to this letter and to previous Office actions, the prefix “I” may signify “internet.” As applicant states in its request for reconsideration, “virtually all software programs can be downloaded via the Internet.” Consequently, the meaning of “I” as “Internet” is the relevant meaning in the descriptiveness determination in this case. Because applicant’s goods may be downloaded from the Internet, the “I” in “ISAX” describes a difference between its goods, the “iSAX,” and a traditional non-software sax or saxophone, comprised of tangible parts such as metal and reeds, that may not be downloaded from the internet.

Accordingly, the request is denied.

The filing of a request for reconsideration does not extend the time for filing a proper response to a final Office action or an appeal with the Trademark Trial and Appeal Board (Board), which runs from the date the final Office action was issued/mailed. *See* 37 C.F.R. §2.64(b); TMEP §§715.03, 715.03(a), (c).

If time remains in the six-month response period to the final Office action, applicant has the remainder of the response period to comply with and/or overcome any outstanding final requirement(s) and/or refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal when the time for responding to the final Office action has expired. *See* TMEP §715.04(a).

/kristindahling/
Kristin M. Dahling
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(571) 272-8277

Time of Request: Friday, November 04, 2011 10:59:59 EST
Client ID/Project Name:
Number of Lines: 1268
Job Number: 2825:316057411

Research Information

Service: Terms and Connectors Search
Print Request: Selected Document(s):
2,4,5,11,12,15,24,26,30-33,37,41,47,54,55,58-
63,65,66,68,70-73,75-85,87,98
Source: Combined Source Set 7
Search Terms: i pre/1 ("stands for" OR "is for" OR "is
short for" OR signifies OR "refers to") pre/1 internet

Copyright 2011 P.G. Publishing Co.
Pittsburgh Post-Gazette (Pennsylvania)

August 26, 2011 Friday
SOONER EDITION

SECTION: HEALTH, SCIENCE, MEDICINE & TECHNOLOGY; COMMENTARY;
Pg. A-6

LENGTH: 928 words

HEADLINE: STEVE JOBS' CAREER HAS BEEN NOTHING SHORT OF
SENSATIONAL

BYLINE: Ced Kurtz, Pittsburgh Post-Gazette

BODY:

...in 1997 was to have designer Jonathan Ive remake the Macintosh computer. It was radical: egg-shaped with computer and disk drive and monitor in one unit, and in fruit colors: tangerine, lime, grape and others equally garish. It was called the iMac.

Sure, most people thought the **"i" was for Internet**. But only someone with Mr. Jobs' genius and chutzpah would make the personal pronoun part of his product's name.

That cute little egg-shaped machine started Apple on the way back from near bankruptcy to its current place in the top ranks of the world's most valuable companies.

Despite his ...

4 of 98 DOCUMENTS

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ABI/INFORM
Copyright 2011 Ziff Davis Enterprise Inc.
CIO Insight

May 2011 / June 2011

SECTION: Pg. 28 No. 117 ISSN: 1535-0096**LENGTH:** 1712 words**HEADLINE:** Yum! Delicious Collaboration**BYLINE:** McCafferty, Dennis**BODY:**

...high-quality candidates for new associates as possible.

How heavily are you involved with messaging and collaboration tools, and what's driving demand for them within the enterprise?

OLIVER: We're very much invested in messaging and collaboration tools at all our restaurant locations throughout the world. Our principle tool is iCHING. The "**i**" is for **Internet**. "CHING" is Chinese for "relationship building." iCHING is a tool for employees-across multiple time zones and geographies-to share best practices and foster breakthrough thinking and innovation in every area of the company's business.

We created iCHING to allow our associates to build profiles of themselves, tag ...

5 of 98 DOCUMENTS

Copyright 2010 Christian Science Publishing Society
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The Christian Science Monitor

April 14, 2010 Wednesday

LENGTH: 552 words**HEADLINE:** Talking about whose generation?;

Experts say there are now four different 'generations' in the workplace at once, but 'cohorts' may be a better term for these groups.

BYLINE: Ruth Walker**BODY:**

...Y, aka "echo boomers," the boomers' children, who have grown up wired and connected, but with no memory of, say, a "mobile" phone the size of a small backpack. What will come after Millennials, or Gen-Y? "Generation Z" would be the easy answer. Others suggest "Generation **I**," for **Internet**. Those born in this century will never have known a world before the Internet, and

Talking about whose generation?; Experts say there are now four different 'generations' in the workplace at once, but 'cohorts' may be a better term for these groups. The Christian that, I suspect, will be the development that future generations (that word again!) will look back on the way we look back on Gutenberg's press and Columbus's voyages. It's not too soon to be thinking about ...

11 of 98 DOCUMENTS

Copyright 2008 Penton Business Media, Inc.
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IndustryWeek

June 1, 2008

SECTION: Pg. 96

LENGTH: 706 words

HEADLINE: Talkin' Bout My Generation

BYLINE: BY JOHN R. BRANDT

BODY:

...you're a Happenin' Boss, and during meetings use lots of words like "collaboration" and "consensus" and "visualization." The reality is that you'll never understand what the hell they're working on anyway, so who cares what you have to do or say as long as they get the coding done?

Generation I: Born after 1996, the "**I**" stands for "**Internet.**" Also known as the Net Generation or digital natives, this is the first generation in history to have grown up with computers, the web and global communications as commonplace aspects of its environment (as opposed to previous generations, which gasp dorkily at technological advances as "Jetsons"/"Star Wars"/"Matrix" innovations from the future).

How to Manage: For ...

12 of 98 DOCUMENTS

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Industry Week

June 2008

SECTION: BRANDT ON LEADERSHIP; Pg. 96

Talkin' Bout My Generation Industry Week June 2008

LENGTH: 675 words

HEADLINE: Talkin' Bout My Generation

BYLINE: BY JOHN R. BRANDT.

John R. Brandt, formerly editor-in-chief of INDUSTRYWEEK, is CEO of the Manufacturing Performance Institute, a research and consulting firm. He can be reached at jbrandt@industryweek.com

BODY:

...you're a Happenin' Boss, and during meetings use lots of words like "collaboration" and "consensus" and "visualization." The reality is that you'll never understand what the hell they're working on anyway, so who cares what you have to do or say as long as they get the coding done?

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How to Manage: For ...

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Copyright 2008 Chicago Tribune Company
Chicago Tribune

March 15, 2008 Saturday
Chicago Final Edition

SECTION: TEMPO ; ZONE C; Pg. 5

LENGTH: 145 words

HEADLINE: Kids TV review

BODY:

...show for kids between 8 and 12 about a girl named Carly, who lives in Seattle with her brother in his apartment. She and her two friends, Sam and Freddie, have an idea to start a Web show in the loft upstairs. They decide to name it iCarly ("**i**" for **Internet**, and Carly because the host will be Carly). My favorite episode is one of the newest. It's about iCarly's biggest fan -- a crazy girl who won't let Carly go anywhere without her!

Aberdeen duo takes 'shot' at Internet radio program; BB Shots airs live Wednesday nights Aberdeen
American News (South Dakota) February 18, 2006 Saturday

24 of 98 DOCUMENTS

Copyright 2006 Aberdeen American News
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Aberdeen American News (South Dakota)

February 18, 2006 Saturday

SECTION: A; Pg. 4

LENGTH: 644 words

HEADLINE: Aberdeen duo takes 'shot' at Internet radio program;
BB Shots airs live Wednesday nights

BYLINE: Scott Waltman, American News Writer

BODY:

...Ballinger and Burrell, the two B's, taking a "shot" at an Internet radio program. Hence BB Shots. The iTalkies.us Web site offers streaming audio and video services in addition to the radio show. Its name refers to the first motion pictures to have dialogue, called "talkies." **The i is for Internet.**

"We're on a campaign to start renaming the show," Ballinger said. Suggestions from audience members are welcomed.

Both Ballinger and Burrell have broadcasting backgrounds. Their current "studio" is in Burrell's living room, where he's combined equipment he gathered during his radio career with newer technology.

Expansion plans: The men have ...

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"All Rights Reserved"



August 1, 2004

SECTION: ISSN: 0164-9655; Pg. 8

LENGTH: 1842 words

HEADLINE: Storage Innovation Rules

BYLINE: By Dan Ochiva

BODY:

...systems designer Gary Holladay. "We're also the first company offering our custom-built initiator for [Apple's] OS X, which gives us roughly 70 to 90MBps over Gigabit Ethernet," says Holladay. That's right. Throughput speeds nearly those of Fibre Channel, but with lower cost and complexity.

The '**I** here stands for internet; iSCSI devices break the chains of the usual short-range SCSI cabling to allow storage to work - well, anywhere the Internet goes, and with full security.

For facilities that want improved networked storage but don't want to invest in a full Fibre Channel SAN or point-to- ...

LOAD-DATE: August 23, 2004

31 of 98 DOCUMENTS

Copyright 2004 Investor's Business Daily, Inc.
www.investors.com
Investor's Business Daily

June 9, 2004 Wednesday
Correction Appended

SECTION: SECTION INTERNET & TECHNOLOGY; NATIONAL EDITION; Pg. A04

LENGTH: 704 words

HEADLINE: Internet Opens Door To Easy Data Storage; Low-Cost Options Rise; EMC, HP among players recently unveiling goods at much-reduced prices

BYLINE: BY BRIAN DEAGON

BODY:

...a large scale -- the Internet, ethernet and an advanced version of the Small Computer Systems Interface. SCSI, 17 years old, lets devices work together in a network. The new version, called iSCSI, lets this happen in networks that use the Internet and ethernet standards. The **i stands for Internet**. (See related story and Q&A, this page.)

Internet Opens Door To Easy Data Storage; Low-Cost Options Rise; EMC, HP among players recently unveiling goods at much-reduced prices Investor's Business Daily June 9, 2004
Wednesday Correction A

With storage over IP, companies can network their storage at much lower cost than current methods. But there is one caveat. Storage over IP runs at half the speed of current high-end technology from EMC, IBM and ...

CORRECTION-DATE: June 10, 2004 Thursday

CORRECTION:

For The Record: A story on page A4 Wednesday titled "Internet Opens Door To Easy Storage" should have stated Kevin Rollins is president and COO of Dell.

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Copyright 2004 The Atlanta Journal-Constitution

The Atlanta Journal-Constitution
ajc.com

The Atlanta Journal-Constitution

April 29, 2004 Thursday Home Edition

SECTION: Buyer's Edge; Pg. 10NW

LENGTH: 384 words

HEADLINE: Electronics marketers masters of the ABCs

BYLINE: MARLON MANUEL

SOURCE: AJC

BODY:

...scoring letters from Scrabble," Teton said. "They were chosen because they were the least used letters of the alphabet at the time Scrabble was invented."

Sinek said "E" is passe, part of the vernacular, an alphabet cliché. Whatever emerges, it must make sense. Everyone knows "E" stands for electronic, "**I**" for **Internet**, he said.

But there are contenders.

"'Q' is cool, like 'X' and 'Z,' and it could be related to microtechnology . . . as in quarks," said Steve McKee, president of an Albuquerque, N.M., ad firm.

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Copyright 2004 The Times-Picayune Publishing Company

Marketing gets letter perfect Times-Picayune (New Orleans, LA) April 26, 2004 Monday

Times-Picayune (New Orleans, LA)

April 26, 2004 Monday

SECTION: LIVING; Pg. 5

LENGTH: 458 words

HEADLINE: Marketing gets letter perfect

BYLINE: Cox News Service

BODY:

...scoring letters from Scrabble," Teton said. "They were chosen because they were the least used letters of the alphabet at the time Scrabble was invented."

Sinek said "E" is passe, part of the vernacular, an alphabet cliché. Whatever emerges, it must make sense. Everyone knows "E" stands for electronic, "**I**" for **Internet**, he said.

But there are contenders.

" 'Q' is cool, like 'X' and 'Z,' and it could be related to microtechnology . . . as in quarks," said Steve McKee, president of McKee Wallwork Henderson, an Albuquerque, N.M., ad firm.

" 'N' is also a possibility, short for nanotechnology. It's coming to every product ...

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Westchester County Business Journal

October 20, 2003

SECTION: Vol. 42, No. 42; Pg. 6; ISSN: 1057686X

B&H-ACC-NO: 427673021

LENGTH: 497 words

HEADLINE: Consultant sets his 'i-sight' on new, small businesses

AUTHOR-NAME: Glenn, David J

BODY:

Consultant sets his 'i-sight' on new, small businesses Westchester County Business Journal October 20, 2003

...creative director. When the company - New Paradigm based in Manhattan - went out of business, Cipriano decided it was an opportunity to offer marketing strategies to small and startup businesses on his own.

Cipriano turned the subsidiary into a limited liability company in December 2001. He kept the "**I**" for **Internet** in the name, but began focusing on tried-and-true methods of what he described as strategic marketing promotion based on good planning and identifying potential customers.

"It's like building a house," Cipriano said. "You wouldn't just start laying down bricks you need to work with ...

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Elsevier Inc.

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Flight International

September 17, 2002

SECTION: Features; In-flight entertainment; Pg. 42

LENGTH: 2743 words

HEADLINE: The Connected Traveller;

A whole new breed of in-flight entertainment systems is set to enter service: the goal, complete connectivity between the cabin and the outside world

BYLINE: Emma Kelly / London

BODY:

...perceived need for passengers to stay connected at 35,000ft.

Things move quickly in the world of IFE and although it was just over a year ago that Matsushita launched its latest hardware, the System 3000 with Singapore Airlines (SIA), the manufacturer is now readying its System 3000i (**i for internet**) for entry into service.

Connectivity options

The System 3000i will offer everything the System 3000 does -- audio- and video-on-demand (A/VOD) throughout the aircraft, countless audio and video channels, games, news, information services and shopping, all under the passenger's control -- plus broadband and ...

Business Language Constantly Changes with the Times, Technology The Post-Crescent June 19,
2000, Monday

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Copyright 2000 Knight Ridder/Tribune Business News
Copyright 2000 The Post-Crescent
The Post-Crescent

June 19, 2000, Monday

KR-ACC-NO: PC-BIZ-LANGUAGE

LENGTH: 2948 words

HEADLINE: Business Language Constantly Changes with the Times, Technology

BYLINE: By Joanne Zuhl

BODY:

...it. "No matter where you are you can connect with information all over the place."

The Internet has not only mutated perfectly fine words, such as surfing, faqs (short for frequently asked questions), and spam, it has also created its own vocabulary and terminology. The letter "e" is now a prefix, along with "**I**" for **Internet** and "web" in reference to the World Wide Web.

If you've mastered the basic "kluge," cleared out your "cruft," and can spot a "feeping creature" from 20 paces, you've probably also heard the term "alpha geek." That's a technically accomplished person, as translated from the language of hackers. This language is ...

54 of 98 DOCUMENTS

Copyright 2000 The Chronicle Publishing Co.
The San Francisco Chronicle

JANUARY 6, 2000, THURSDAY, FINAL EDITION

SECTION: BUSINESS; Pg. B1

LENGTH: 744 words

HEADLINE: MACWORLD EXPO;

Permanent Jobs;

Apple CEO finally drops interim' from title

BYLINE: Henry Norr, Chronicle Staff Writer

MACWORLD EXPO;Permanent Jobs;Apple CEO finally drops interim' from title The San
Francisco Chronicle JANUARY 6, 2000, THURSDAY,

BODY:

...i" in his old title so much, he told a cheering crowd at the opening of the Macworld Expo at the Moscone Center yesterday, that he has decided to keep it. From now on, he said, he'll be iCEO.

As in iMac and iBook, the company's hot-selling desktop and portable models, "**i**" is for **Internet**, and Jobs followed up on that theme by announcing a series of new free services on Apple's already heavily traveled Web site.

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Copyright 1999 Computerworld, Inc.

COMPUTERWORLD
Computerworld

November 8, 1999

SECTION: BIZ - OPINIONS; Pg. 50

LENGTH: 477 words

HEADLINE: Gimme an E!

BYLINE: Anne McCrory

BODY:

Of course, some folks aren't happy with that. They think it's overused (OK, it is) or imprecise or who knows what. Some have even tried to improve on it -- they've started in with the I's. As in I-commerce and I-business, where the **I stands for Internet** -- I think. (A press release I received recently implied that it might mean information or it might mean integrated. Who knows?) So I say, let's not split hairs.

But this does raise the larger issue of what is actually e- and what really should be I- and, while we're ...

58 of 98 DOCUMENTS

Copyright 1999 Crain Communications Inc.

Business Marketing

August 01, 1999

SECTION: News; Pg. 36

LENGTH: 274 words

HEADLINE: IPRINT.COM

BYLINE: Marshal M. Rosenthal

BODY:

...commerce application, iPrint.com allows customers to see what their product will look (like) before it is printed."

By offering proofs online and eliminating pre-press work, iPrint.com can sell goods at lower prices than traditional print shops.

iPrint.com -- "**i**" for **Internet** -- went live in January 1997. The first major redesign, at the end of last month, provided a faster and easier way for customers to see the breadth of iPrint's products.

This was accomplished by creating a series of tabs, a framing mechanism and links off the home ...

59 of 98 DOCUMENTS

Copyright 1999 CMP Media Inc.
Computer Reseller News

June 14, 1999

LENGTH: 214 words

HEADLINE: Company Unveils New Channel Program -- VARs play domain-name game

BYLINE: Amy Rogers

BODY:

...home-based businesses ," Cuence said. DomainCollection.com can guide people new to the domain-name selection process through the steps involved in transferring a name from DomainCollection.com, as well as other sources, to its new owner, he said.

Domain names with an "I-" prefix-where the "**I**" stands for **Internet**, as in " I-notebooks"-are hot now, along with the more familiar "e-" prefixes, Cuence said.

DomainCollection.com opened its Internet doors for business in February.

Copyright 1999 CMP Media Inc.

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A showcase of jewelry, period furniture The Star-Ledger (Newark, New Jersey) June 10, 1999
Thursday

Copyright 1999 Newark Morning Ledger Co.
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The Star-Ledger (Newark, New Jersey)

June 10, 1999 Thursday
FINAL EDITION

SECTION: ACCENT; Pg. 2

LENGTH: 991 words

HEADLINE: A showcase of jewelry, period furniture

BYLINE: Kristen McLaughlin, FOR THE STAR-LEDGER

BODY:

And then there's the "I" word ("**I**" for **Internet**), which is making a lot of dealers very edgy these days.

Overall, however, the current antiques market appears vigorous both here in New Jersey and nationwide. Last week, we looked at the rapid expansion in progress at Somerville Center Antiques, now the largest center in the state.

Today, ...

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Copyright 1999 InfoWorld Media Group
InfoWorld

April 19, 1999

SECTION: TOP OF THE NEWS; Pg. 12

LENGTH: 444 words

HEADLINE: Oracle's 11i to go self-service

BYLINE: By Stannie Holt

BODY:

Oracle continues to beat the Internet drum by putting its Internet-ready Oracle8i database at the heart of its next generation of enterprise resource planning applications, Release 11i (where the "**i**" stands for **Internet**).

Oracle's 11i to go self-service InfoWorld April 19, 1999

Release 11i will be previewed at the Oracle Applications User Group show, from April 18 to April 22, in San Diego.

Release 11i, merging what were previously known as releases 11.5 and 12.0, will ship this fall, according to Ron Wohl, senior vice president of applications ...

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Copyright 1999 VNU
Computing

March 4, 1999

SECTION: Pg.26

LENGTH: 587 words

HEADLINE: 7 DAYS; KEEPING AN 8I ON THE FUTURE.

BYLINE: Rob Hailstone is research director of Bloor Research.

BODY:

To Oracle's competitors, it is an aggressive product with a broad appeal and applicability to many data requirements. But mostly, Oracle8i is a statement of the way Oracle visualises the future. The 'i' stands for **Internet**, and is a reminder of Oracle's belief that 'the Internet changes everything'.

Oracle is not alone in realising that the Internet is the most likely vehicle to return the database to centre stage, but it has gone further than most in linking its marketing message to Internet data management.

A look at ...

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Copyright 1999 UMI, Inc.; ABI/INFORM
Copyright Upside Publishing Co 1999
Upside

March 1999

SECTION: Vol. 11, No. 3 Pg. 102-112; ISSN: 1052-0341; CODEN: TLPNAS

LENGTH: 4177 words

Interview--Oracle Corp. President and COO: Raymond J. Lane Upside March 1999

HEADLINE: Interview--Oracle Corp. President and COO: Raymond J. Lane

BYLINE: Brandt, Richard L

BODY:

...13 years ago. (Which salesperson) owns the customer is critical. (The reorganization) sent (Oracle) into this tailspin.

How did you fix it? Our applications business is organized vertically where we want it to be and geographically where we want it to be. In Europe, it's organized geographically; in the United States, (salespeople have) taken certain industries.

I is for Internet

What's the fundamental difference between Oracle 8 and Oracle 8i? There are literally a couple of hundred differences, but two things (sum it up): First, the native Java compiler to build and run Java (is) in the server. (Before 8i, there was no platform to run Java on the server.) ...

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Copyright 1998 Penton/IPC
Industry Week

December 21, 1998

SECTION: FEATURES; Cover Story; IW's Sixth Technology & Innovation Awards; Pg. 16

LENGTH: 6817 words

HEADLINE: 25 WINNING TECHNOLOGIES

BYLINE: John Teresko, John Sheridan, Tim Stevens, George Taninecz, Samuel Greengard, Kristin Ohlson, Nikki Goth Itoi, and Tony Seideman contributed to this article.

BODY:

...maximum computing power at the lowest price around. It has Universal Serial Bus ports that allow users to connect 127 devices at one time, including removable mass storage, scanners, cameras, printers, and more. The iMac also was built with networking in mind -- in fact, the "i" **stands for Internet**. The iMac has a built-in 56K modem and incorporates a 10/100-Mbps Ethernet, the fastest Ethernet networking technology available.

Unlike many "new" computers that are only slight modifications of previous models, the iMac is a complete redesign. Yet, Apple conceived, designed, manufactured, and ...

Back-to-school rebates make the grade The Denver Post September 7, 1998 Monday

66 of 98 DOCUMENTS

Copyright 1998 The Denver Post
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The Denver Post

September 7, 1998 Monday 1ST EDITION

SECTION: BUSINESS; Pg. F-07

LENGTH: 824 words

HEADLINE: Back-to-school rebates make the grade

BYLINE: Kim Komando

BODY:

...Compaq Easy Internet Access by Dec. 31. The offer includes 50 free hours over a 45-day period, up to two hours per day. After the trial, the service is \$ 19.95 per month.

Speaking of the Internet, Apple Computer's recently released iMac (the "i" stands for **Internet**), a complete system for \$ 1,299, has been a notable success so far. Apple has teamed with Microsoft on a \$ 100 rebate, direct from Microsoft, with the purchase of an iMac with Microsoft Office. You must, however, purchase both Office and the iMac before the end of the year and mail in the coupon ...

68 of 98 DOCUMENTS

Copyright 1998 The Post and Courier (Charleston, SC)
The Post and Courier (Charleston, SC)

August 31, 1998, Monday, BUSINESS REVIEW EDITION

SECTION: D, Pg. 9

LENGTH: 671 words

HEADLINE: School computer rebates are aplenty

BYLINE: Kim Komando

BODY:

...can use the 50 free hours over a 45-day period, up to two hours per day. After your free trial, it costs \$ 19.95 per month to continue the service.

School computer rebates are aplenty The Post and Courier (Charleston, SC) August 31, 1998,
Monday,

Apple Computer's (800 538-9696; www.apple.com) iMac (the "**i**" **stands for Internet** in case you wondered) has been a tremendous success so far. The \$ 1,299 complete system has set all sorts of sales records. So what happens when you combine the most well received Mac of all time with the most popular Mac software of all time (Microsoft Office)?

You get a \$...

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Copyright 1998 Times Publishing Company
St. Petersburg Times (Florida)

August 18, 1998, Tuesday, 0 South Pinellas Edition

SECTION: BUSINESS; Pg. 1E

LENGTH: 992 words

HEADLINE: Apple's iMac makes splash in bay area

BYLINE: DAVE GUSSOW

BODY:

...on Universal Serial Bus technology, which allows users simply to plug in peripherals like printers. However, few USB peripherals have hit the market yet. Business was brisk for Epson printers with a USB cable over the weekend, according to Chilcote of the Macintosh Users' Group.

The iMac (the **i stands for Internet**) is a key component in Apple's comeback plan under the direction of interim CEO Steve Jobs. The Apple co-founder has returned, after watching the company founder for years, to produce three straight quarterly profits and a soaring stock price. While the company expects ...

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Copyright 1998 Post-Standard, All Rights Reserved.

The Post-Standard
The Post-Standard (Syracuse, NY)

August 16, 1998 Sunday Final Edition

SECTION: METRO; Pg. B1

LENGTH: 462 words

IMAC EXCITES HARD-CORE FANS OF APPLE LINE EYE-POPPING NEW COMPUTER INTRODUCED IN SYRACUSE. The Post-Standard (Syracuse, NY) August 16, 1998 Sunday Final Edition

HEADLINE: IMAC EXCITES HARD-CORE FANS OF APPLE LINE EYE-POPPING NEW COMPUTER INTRODUCED IN SYRACUSE.

BYLINE: Bob Niedt Staff Writer

BODY:

Kathy and Don Holton made a pilgrimage from Elmira to Syracuse on Saturday to pay homage to the latest Apple of their eye.

Hello, iMac.

The "i" is for **Internet** and the "Mac" is for Macintosh, the computer line that's come from the feisty Apple Computer Inc. company since 1984.

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The Stuart News/Port St. Lucie News (Stuart, FL)

August 16, 1998, Sunday

SECTION: Business; Pg. D5

LENGTH: 857 words

HEADLINE: MACINTOSH PUSHES IMAC ON DRIVE TO RECOVERY

BYLINE: Mike Spain Albany Times Union

BODY:

ALBANY, N.Y. - Coming soon to a store near you is Apple Computer's much ballyhooed iMac, the friendly \$ 1,299 all-in-one computer aimed at the education and home consumer market.

Pronounced EYE-MAC, the "i" **stands for the Internet**. The company boasts it takes less than eight minutes for even a child to open the box, plug in everything and get onto the Net.

At the Mac World Expo in New York last month, the company displayed dozens of blue-green, translucent plastic-cowled ...

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MAC STRIKES BACK: WITH ITS HIP DESIGN AND BRIGHT COLORS, APPLE'S USER-FRIENDLY IMAC IS BEING HAILED AS THE COMPUTER EQUIVALENT OF VOLKSWAGEN'S NEW BEETLE The Miami Herald August 13, 1998 T

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The Miami Herald

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The Miami Herald

August 13, 1998 Thursday FINAL EDITION

SECTION: LIVING; Pg. 1F

LENGTH: 1116 words

HEADLINE: MAC STRIKES BACK: WITH ITS HIP DESIGN AND BRIGHT COLORS, APPLE'S USER-FRIENDLY IMAC IS BEING HAILED AS THE COMPUTER EQUIVALENT OF VOLKSWAGEN'S NEW BEETLE

BYLINE: From Herald Wire Services

BODY:

...locks users into a 15-inch screen at a time when the trend is toward larger screens and flat-panel displays. (The iMac screen, however, is rated as one of the best 15-inch displays available.)

A bold departure

Besides its different appearance, the iMac (pronounced "eye-Mac" -- the "i" stands for **Internet**) departs from computer industry standards in other ways, and customers will have to decide whether different means better.

"It's a statement that Apple is being bold and daring, and it is consistent with the Apple tradition," said Dave Tremblay, a senior analyst for Computer Intelligence market research ...

75 of 98 DOCUMENTS

Copyright 1998 Journal Sentinel Inc.
Milwaukee Journal Sentinel (Wisconsin)

August 10, 1998 Monday All

SECTION: Monday Business & Tech Pg. 7

LENGTH: 570 words

HEADLINE: Blue iMac wants to be Apple of your eye
Innovative company offers machine as easiest route to Internet

BYLINE: CONNIE KOENENN

Blue iMac wants to be Apple of your eye Innovative company offers machine as easiest route to
Internet Milwaukee Journal Sentinel (Wisconsin) August 10, 1998 Monday

SOURCE: Los Angeles Times

BODY:

In unveiling the iMac (the "**i**" is for **Internet**) to the computer trade last month, Apple described the new computer as combining all the possibilities of the Internet with all the capabilities of Apple's famously accessible Mac operating system.

Billed as the easiest way to get up and running on the Internet, the iMac comes fully loaded with everything a user ...

76 of 98 DOCUMENTS

Copyright 1998 The New York Times Company
The New York Times

July 23, 1998, Thursday, Late Edition - Final

SECTION: Section G; Page 1; Column 1; Circuits

LENGTH: 1583 words

HEADLINE: Who Said Computers Have to Be Square?

BYLINE: By PETER H. LEWIS

BODY:

But the iMac (pronounced EYE-Mac -- the "**i**" stands for **Internet**) also departs from computer industry standards in other ways, and customers will have to decide whether different means better. Based on observations of the iMac at the recent Macworld computer trade show and discussions with Apple executives, a few things are clear.

First, the obvious: It looks different.

The ...

77 of 98 DOCUMENTS

Copyright 1998 The New York Times Company
The New York Times

PERSONAL COMPUTERS;At Macworld Show, Apple Turns Out New Products and Plenty of Promises The New York Times July 14, 1998, Tuesday, Late Edition - Final

July 14, 1998, Tuesday, Late Edition - Final

SECTION: Section F; Page 6; Column 1; Science Desk

LENGTH: 1007 words

HEADLINE: PERSONAL COMPUTERS;
At Macworld Show, Apple Turns Out New Products and Plenty of Promises

BYLINE: By PETER H. LEWIS

BODY:

More than 50 prototypes of the iMac (the "**I**" **stands for Internet**) were dispersed around the show floor, where one of the machine's admirers was Apple's former chief executive, John Sculley. Wearing baggy corduroys and carrying a backpack, Mr. Sculley was able to stroll largely unnoticed through the exhibits on the show floor.

It was Mr. Sculley who orchestrated the ...

78 of 98 DOCUMENTS

Copyright 1998 Southeastern Newspapers Corporation
The Augusta Chronicle (Georgia)

July 8, 1998, Wednesday, ALL EDITIONS

SECTION: HOME PAGE, Pg. B8

LENGTH: 598 words

HEADLINE: APPLE'S NEW IMAC MAY BE TOO FAR AHEAD OF ITS TIME

BYLINE: Dave Zeiler; The Baltimore Sun

BODY:

One could justifiably say the iMac - the "**i**" **stands for Internet** - is ahead of its time. But could it be too far ahead of its time?

The iMac accelerates Apple's recent trend toward adopting PC-standard technologies, a strategy that reduces costs while increasing the hardware options available.

As a result, iMac has no SCSI port, the traditional Mac method of ...

79 of 98 DOCUMENTS

FAITHFUL WONDER IF IMAC;IS TOO ADVANCED Buffalo News (New York) July 7, 1998,
Tuesday

Copyright 1998 The Buffalo News
Buffalo News (New York)

July 7, 1998, Tuesday

SECTION: QUESTIONMARK CLICK ON COMPUTERS CITY, Pg. 8D

LENGTH: 475 words

HEADLINE: FAITHFUL WONDER IF IMAC;
IS TOO ADVANCED

BYLINE: DAVE ZEILER; Baltimore Sun

BODY:

One could justifiably say the iMac -- the "**i**" **stands for Internet** -- is ahead of its time. But could it be too far ahead of its time?

The iMac accelerates Apple's recent trend toward adopting PC-standard technologies, a strategy that reduces costs while increasing the hardware options available.

As a result, iMac has no SCSI port, the traditional Mac method of ...

80 of 98 DOCUMENTS

Copyright 1998 The Baltimore Sun Company
The Baltimore Sun

June 22, 1998, Monday, FINAL EDITION

SECTION: PLU, Pg. 4C

LENGTH: 608 words

HEADLINE: Apple's iMac gamble brings attention and questions

BYLINE: Dave Zeiler, SUN STAFF

BODY:

One could justifiably say the iMac - the "**i**" **stands for Internet** - is ahead of its time. But could it be too far ahead of its time?

The iMac accelerates Apple's recent trend toward adopting PC-standard technologies, a strategy that reduces costs while increasing the hardware options available.

Apple's iMac gamble brings attention and questions The Baltimore Sun June 22, 1998, Monday,

As a result, iMac has no SCSI port, the traditional Mac method of ...

81 of 98 DOCUMENTS

Copyright 1998 American Marketing Association
Marketing News TM

June 8, 1998

SECTION: MARKETING MISCELLANY; Pg. 20

LENGTH: 1092 words

HEADLINE: Want to catch Gen X? Try looking on the Web

BYLINE: By Laura Koss-Feder; Laura Koss-Feder is a free-lance writer based in Oceanside, N.Y.

BODY:

Companies that have been successful in making a splash with the 20-something consumer market have used an IMC plan -- in which the **"I" stands for "Internet."**

With their fast-spending ways and penchant for pricey toys, such as computers and compact discs -- not to mention projected aggregate income of \$ 1.8 trillion by 2001 according to FIND/SVP research firm in New York -- the 20-something consumer market is one of the most desirable for ...

82 of 98 DOCUMENTS

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Broadcast Engineering

June 1998

SECTION: News; ISSN: 0007-1994

LENGTH: 318 words

HEADLINE: Can you spare a yottabyte?

BODY:

...talk of storage devices that make a gigabyte, or even a terabyte, seem like chump change. David Weiss, CEO at Storage Technology (StorageTek), expects to announce partnerships with several

Can you spare a yottabyte? Broadcast Engineering June 1998

Internet service providers this year to offer large storage solutions called I:Drives. The **I is for Internet**. Subscribers would pay \$20 to \$30 per month to rent Internet space in 50MB to 100MB increments.

LOAD-DATE: July 27, 1998

83 of 98 DOCUMENTS

Copyright 1998 Lancaster Newspapers, Inc.
LANCASTER NEW ERA (LANCASTER, PA.)

May 26, 1998, Tuesday

COMMENTARY, Pg. A-12, The Scribbler

LENGTH: 756 words

HEADLINE: An old Macintosh computer does not die, its program just fades away

BYLINE: Jack Brubaker

BODY:

...cobbled into a Mac-Plus equivalent in the late '80s. The Scribbler uses it exclusively as a word processor.

This is an early model by Apple Computer Inc. Apple has just announced that iMac - a state-of-the-art machine designed to process words, numbers and Internet ("**i**" stands for **Internet**) access as fast as anything on the market - will be sold beginning in August for \$1,299.

Who needs it?

The Scribbler uses his aMac ("a" stands for Antique) to record one word after another as they are processed by his brain. When the aMac works properly, it is capable of ...

84 of 98 DOCUMENTS

Copyright 1998 The Atlanta Constitution
The Atlanta Journal and Constitution

May 24, 1998, Sunday, ALL EDITIONS

SECTION: PERSONAL TECHNOLOGY; Pg. 02P

LENGTH: 419 words

MacNews;Apple turns heads with two new lines The Atlanta Journal and Constitution May 24,
1998, Sunday,

SERIES: Home

HEADLINE: MacNews;
Apple turns heads with two new lines

BYLINE: Charles Haddad

BODY:

...bigger hard drive.

On the same day that it announced Wall Street, Apple Computer also revealed a new consumer model. It's called the iMac and looks like a cross between a translucent gumdrop and the helmet of a "Star Wars' " X-Wing pilot.

The "**i**" **stands for Internet** and, in some ways, this computer is Apple's first stab at a so-called NetPC. It will come with an improved Mac version of America Online, for example.

The iMac is also the best deal Apple Computer has ever offered. For \$ 1,299, you get a 24X CD- ...

85 of 98 DOCUMENTS

Copyright 1998 The Hearst Corporation
The Times Union (Albany, NY)

May 20, 1998, Wednesday, THREE STAR EDITION

SECTION: LIFE & LEISURE, Pg. D6

LENGTH: 688 words

HEADLINE: Apple hopes new iMac turns tide

BYLINE: TOM ABATE; San Francisco Chronicle

BODY:

And like the Mac Classic, the iMac -- the "**i**" **is short for Internet** -- is designed as a complete system that consumers won't open up to plug in circuit cards.

But with its 15-inch color screen, 233-megahertz G3 processor and large disk drive, the iMac is a rounder, turbo-charged version of the old, square Mac.

"It looks ...

87 of 98 DOCUMENTS

Apple Unveils New Space-Age Mac That Glows The San Francisco Chronicle MAY 7, 1998,
THURSDAY,

Copyright 1998 The Chronicle Publishing Co.
The San Francisco Chronicle

MAY 7, 1998, THURSDAY, FINAL EDITION

SECTION: BUSINESS; Pg. B1

LENGTH: 708 words

HEADLINE: Apple Unveils New Space-Age Mac That Glows

BYLINE: Tom Abate, Chronicle Staff Writer

BODY:

And like the Mac Classic, the iMac -- the "i" is short for **Internet** -- is designed as a complete system that consumers won't open up to plug in circuit cards.

But with its 15-inch color screen, 233-megahertz G3 processor and large disk drive, the iMac is a rounder, turbo-charged version of the old, square Mac.

"It looks ...

98 of 98 DOCUMENTS

Copyright 1998 CB Media Limited
Canadian Business

SECTION: PLUGGED IN; Pg. 106

LENGTH: 280 words

HEADLINE: This Mac is back

BYLINE: BY DAVID NORTH

BODY:

In August, it plans to launch the iMac (the "i" is for **Internet**), which has a sexy shape, glows when switched on and looks set to restore Apple's reputation for being on the cutting edge of design, as well as technology.

Much of the credit goes to Steve Jobs, the company's charismatic cofounder who returned last July as "interim" CEO in a

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Internet Keep Safe Coalition

The Internet Keep Safe Coalition is a broad partnership of governors and/or first spouses, attorneys general, public health and educational professionals, law enforcement, and industry leaders working together for the health and safety of youth online. iKeepSafe® uses these unique partnerships to disseminate safety resources to families worldwide.

Mission

To give parents, educators, and policymakers the information and tools which empower them to teach children the safe and healthy use of technology and the Internet.

Vision

To see generations of the world's children grow up safely using technology and the Internet.

iKeepSafe educational resources teach children of all ages in a fun, age-appropriate way, the basic rules of Internet safety, ethics, and the healthy use of connected technologies.

Resources for Elementary Grades

Through the storybook adventures of Internet safety icon, [Faux Paw the Techno Cat](#), elementary school children learn about:

- Internet safety basics
- How to handle cyber-bullying
- Balancing real life with screen time
- The risks and dangers of downloading

See Faux Paw's original adventure here: [book](#), [animated film](#)

The iKeepSafe.org website reinforces the lessons taught in the books with educational materials, including PowerPoint® presentations, activity sheets, coloring pages, quizzes, and educational games available for free download.

The Faux Paw® curriculum is based on research from Harvard's Center on Media and Child Health and created in partnership with the iKeepSafe Global Research Team, Penn State University Department of Education, and the University of Maryland. It is central to a nationwide Internet safety campaign with pilot programs running this year in Australia, China, and India. Faux Paw stories are also available in Spanish, French, Mandarin, Cambodian, Vietnamese and other languages.

Resources for Teens

- Comcast's Emmy award-winning "Student Voices" on cyber-bullying
- Tween and teen video presentations and tutorials

Resources for Parents

Parent resources are available in the iKeepSafe.org [Parent Resource Center](#), including:

- [Video tutorials on current Internet safety topics:](#)
 - 10 Actions Parents Must Take
 - Social Networking Sites
 - How to Handle Cyber-bullying
 - MySpace Safety Know-how
- [Family Fun Lessons](#): to help parents teach Internet safety at home
- [DARE Activities](#): coloring pages, activities, and instructions for parents
- [Online Safety Digest](#): recent news stories covering online safety issues

Most iKeepSafe resources are available for free download.

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