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Sent: 12/8/2014 2:07:35 PM

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Subject: U.S. TRADEMARK APPLICATION NO. 85667978 - WEB.COM - N/A - Request for Reconsideration Denied - Return to TTAB - Message 4 of 10

Attachment Information:

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Files: web16-04.jpg, web16-05.jpg, web16-06.jpg, web16-07.jpg, web16-08.jpg, web16-09.jpg, web16-10.jpg, web19-1.jpg, web19-2.jpg, web19-3.jpg



Web applications need to look great and perform well, but how do web developers strike a balance between form and function? For the latest installment in our Ask a Dev series, web developer George Henderson explains why leaner designs increase web ap...

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18 Image Compressors to Speed Up Your Website

GRACE SMITH / Oct 29, 2013

With page speed a ranking SEO factor and consumers expecting exceedingly fast web experiences, it's crucial to get aggressive and take control of your image sizes to deliver a faster loading website to your users. Image compression is either lossy or...

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17 Sites for Web Design Inspiration

DENSE LU / Oct 09, 2013

Now that anyone can learn to code, and probably should, web design and development are becoming more and more personal in both approach and learning curves. There's a plethora of ways to tackle web dev and code, and professional designers and develop...

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NYC.gov Overhaul Fuses High-Tech and Helvetica

FRAN BERGMAN / Oct 07, 2013

As a city of more than 8 million people, New York can hardly be considered a startup. But when it came to reinventing its website for the first time since 2003, the city government's digital team assumed some startup tendencies, creating a design res...

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Transform Any Website Into Your Design Playground

ADARJO STRANGE / Sep 10, 2013

As the worlds of desktop and mobile content continue to overlap, a new kind of website has emerged: responsive web design, a dynamic that automatically transforms a site's layout depending on your screen size or device. A new online service hopes to ...

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CNN Embarks on \$15 Million Web Redesign

LAUREN KOVAK / Aug 14, 2013

"The future of CNN is as much about digital as about television, if not more." With those words, CNN President Jeff Zucker kicked off a press event in Manhattan on Wednesday, where the network unveiled its impending digital makeover. It's a multi-pla...

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The Anatomy of a Successful Responsive Website

VIGNESH RAMACHANDRAN / Aug 08, 2013

Businesses must decide whether to build a native mobile apps or a responsive site for their digital presences. Should you invest in separate iOS and Android development or simply design a site that works across all devices? If you opt to build out a ...

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36 High-Quality Flat Design Resources

MAURICE ROBERTS / Jul 19, 2013

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GRACE SMITH / Jul 29, 2013

In contrast to skeuomorphic design, flat design focuses on simple shapes, colors and typography to emphasize clarity and usability. It was a term coined by Allan Grinstead of LayerVault in his post "The Flat Design Era," published last year. The ref...

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The Unforgivable Sins of Design

NEHA PRAKASH / Jul 24, 2013

Even we novices can spot design atrocities when they occur -- Comic Sans and upside-down text, anyone? Those design flaws can be like nails on a chalkboard to common folk, but to people in the biz, these errors are deadly sins. SEE ALSO: More Comics ...

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5 Design Tips to Boost Blog Conversions

BRIAN CASSEL / Jul 19, 2013

Educational and inspirational content has a powerful impact on your audience, but design plays a huge role in your blog's performance. How your readers experience content on your site directly affects social shares, newsletter subscribers and even sa...

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10 Websites We Miss From 1996

DENISE LIU / Jul 13, 2013

When Yahoo shut down AltaVista on Monday, it reminded us of the golden days of 1996 websites with their 8-bit graphics and primary color schemes. When the Internet was still a novelty, 1996 was a big year for new developments. Hotmail was released co...

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When You Search Google, Only 13% of the Screen Has Real Results

YOGESH RAMMOHANDRAN / Jul 08, 2013

Search is supposed to be the heart of Google, right? But an entrepreneur has pointed out that the search engine's site design doesn't cater much to showing organic search results these days. Aaron Harris, the cofounder of Tutorspree, explained in a b...

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How to Create Websites Without Learning to Code

LISA ROLLENHAGEN / Jun 26, 2013

In May, Scroll Kit, a New York-based startup that lets users create websites without learning a single line of code, attempted to showcase its skills by recreating The New York Times' Snow Fall, an interactive multimedia report. Scroll Kit recreated ...

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Myspace's New Architects Reveal How to Rebuild a Brand

ADAM POPESCU / May 24, 2013

There's perhaps nothing harder than changing the public perception of a brand once it's been imprinted in popular culture's psyche. Especially when it's left a bad taste in users' mouths. But that was exactly the job facing Ben Johnston and Jess Hudd...

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Coding Is the Must-Have Job Skill of the Future

ADAM POPESCU / Apr 30, 2013

Fast forward to 2020. What job skill must you have? Coding. Well, we may be getting ahead of ourselves slightly. It's uncertain that HTML and CSS in their current form will be on the menu of the next decade. But what we do know is, for the foreseeable...

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ENTERTAINMENT. George Lucas hasn't seen the new 'Star Wars' trailer (and doesn't plan to)

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Immersing Consumers in 'Immersive Experiences'

MATT PETRONZIO / Apr 25, 2013

Different brands have different business methods, but they all have at least one goal in common: to engage audiences effectively. Today's brands want to beat the competition by getting consumers to enjoy products in innovative ways. That's why, when ...

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The Designer Who Created Facebook Timeline Is Moving On

PETE FRACHAL / Apr 15, 2013

Nicholas Felton, the designer who was instrumental in creating Facebook Timeline, is leaving the company. Felton shared the news, appropriately, on his Facebook Timeline. He didn't mention what his next project would be, only that he was returning to ...

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Roger Ebert's Website for Film Reviews Gets Makeover

ORIAN ANTHONY HERNANDEZ / Apr 09, 2013

Pulitzer Prize-winning film critic Roger Ebert died this month after battling cancer, but RogerEbert.com will live on. The website, which is home to his and other critics' movie reviews, unveiled a new look and feel Tuesday. Ebert teased the redesign ...

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What's the Secret Behind Amazon's Super Smooth Drop-Down Menu?

VISHESH RAMAKRISHNAN / Mar 07, 2013

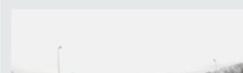
Some say good web design is supposed to go unnoticed. But when it's as clever as Amazon's smooth drop-down menu, people take a closer look. You may not have spent too much time thinking about Amazon.com's mega drop-down menu the last time your reorde...

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10 Craigslist Redesign Attempts

EMIL LENDOP / Feb 26, 2013

Craigslist is one of the first places we go to find ourselves a job, a new place to live or even a trendy used couch. But wouldn't it be easier to find that couch if Craigslist featured easier navigation? In the last few years, the web design communi...

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Why Emotion Makes for Great Web Design

BRIAN SOLES / Feb 20, 2013

Behavioral expert Kare Anderson explains how understanding science behind the human thought process is crucial to designing an idyllic experience on the web.

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Warner Music Nashville Takes Its Country Stars Social With New Site

BRIAN ANTHONY HERNANDEZ / Jan 24, 2013

Warner Music Nashville just unwrapped a new, social media-driven website that makes it easy for country fans to keep tabs on the online activity surrounding their favorite artists. Propelled by a responsive web design and Arktan's social-data curatio...

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New Myspace Opens to Public, Riding Timberlake's Coattails

BRIAN ANTHONY HERNANDEZ / Jan 15, 2013

New Myspace 1/2 with its drastically different redesign 1/2 has left invite-only mode, opening up the revamped social network to the public.

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Keep an Eye on These Web Design Trends in 2013

BRIAN CASSEL / Jan 04, 2013

Brian Casel is a Web designer and the founder of Restaurant Engine, a web design service made for restaurants. Connect with Brian on Twitter @CasJam. As we roll into 2013, our world of web design and development is changing more rapidly than ever bef...

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Google Analytics Shows You What Bad Web Practices Look Like in Real Life

ANITA LI / Dec 16, 2012

Using a series of cautionary (and hilarious) YouTube videos, Google Analytics shows examples of poor web design and digital marketing -- but in real life. Specifically, the service counsels companies on landing-page optimization, site search (see vid...

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