

From: Gilbert, Rebecca

Sent: 12/8/2014 2:07:34 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85667978 - WEB.COM - N/A - Request for Reconsideration Denied - Return to TTAB - Message 2 of 10

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Attachment Information:

Count: 16

Files: web8-2.jpg, web8-3.jpg, web9-1.jpg, web9-2.jpg, web10-01.jpg, web10-02.jpg, web10-03.jpg, web10-04.jpg, web10-05.jpg, web10-06.jpg, web10-07.jpg, web12-1.jpg, web12-2.jpg, web12-3.jpg, web12-4.jpg, web12-5.jpg



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#### FEATURED PROJECT



#### CLIENT TESTIMONIALS

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Great Job Guy!! I have had to buy 5 more trucks to keep up with the amount of work we are getting from our new website. I'm ready to get another website done. I had to...

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### Popular Designs



 Zenlike node thirtythree ... 316,755 ... 16 ... 80 ... 136,487	 TerraFirma node thirtythree ... 368,449 ... 17 ... 96 ... 190,758	 Dreamy Don ... 134,256 ... 9 ... 48 ... 71,518	 FreeStyle repies ... 43,594 ... 5 ... 18 ... 28,648	 Invention sDworkz ... 49,375 ... 5 ... 14 ... 38,419	 Naturalist podigital ... 49,428 ... 5 ... 18 ... 33,188	 Nautica05 nautica ... 82,871 ... 6 ... 12 ... 87,481	 Internet Music LanVacation ... 73,986 ... 4 ... 18 ... 98,954
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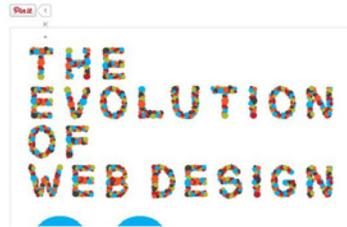
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## The Evolution of Web Design

Can you believe that the first published website is already 20 years old? Web design has come a long way since the first website was published by [Tim Berners-Lee](#) in 1991. This infographic is a peek at the evolutionary tale of web design, which is ironically still in its infant stages. Enjoy the infographic below and let your imagination wander. You might find yourself asking, "Where will web design be in the next 20 years?"



31

Like

3,104

Tweet

113

8+1

1,677

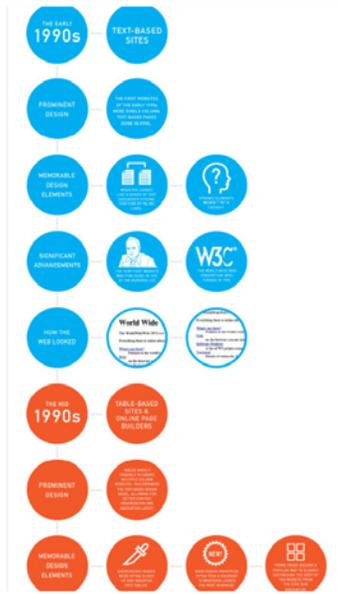
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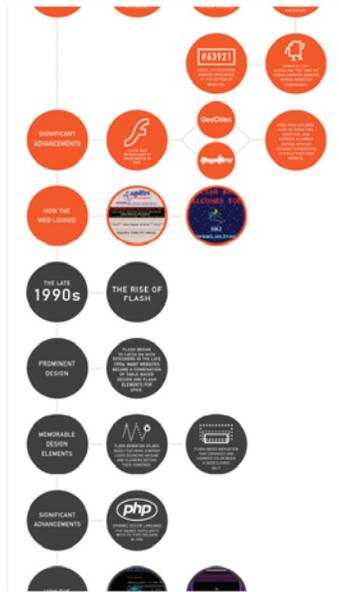
Google Analytics tells you what's happening.  
KISSmetrics tells you who's doing it.



Start your KISSmetrics free trial

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[View an enlarged version of this infographic »](#)

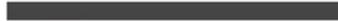
#### Facts and Stats to Tweet:

- The very first website was published in 1991 by Tim Berners-Lee. [»tweet](#)
- Flash was introduced by Macromedia in 1996. [»tweet](#)
- Dynamic design language PHP gained popularity with its PHP3 release in 1998. [»tweet](#)
- In the year 2000, Microsoft Internet Explorer 5 became the first web browser to achieve better than 99% support for CSS1. [»tweet](#)
- In 2000, the W3C recommended the second release of Javascript, and by 2002, nearly all browsers supported it. [»tweet](#)
- In 2008, mobile access to the internet exceeded desktop access for the first time in history. [»tweet](#)
- Today, two thirds of cell phone users say they access the web/email from their device. [»tweet](#)

About The Author: [Sean Work](#) is the marketing coordinator at KISSmetrics. Follow him on twitter ([@seanwork](#)) or on [Google Plus](#).

#### Related Posts

- [7 Deadly Web Design Sins You Might Be Making](#)



# Web Design & Development I

Version 2.0

- [Home](#)
- [Requirements](#)
- [Resources](#)
- [Outline](#)

## Welcome to *WebD2*

WebD2 is the latest version of the Web Design and Development I course curriculum. It is a project-based introduction to web design, created primarily for use in secondary schools, grades 9-12. However, the curriculum has been adopted and applied in a variety of settings ranging from elementary schools to universities. The curriculum emphasizes standards-based and accessible design, is cross-platform and vendor-neutral, and is freely available for teachers to use in their own classrooms.

This version of the curriculum was created as part of the [AccessComputing](#) project at the University of Washington, in collaboration with a team of high school web design teachers in Bellingham, Washington, with input from nearly one hundred web design teachers nationwide who participated in a pilot project in Fall 2012. Additional information about the history and funding of the curriculum are provided at the bottom of this page.

## Updates from the Previous Version

- All lessons now use HTML5.
- New lessons have been added related to Cascading Style Sheets (CSS).
- New lessons have been added related to Javascript.
- Content and on-line resources that were showing their age have been updated.
- Instructor pages have been updated with new tips and updated estimates for time required for each lesson.

## Versions:

- [Student Version online](#)
- [Instructor Version online](#)  
(requires free registration)
- [Downloadable versions](#)  
(requires free registration)

## Support & Feedback

- [WebCourse Discussion List](#)

Stay abreast of curriculum updates and network with other web design instructors who are using or considering using the curriculum. To subscribe to the discussion list, please visit the [webcourse Discussion List home page](#)

- [Send Us Feedback](#)  
We welcome any and all

for each lesson.

### Future Updates

Based on teacher feedback during the Fall 2012 pilot, we are in the process of adding additional features. These features will be unveiled gradually through Spring and Summer 2013:

- A bank of assessment questions for each unit.
- Updated videos that summarize the content for each unit.
- Some new content added to existing lessons.
- Some new support materials added to the instructor version.

### Course Description

The *Web Design & Development I* curriculum is an introduction to the design, creation, and maintenance of web pages and websites. Students learn how to critically evaluate website quality, learn how to create and maintain quality web pages, learn about web design standards and why they're important, and learn to create and manipulate images. The course progresses from introductory work on web design to a culminating project in which students design and develop websites for local community organizations.

### Course Objectives

- Students will gain the skills and project-based experience needed for entry into web design and development careers.
- Students will be able to use a variety of strategies and tools to create websites.
- Students will develop awareness and appreciation of the myriad ways that people access the web and will be able to create standards-based websites that are accessible and usable by a full spectrum of users.

### Guiding Principles

Guiding principles for *Web Design & Development I* are that the curriculum

1. emphasizes standards-based and accessible design;

feedback from teachers using the curriculum, or from those who are simply looking it over. The preferred channel for sharing your ideas, recommendations, and bug reports is the above discussion list. However, you prefer communicating privately with us, feel free to do so using our [feedback form](#).

1. emphasizes standards-based and accessible design;
2. begins by building a foundation of design theory principles, and all web design techniques are taught with these principles in mind;
3. is project-based;
4. is cross-platform, and not linked to any specific software manufacturer;
5. includes soft skill elements (i.e., organizational skills and the ability to communicate effectively with team members and clients);
6. provides students with an opportunity for "real world" experience designing and developing websites for local community organizations.

#### **Course Structure**

The curriculum begins by establishing a foundation of design theory principles that are revisited regularly throughout the course. Students apply these principles in building a rubric by which all of their web design projects are measured. Once this foundation is established, the curriculum teaches the basics of Hypertext Markup Language (HTML), emphasizing document structure and content. Only after a document's structure and content are in place do students manipulate the appearance of the content using Cascading Styles Sheets (CSS) and images. Unit 4 provides a variety of basic skills in graphic design, and subsequent units explore site management, server-side and scripting technologies, and effective use of web authoring tools. The final unit outlines a culminating project in which students are partnered with local community organizations to design and develop websites on their behalf.

#### **On Standards**

The present curriculum teaches standards-compliant web design and is itself grounded in national industry skills standards and national education standards. Each of these is described below.

##### **National Skill Standards**

This course curriculum is grounded in the Skill Standards for Information Technology, developed by the [National Workforce Center for Emerging Technologies \(NWCET\)](#). NWCET first identified IT skill standards in 1996, and have worked extensively to validate and build upon these standards. The NWCET skill standards identify those skills that United States industry has agreed upon as being critical for success in particular areas of IT known as career clusters. The standards are used widely in education as a basis for curriculum development and in industry as a basis for job descriptions and career pathways. In developing this curriculum, the authors utilized the 2003

Edition of the Skills Standards, and focused particularly on the *Web Development and Administration* career cluster. A list of skills standards, and how this curriculum addresses each, is provided on our [Information Technology Skills Standards](#) page. The curriculum was further shaped by hands-on experience in the workplace and via discussions with web developers, web and IT managers and administrators, and IT policy makers at local, state, and federal levels.

**National Education Standards**

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