From: Gilbert, Rebecca

Sent: 12/8/2014 2:19:11 PM

To: TTAB EFiling

CC:

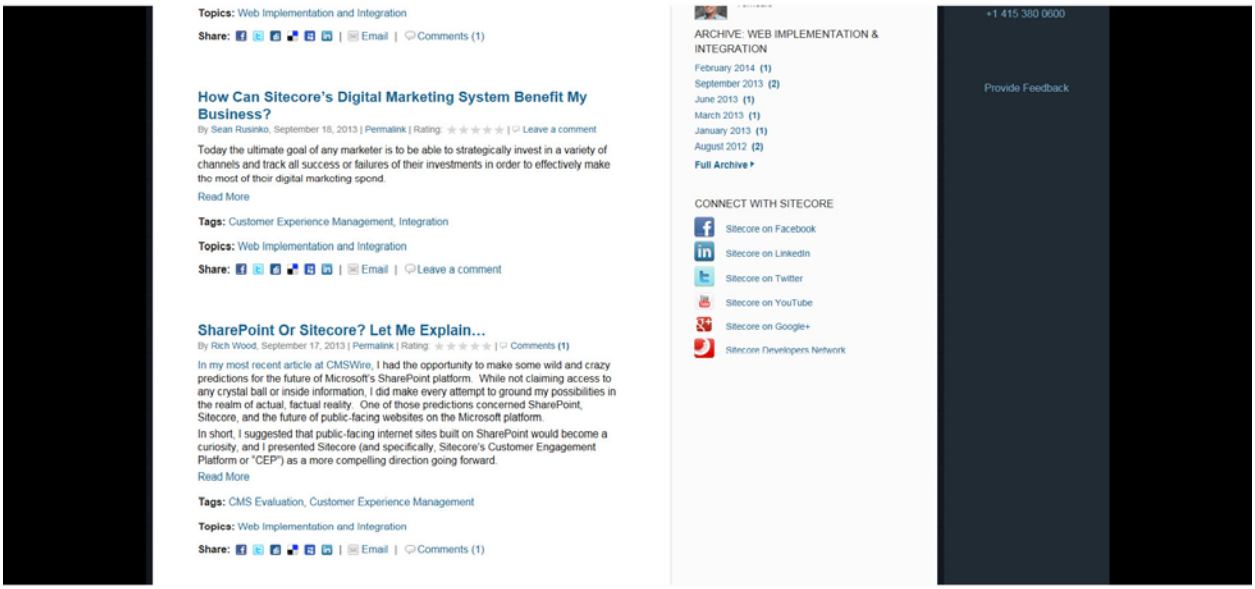
Subject: U.S. TRADEMARK APPLICATION NO. 85667978 - WEB.COM - N/A - Request for Reconsideration Denied - Return to TTAB - Message 9 of 10

****

Attachment Information:

Count: 14

Files: web39-2.jpg, web39-3.jpg, web39-4.jpg, web39-5.jpg, web40-1.jpg, web40-2.jpg, web41-1.jpg, web41-2.jpg, web41-3.jpg, web42-1.jpg, web42-2.jpg, web42-3.jpg, web43-1.jpg, web43-2.jpg



Topics: Web Implementation and Integration

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How Can Sitecore's Digital Marketing System Benefit My Business?

By Sean Rusinko, September 18, 2013 | Permalink | Rating: | Leave a comment

Today the ultimate goal of any marketer is to be able to strategically invest in a variety of channels and track all success or failures of their investments in order to effectively make the most of their digital marketing spend.

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Tags: Customer Experience Management, Integration

Topics: Web Implementation and Integration

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SharePoint Or Sitecore? Let Me Explain…

By Rich Wood, September 17, 2013 | Permalink | Rating: | Comments (1)

In my most recent article at CMSWire, I had the opportunity to make some wild and crazy predictions for the future of Microsoft's SharePoint platform. While not claiming access to any crystal ball or inside information, I did make every attempt to ground my possibilities in the realm of actual, factual reality. One of those predictions concerned SharePoint, Sitecore, and the future of public-facing websites on the Microsoft platform.

In short, I suggested that public-facing internet sites built on SharePoint would become a curiosity, and I presented Sitecore (and specifically, Sitecore's Customer Engagement Platform or "CEP") as a more compelling direction going forward.

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Tags: CMS Evaluation, Customer Experience Management

Topics: Web Implementation and Integration

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How To Edit Field Labels For User Friendliness

By Martijn Bos, June 03, 2013 | Permalink | Rating: ★★★★★ | Comments (2)

Working with Sitecore as a developer is all about servicing the content editor. Content editors need to deliver great content, and as developers we can provide them with solutions that help them do this. Nevertheless, there can be some friction in how information such as content fields are structured by developers and the way this is best presented to content editors. How can we serve both needs easily? Enter the Redhotminute Template Builder.

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Tags: User Experience, Community Practice

Topics: Web Implementation and Integration

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Under The Hood With Sitecore 7 At The New England Sitecore User Group

By Jeff Cram, March 28, 2013 | Permalink | Rating: ★★★★★ | Leave a comment

It was a packed house last night at the March New England Sitecore User Group meetup where nearly 50 Sitecore enthusiasts swarmed Velir's Davis Square office to get a sneak peek at an early release of Sitecore 7.

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Tags: Infrastructure, CMS Evaluation

Topics: Web Implementation and Integration, User Experience and Usability

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Web Server Response Time Matters!

By Kristian von Magius, January 08, 2013 | Permalink | Rating: ★★★★★ | Comments (1)

Everything is faster – except Danish websites

Internet connections are faster. Computers are faster. Phones are faster. Operating systems are faster. Browsers are faster. Almost everything is faster.

are faster. Browsers are faster. Almost everything is faster.

But unfortunately Danish websites have become slower and slower.

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Tags: Cloud computing, Infrastructure, Mobile Web, User Experience, Website Visitor Context

Topics: Web Implementation and Integration

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Using Gamification To Create Customer Engagement

By Theresa Clifford, August 21, 2012 | Permalink | Rating: | Comments (1)

Successfully creating customer engagement strategies depends on your ability to build two-way communication with your customers and earn their trust and loyalty. Gamification is playing an increasingly important role in creating this communication, trust and loyalty. A whole range of clients from Foursquare and Groupon to Nike agree that the most powerful way to create and engage a vibrant community is with game mechanics.

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Topics: Web Implementation and Integration

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MVC Controller Renderings For Sitecore 6.6

By Chris van de Steeg, August 06, 2012 | Permalink | Rating: | Comments (17)

In my last blog post about using the MVC Framework inside Sitecore, I announced that I'd write another blog post on how to actually create a real world application with MVC inside Sitecore. The first blog post was just a proof of concept, creating a real world application with it, helps completing the code.

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Topics: Web Implementation and Integration

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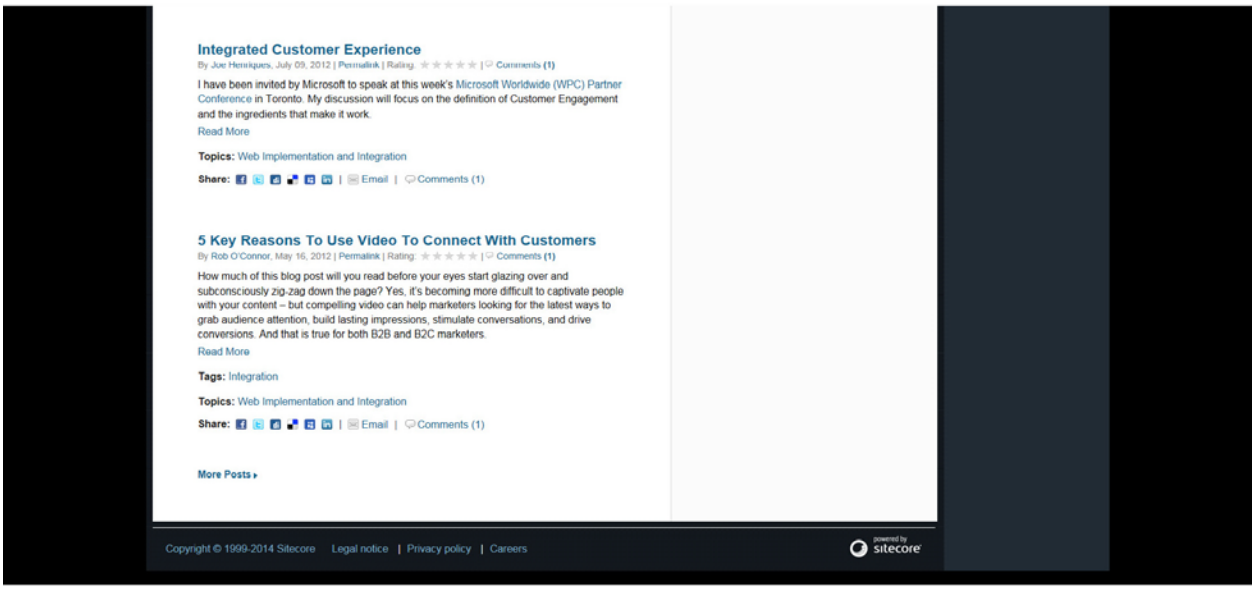

Integrated Customer Experience

By Joe Henriques, July 09, 2012 | Permalink | Rating: ☆☆☆☆☆ | Comments (1)

I have been invited by Microsoft to speak at this week's Microsoft Worldwide (WPC) Partner Conference in Toronto. My discussion will focus on the definition of Customer Engagement and the ingredients that make it work.

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Topics: Web Implementation and Integration

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5 Key Reasons To Use Video To Connect With Customers

By Rob O'Connor, May 16, 2012 | Permalink | Rating: ☆☆☆☆☆ | Comments (1)

How much of this blog post will you read before your eyes start glazing over and subconsciously zig-zag down the page? Yes, it's becoming more difficult to captivate people with your content – but compelling video can help marketers looking for the latest ways to grab audience attention, build lasting impressions, stimulate conversations, and drive conversions. And that is true for both B2B and B2C marketers.

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Tags: Integration

Topics: Web Implementation and Integration

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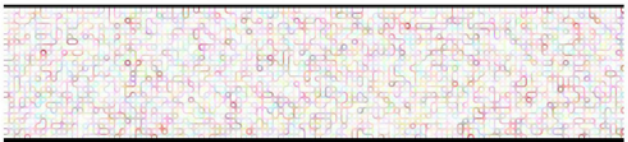
CSCI-UA.60-1 Database Design and Web Implementation

Department of Computer Science – Fall, 2013 Semester



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Associate Director of Undergraduate Studies for the Computer Science Minors programs
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In this course, we introduce principles and applications of database design. We begin by discussing data manipulation and database design for a relational database using "real-world" data and examples to build a database prototype on the desktop. We then introduce

and move on to web-based implementations of database applications. Your primary project will use a MySQL databaseto manage the data aloing with PHP to present a coherent and attractive interface for the users. In addition, we will explore using Python and SQLite for smaller applications; and we will introduce and work with NoSQL (MangoDB). I encourage students to explore not only the principles of database design but also specific database issues and data complexities in their respective fields of study. Please do not hesitate to contact me with any questions. I look forward to working with you all.

Pre-requisites: CSCI-UA.4 (Introduction to Web Design and Computer Principles) and CSCI-UA.2 (Introduction to Programming)

CSCI-UA.60 can be used as one of the four courses which make up the Web Programming and Applications Minor.

- Class hours: Tuesdays and Thursdays 3:30 – 4:45 PM, WWH Room 102
- Office Hours: Mondays 4:00-5:00; Thursdays 1:30-3:30 in WWH Room 422 and by appointment
- Tutoring – 5-8 PM on Tuesdays and Thursdays; 4-8 PM on Fridays in the ITS / 4th Street Lab
- Tutoring Email Address: You can reach Matt Lee at f300601t@cs.nyu.edu - Please note that Matt will answer emails during his regular tutoring hours. Matt can also be available on Skype by appointment during regular tutoring hours.
- Exam Schedule:
  - Midterm Exam – 10/17/2013 in class
  - Final Exam – 12/19/13 – 4:00pm – 5:50pm, Meyer Hall, Room 122

Useful Links

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HackNY

Jonathan Meersman
Professor of Web Development | eBusiness Consultant

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Top 10 Strategies for Mobile Web Implementation

October 29th, 2012 Go to comments Leave a comment

My name is Jonathan Meersman and I teach a variety of web design/development, mobile development, eBusiness, and interactive media courses at Milwaukee Area Technical College. Yesterday, students in my Mobile Web Development class at MATC worked collaboratively to develop a top 10 list of strategies for mobile web implementation. This group included the following students: Kou Cha, Mirabelle Doiron, Greg Johnson, Leah Lueck, Staci Meissner, Betty Sanders, Mike Schroeder, Liz Tveten, and John Williams.

Top 10 Strategies for Mobile Web Implementation

1. **DEVELOP A PROJECT PLAN** – Start with a project plan to identify your target audience, mission, site structure, business objectives, and to identify software and hardware resources needed to develop the project.
2. **MINIMIZE LOAD TIME** – Keep file sizes (and thus load times) small by recompressing multiple versions of images according to device and resolution specifics. Then use CSS media queries to ensure a responsive design that delivers (or hides) only the appropriate sized images to the appropriate devices based on the device resolution.
3. **ENSURE BACKWARD COMPATIBILITY** – Consider developing sites that are backward compatible to earlier versions of mobile operating systems. This would be especially true with Android devices, since there is such a wide range of versions being used at any given time. Most iOS users tend to update to the latest available version, when possible. Also utilize current technologies that are widely supported across operating systems to ensure that the mobile web site runs on all devices and versions of operating systems. Thoroughly test on all possible devices.
4. **PROVIDE FULL VERSION OPTION** – Always provide mobile-friendly web site visitors with the option to view the full desktop version. With the rapid deployment of mobile devices and increased resolution options, some users might prefer to view the full desktop version of a site instead of the more mobile-friendly version. This might happen if they are familiar with the desktop version of the site and are looking for specific information.
5. **DESIGN A CLEAN INTERFACE** – Be sure to keep the design clean by using a simple, non-decorative, readable font that remains consistent throughout the mobile-friendly

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web site. Avoid extra clutter that would quickly fill the small screen of a SmartPhone.
6. **BE CONSISTENT WITH BRANDING** – Keep the branding consistent between desktop and mobile versions of your web site. You should use the same colors and logos to make sure the message remains the same using different delivery platforms.
7. **AVOID FAT FINGER SYNDROME (FSS)** – Consider using buttons instead of traditional inline text links and avoid using rollover images or dropdown menus in your navigation. Traditional navigational elements are not as user friendly when users can't touch them with their fingers (not just fat fingers) without accidentally touching the wrong option. Try using large buttons, icons, or even collapsible or accordion blocks for managing navigation.
8. **REMEMBER THAT NOT ALL CONTENT IS EQUAL** – A typical visitor to a mobile web site is only interested in a information that they can access quickly and easily, usually related to a quick task. They don't necessarily want all of the information that would appear in the traditional desktop version of the site (for those who do, see #4 above). The mobile-friendly versions should be just that – easy to use on a mobile device – not just a tiny version of the desktop web site requiring the visitor to pinch and zoom on their mobile device, and forcing them to sift through a lot of information that might be appropriate on the desktop web site.
9. **PROVIDE OFFLINE CONTENT** – Consider using a site manifest and a .manifest file to allow for offline viewing of content on a mobile site. This is helpful for those who have a spotty data connection that comes and goes, such as travelling on a subway.
10**CONDUCT USABILITY TESTING** – Always conduct usability testing to ensure that consumer groups are getting the information that they want in a manner in which they can easily access.

In class, we have been testing our projects on iPhones, iPod Touches, iPads, Samsung Galaxy Tablets (Android), and my own personal Samsung Galaxy S III running Android's Ice Cream Sandwich, on the U.S. Cellular network. Here's my plug: I am a happy U.S. Cellular customer crew member. Contact me if you are interested in switching, as I may be able to help you get a good deal (and get a few extra Belief Points for me).

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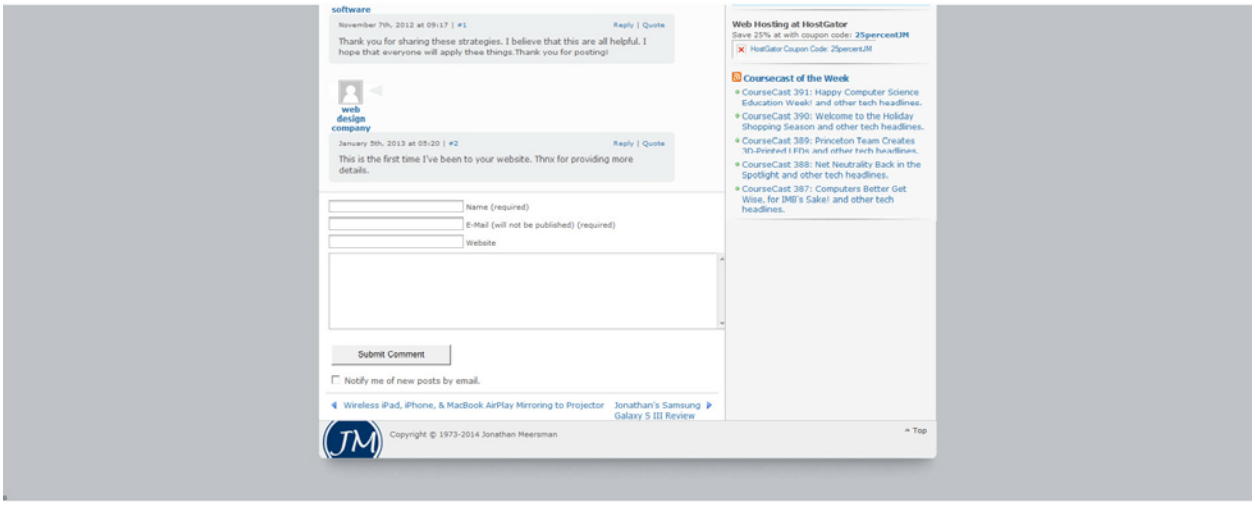
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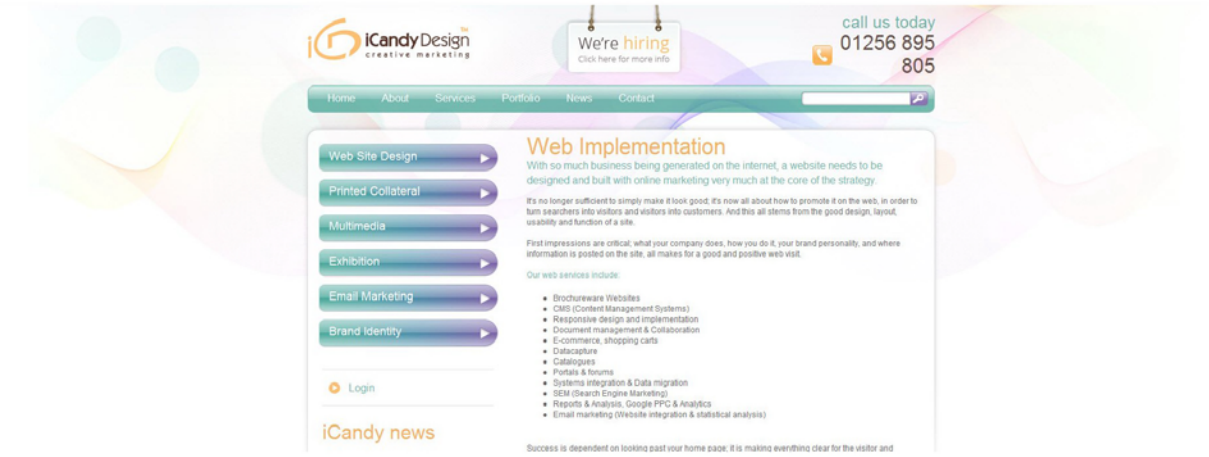
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Web Implementation
With so much business being generated on the internet, a website needs to be designed and built with online marketing very much at the core of the strategy.
It's no longer sufficient to simply make it look good; it's now all about how to promote it on the web, in order to turn searchers into visitors and visitors into customers. And this all stems from the good design, layout, usability and function of a site.
First impressions are critical; what your company does, how you do it, your brand personality, and where information is posted on the site, all makes for a good and positive web visit.
Our web services include:
Brochureware Websites
CMS (Content Management Systems)
Responsive design and implementation
Document management & Collaboration
E-commerce, shopping carts
Datacapture
Catalogues
Portals & forums
Systems integration & Data migration
SEM (Search Engine Marketing)
Reports & Analysis, Google PPC & Analytics
Email marketing (Website integration & statistical analysis)
Success is dependent on looking past your home page; it is making everything clear for the visitor and

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Unlock your website's potential...

The new release of iCD's CMS is here... Unlock resource & your website's potential with iCandy Design's new content management system! Simple...
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3 Peaks Challenge

In July 2012, three of the iCandy team took part in The Breeze Andover 3 Peaks Challenge, climbing Ben Nevis, Scafell Pike & Mount Snowdown in 24 ...
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Success is dependent on looking past your home page; it is making everything clear for the visitor and providing a simple journey through the site, starting from any page. As visitors may land anywhere on a site by clicking through from an advert or from a link on search engines, they must be able to navigate easily from that point in any direction.

Get a website right and a prospect can become a customer, advocate and loyal supporter. Get it wrong and it will be an uphill battle to win over the potential client.

We have designed and implemenated webpages and websites for a broad range of clients including Hewlett-Packard, The Foreign Commonwealth Office and Avis, as well as an impressive range of forward thinking SME's.

We have a passion for web projects, small and large, simple and complex (the complex ones get the propeller heads spinning very fast :-) If you would like to view some sites our web monkeys have produced click here, or to find out more about how we can help, call us on 01256 895 805 or email by clicking here.

The Process:

Where should you start... It's a large task, iCandy Design can guide you through the best way to attack it's creation.

The following outlines our approach:

1. Kick-off Meeting
Discuss proposal with the client. Finalise functionality to be included and decide creative direction.

2. Site Architecture
We conduct online research of competitors and draft wireframe diagrams of the website. Wireframes are like the architectural plans for a house; they specify the pages within the site and key information within them. They are reviewed with the client for feedback and finalisation.

3. Functional Specification
Our team will develop the functional specification in collaboration with the client. This defines the functionality to be included within the site.

4. Customisation and Configuration
The existing content management system will be customised to meet the client's requirements in

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The existing content management system will be customised to meet the client's requirements in accordance with the functionality specification.

5. Design
A creative brief is devised collectively with the client. Design is started based on the wireframe layouts. We provide two to three different options of a home page and a sample content page for clients to review.

6. Review with the Client
On finalisation of these designs we roll out the design to create the remaining template pages.

7. Template Design
When all the pages are designed and approved we build the front-end CSS/HTML and then integrate this into the CMS.

8. Training
Training will be provided so that the client can manage the system and upload content in the future.

9. Test
We test the site for bugs before, after and while the content is uploaded for all common browsers. We create bugs lists which are addressed one by one. Clients are expected to undertake detailed testing during the final stages of the project.

10. Live!
When the content is uploaded and the site is tested and functioning, the site is posted live on the web.

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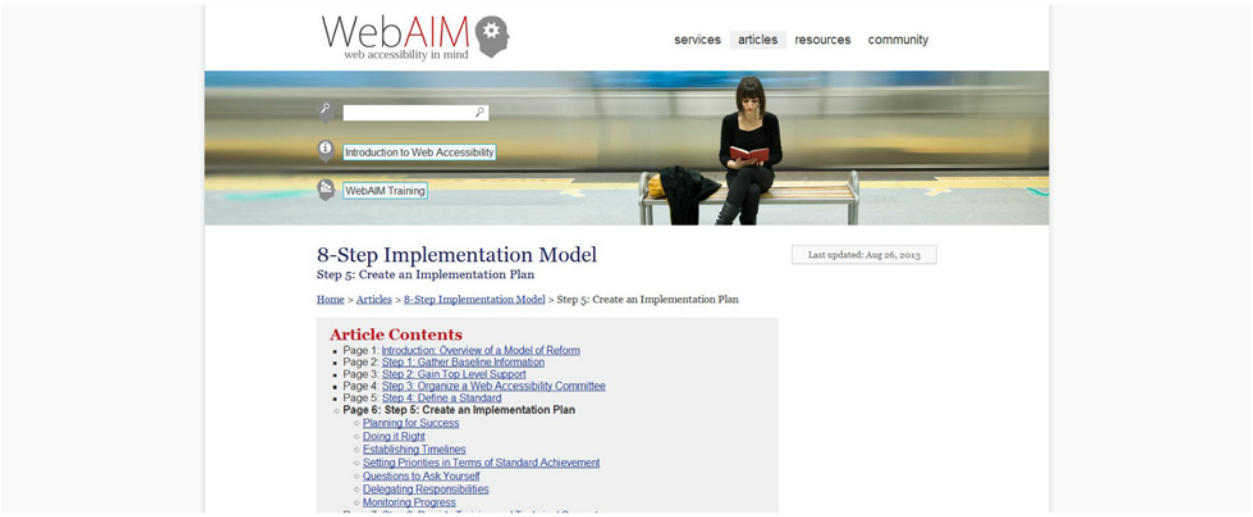

8-Step Implementation Model

Step 5: Create an Implementation Plan

Last updated: Aug 26, 2013

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- Page 3: Step 2: Gain Top Level Support
- Page 4: Step 3: Organize a Web Accessibility Committee
- Page 5: Step 4: Define a Standard
- **Page 6: Step 5: Create an Implementation Plan**
  - Planning for Success
  - Doing it Right
  - Establishing Timelines
  - Setting Priorities in Terms of Standard Achievement
  - Questions to Ask Yourself
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  - Monitoring Progress

- Page 7: Step 6: Provide Training and Technical Support
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Planning for Success

So you've got a policy. Now what? Your policy won't be taken seriously unless you actually do something about it. In some ways, it is worse to have a policy and not follow it than to have no policy at all. By not following through on the policy, you would send the message that accessibility takes a back seat to other issues, and that you weren't serious about the policy in the first place. This can actually put your organization in a bit of a legal bind too. If you have a public policy which is clearly violated, this leaves room for undesirable press at the very least and undesirable expensive at worst.

But assuming that your organizations intends to follow through on its intentions, it is best to lay down a specific plan that will transition to a self-sustaining model of accessibility that will last beyond the immediate need to fix problems with the current site.

Let's read a few ideas on how to implement a web accessibility plan.

"Doing it Right"

A priori systems (systems formed or conceived beforehand) must be created to optimize the participation of all site users. In other words, it would not be sufficient to maintain an inaccessible site and then say to a blind person that you'll try to find someone who can read the site to them, especially if you don't have anyone in mind for this task. After-the-fact accommodations are inefficient for everybody. It makes more sense from the perspective of the user to have a site that is directly accessible, and it makes more sense from the perspective of the site's creators, because poor planning can make it extremely difficult if not impossible to provide after-the-fact alterations to inaccessible web content. It is much better and more efficient to create web content that is created from conception to be accessible.

It is imperative to create goals aimed at establishing coordinated systems that enable full access for all. The sooner an organization creates and implements sustainable solutions, the sooner ALL individuals can participate in their right to experience the power of the Internet for lifelong learning. The composition of an implementation plan can be accomplished in any environment wherever there are