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Subject: U.S. TRADEMARK APPLICATION NO. 85829620 - MYROOMS - 680066.201 - Request for
Reconsideration Denied - Return to TTAB

Attachment Information:

Count: 19

Files: AIM.com1.jpg, AIM.com2.jpg, AIM.com3.jpg, AIM.com4.jpg, CREDO.social media.jpg, Dictionary of
Journalism.social media.jpg, Dictionary of Media and Communication.social media.jpg, Hutchinson.social
networking.jpg, match.com.jpg, OED.social media.jpg, OkCupid1.jpg, OkCupid2.jpg, OkCupid3.jpg,
OkCupid4.jpg, OkCupid5.jpg, POF1.jpg, POF2.jpg, TinyChat.jpg, 85829620.doc

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

U.S. APPLICATION SERIAL NO. 85829620 MARK: MYROOMS	
CORRESPONDENT ADDRESS: JARED M. BARRETT SEED IP LAW GROUP PLLC 701 FIFTH AVENUESUITE 5400 SEATTLE, WA 98104	GENERAL TRADEMARK INFORMATION: http://www.uspto.gov/trademarks/index.jsp VIEW YOUR APPLICATION FILE
APPLICANT: MYROOMS, INC.	
CORRESPONDENT'S REFERENCE/DOCKET NO: 680066.201 CORRESPONDENT E-MAIL ADDRESS: JaredB.Docketing@SeedIP.com	

REQUEST FOR RECONSIDERATION DENIED

ISSUE/MAILING DATE: 11/20/2014

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)(2)(B), (a)(2)(E), 715.04(a). The refusal made final in the Office action dated December 11, 2013, is maintained. *See* TMEP §§715.03(a)(2)(B), (a)(2)(E), 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. 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, (a)(2)(B), (a)(2)(E), (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 refusal(s) and/or to file an appeal with the Board. TMEP §715.03(a)(2)(B), (c). However, if applicant has already filed a timely notice of appeal with the Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

SUMMARY OF ISSUES that applicant must address:

- Likelihood of Confusion Refusal

CONTINUED - SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION

Registration of the applied-for mark is CONTINUED because of a likelihood of confusion with the mark in U.S. Registration No. 4323700. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the previously enclosed registration.

Trademark Act Section 2(d) bars registration of an applied-for mark that so resembles a registered mark that it is likely a potential consumer would be confused, mistaken, or deceived as to the source of the goods and/or services of the applicant and registrant. *See* 15 U.S.C. §1052(d). A determination of

likelihood of confusion under Section 2(d) is made on a case-by case basis and the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (C.C.P.A. 1973) aid in this determination. *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 637 F.3d 1344, 1349, 98 USPQ2d 1253, 1256 (Fed. Cir. 2011) (citing *On-Line Careline, Inc. v. Am. Online, Inc.*, 229 F.3d 1080, 1085, 56 USPQ2d 1471, 1474 (Fed. Cir. 2000)). Not all the *du Pont* factors, however, are necessarily relevant or of equal weight, and any one of the factors may control in a given case, depending upon the evidence of record. *Citigroup Inc. v. Capital City Bank Grp., Inc.*, 637 F.3d at 1355, 98 USPQ2d at 1260; *In re Majestic Distilling Co.*, 315 F.3d 1311, 1315, 65 USPQ2d 1201, 1204 (Fed. Cir. 2003); see *In re E. I. du Pont de Nemours & Co.*, 476 F.2d at 1361-62, 177 USPQ at 567.

In this case, the following factors are the most relevant: similarity of the marks, similarity and nature of the goods and/or services, and similarity of the trade channels of the goods and/or services. See *In re Viterra Inc.*, 671 F.3d 1358, 1361-62, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Dakin's Miniatures Inc.*, 59 USPQ2d 1593, 1595-96 (TTAB 1999); TMEP §§1207.01 *et seq.*

SIMILARITY OF THE MARKS

The applied-for mark is MYROOMS for “providing online non-downloadable software featuring technology that allows users to upload, post, display, stream and manage their online digital content, photographs and videos for sharing with others for business and social networking purposes; providing online non-downloadable software featuring technology that generates and displays a virtual three-dimensional environment for users to upload, post, display, stream and manage their online digital content, photographs and videos for sharing with others for entertainment and social networking purposes; providing online non-downloadable software featuring technology that generates and displays a virtual three-dimensional environment for users to upload, post, display, stream and manage their online digital content, photographs, videos, virtual products, services, coupons, promotions for sharing with others for purposes of promoting, marketing, and advertising to users of social networks in the virtual three-dimensional environment; distributed computing platform as a service featuring online non-downloadable software in a distributed computing environment allowing users to upload, post, display and stream online digital content, photographs and videos for sharing with others for entertainment and social networking purposes in a virtual three-dimensional environment; computer services, namely, interactive hosting services which allow users to upload, post, display and stream online digital content, photographs, videos, virtual products, services, coupons, promotions for sharing with others for entertainment and social networking purposes and for promotion, marketing, and advertising to users of social networks in a virtual three-dimensional environment.”

The registered mark is HP MYROOM for “Computer communications software for audio calling, video calling, instant messaging chat and desktop screen sharing.”

Although marks are compared in their entireties, one feature of a mark may be more significant or dominant in creating a commercial impression. See *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012); *In re Nat’l Data Corp.*, 753 F.2d 1056, 1058, 224 USPQ 749, 751 (Fed. Cir. 1985); TMEP §1207.01(b)(viii), (c)(ii). Greater weight is often given to this dominant feature when determining whether marks are confusingly similar. See *In re Nat’l Data Corp.*, 753 F.2d at 1058, 224 USPQ at 751. MY ROOM(S) is the dominant element in both marks. The initials, HP, of the owner of the registered mark, Hewlett-Packard, simply modifies the wording MYROOM in the registered mark, indicating the company of origin.

Applicant’s applied-for mark is the plural form of the dominant term, MY ROOM(S). An applied-for mark that is the singular or plural form of a registered mark is essentially identical in sound, appearance, meaning, and commercial impression, and thus the marks are confusingly similar. *Weider Publ’ns, LLC v. D & D Beauty Care Co.*, 109 USPQ2d 1347, 1355 (TTAB 2014) (finding the singular and plural forms of SHAPE to be essentially the same mark) (citing *Wilson v. Delaunay*, 245 F.2d 877, 878, 114 USPQ 339, 341 (C.C.P.A. 1957) (finding no material difference between the singular and plural forms of ZOMBIE such that the marks were considered the same mark); *In re Pix of Am., Inc.*, 225 USPQ 691, 692 (TTAB 1985) (noting that the pluralization of NEWPORT is “almost totally insignificant” in terms of likelihood of confusion among purchasers); *In re Sarjanian*, 136 USPQ 307, 308 (TTAB 1962) (finding no material difference between the singular and plural forms of RED DEVIL)).

Applicant previously asserted that “the HP portion of the cited registration is the leading portion that is first to be seen and heard by consumers and therefore likely to [be] perceived as the dominant portion.” However, applicant’s applied-for mark simply deletes the HP in the registered mark. The mere deletion of a term from a registered mark may not be sufficient to overcome a likelihood of confusion. See *In re Mighty Leaf Tea*, 601 F.3d 1342, 94 USPQ2d 1257 (Fed. Cir. 2010); *In re Optica Int’l*, 196 USPQ 775, 778 (TTAB 1977); TMEP §1207.01(b)(ii)-(iii). Applicant’s mark does not create a distinct commercial impression because it contains the same common wording as registrant’s mark, and there is no other wording to distinguish it from registrant’s mark.

Applicant previously asserted that “a search of the federal register found multiple active ROOM registrations for conferencing or highly related communication software owned by different parties, including one that also includes MY.” However, the registration applicant states includes the word MY

and the word ROOM, actually includes MY and DROOM, not ROOM. Thus, this registration is very different from the marks at issue. Please see the previously attached search that was conducted in X-Search for the words MY and ROOM for software which reveals that the marks at issue are the only two marks with both of these words for software.

Applicant again now refers to third party registrations. However, the marks in these registrations are very different marks than the marks at issue. Moreover, the weakness or dilution of a particular mark is generally determined in the context of the number and nature of similar marks *in use in the marketplace* in connection with *similar goods and/or services*. See *Nat'l Cable Television Ass'n, Inc. v. Am. Cinema Editors, Inc.*, 937 F.2d 1572, 1579-80, 19 USPQ2d 1424, 1430 (Fed. Cir. 1991); *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973).

Evidence of weakness or dilution consisting solely of third-party registrations, such as those submitted by applicant in this case, is generally entitled to little weight in determining the strength of a mark, because such registrations do not establish that the registered marks identified therein are in *actual use* in the marketplace or that consumers are accustomed to seeing them. See *AMF Inc. v. Am. Leisure Prods., Inc.*, 474 F.2d 1403, 1406, 177 USPQ 268, 269 (C.C.P.A. 1973); *In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1204 (TTAB 2009); *In re Thor Tech, Inc.*, 90 USPQ2d 1634, 1639 (TTAB 2009); *Richardson-Vicks Inc. v. Franklin Mint Corp.*, 216 USPQ 989, 992 (TTAB 1982).

Moreover, assuming *arguendo* the mark at issue was weak, the Court of Appeals for the Federal Circuit and the Trademark Trial and Appeal Board have recognized that marks deemed "weak" or merely descriptive are still entitled to protection against the registration by a subsequent user of a similar mark for closely related goods and/or services. *In re Colonial Stores, Inc.*, 216 USPQ 793, 795 (TTAB 1982); TMEP §1207.01(b)(ix); see *King Candy Co. v. Eunice King's Kitchen, Inc.*, 496 F.2d 1400, 1401, 182 USPQ 108, 109 (C.C.P.A. 1974). This protection extends to marks registered on the Supplemental Register. TMEP §1207.01(b)(ix); see, e.g., *In re Clorox Co.*, 578 F.2d 305, 307-08, 198 USPQ 337, 340 (C.C.P.A. 1978); *In re Hunke & Jochheim*, 185 USPQ 188 (TTAB 1975).

Thus, the marks are confusingly similar.

RELATEDNESS OF THE GOODS/SERVICES

Both marks identify software for sharing content with others. Applicant states that “[a]pplicant’s services will allow users to, among other things, aggregate their social networks to easily connect, share and engage their social network peers.”

The trademark examining attorney has previously attached evidence from the USPTO’s X-Search database consisting of a number of third-party marks registered for use in connection with the same or similar goods and/or services as those of both applicant and registrant in this case. This evidence shows that the goods and/or services listed therein, namely computer software and non-downloadable software for sharing information and content, are of a kind that may emanate from a single source under a single mark. See *In re Anderson*, 101 USPQ2d 1912, 1919 (TTAB 2012); *In re Albert Trostel & Sons Co.*, 29 USPQ2d 1783, 1785-86 (TTAB 1993); *In re Mucky Duck Mustard Co.*, 6 USPQ2d 1467, 1470 n.6 (TTAB 1988); TMEP §1207.01(d)(iii).

The Internet evidence previously listed in the Final Action consists of the webpages of companies that use the same marks to identify both nondownloadable software and communications software. This evidence establishes that the same entity provides the relevant goods and/or services and markets the goods and/or services under the same mark, and the relevant goods and/or services are sold or provided through the same trade channels. Therefore, applicant’s and registrant’s goods and/or services are considered related for likelihood of confusion purposes. See, e.g., *In re Davey Prods. Pty Ltd.*, 92 USPQ2d 1198, 1202-04 (TTAB 2009); *In re Toshiba Med. Sys. Corp.*, 91 USPQ2d 1266, 1268-69, 1271-72 (TTAB 2009).

Please see the newly attached evidence of websites of non-downloadable software featuring communication, instant messaging, video calling and/or video and chat functions. The evidence further illustrates that companies provide non-downloadable social media and computer communications software under the same mark. Social media software often includes communication and messaging software. Computer communications software can be used as social media software.

The attached Credo definition of “social media” states that “[s]ocial media is a broad term incorporating blogs, wikis, Internet communities and online discussions” and also states that “Podcasting and **vlogging (video blogging)** can also be considered social media and are increasingly used to communicate all types of message.” Credo defines “social networking” as “[t]he means by which individuals and organizations build relationships, share interests and information, and **communicate** to form social groups via the Internet and **other electronic communication systems**” and states that “[g]rowth of social networking sites accelerated in the early years of the 21st century with **social media** such as Facebook (2004) and Twitter (2006) establishing **new patterns of communication.**” The attached Oxford dictionary defines

“social media” as “a broad term covering a growing range of peer-to-peer and many-to-many **forms of communication conducted via computers and, increasingly, mobile devices**” and its “quick reference” regarding “social media” states “a broad category or genre of **communications media** which occasion or enable social interaction among groups of people, whether they are known to each other or strangers, localized in the same place or geographically dispersed.” Another attached definition of “social media” is “websites and applications which enable users to create and share content or participate in **social networking**.”

Evidence obtained from the Internet may be used to support a determination under Trademark Act Section 2(d) that goods and/or services are related. *See, e.g., In re G.B.I. Tile & Stone, Inc.*, 92 USPQ2d 1366, 1371 (TTAB 2009); *In re Paper Doll Promotions, Inc.*, 84 USPQ2d 1660, 1668 (TTAB 2007).

With respect to applicant’s and registrant’s goods and/or services, the question of likelihood of confusion is determined based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. *See Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1323, 110 USPQ2d 1157, 1162 (Fed. Cir. 2014) (quoting *Octocom Sys. Inc. v. Hous. Computers Servs. Inc.*, 918 F.2d 937, 942, 16 USPQ2d 1783, 1787 (Fed. Cir. 1990)).

Absent restrictions in an application and/or registration, the identified goods and/or services are “presumed to travel in the same channels of trade to the same class of purchasers.” *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)). In this case, the identification set forth in the application and registration has no restrictions as to nature, type, channels of trade, or classes of purchasers. Therefore, it is presumed that these goods and/or services travel in all normal channels of trade, and are available to the same class of purchasers.

Thus, the goods and/or services are related. In conclusion, the marks are confusingly similar due to the similarity of the marks and the similarity and nature of the goods and/or services.

Accordingly, the refusal is MAINTAINED.

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MOBILE TEXT MESSAGING

- 1 Add a mobile number.
- 2 Type your message.
- 3 Text away

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MOBILE TEXT MESSAGING

1 Add a mobile number.



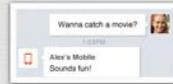
AIM supports sending SMS to US mobile numbers only.

2 Type your message.



Press Enter and your friend will receive your message as an SMS.

3 Text away



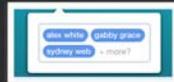
You'll receive replies right in AIM.

GROUP CHATS

Group conversation has never been simpler.

Chat with friends, or collaborate on a project — AIM gives you a simple, fun way to talk and share with the groups of people that matter to you most.

1 Add friends.



You can add as many (or as few) friends as you want to a group chat.

2 Name your group.



Give your group a descriptive, handy and/or fun name so you remember what it's for.

3 Chat away!

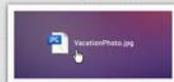


Super easy, right? Group chats are a great way to share with friends, family, classmates, coworkers, teammates and more.

INSTANT MEDIA PREVIEWS

Share your favorite videos, pictures, tweets and more.

1 Pick something to share.



AIM can handle links to photos, videos and tweets.

2 Add it to your chat.



Upload an image file, or copy and paste a link to a
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3 Enjoy.



Your friends will see what you've shared instantly.

Hey are you guys going to the sho

You can add as many (or as few) friends as you want to a group chat.

Give your group a descriptive, handy and/or fun name so you remember what it's for.

Super easy, right? Group chats are a great way to share with friends, family, classmates, coworkers, teammates and more.

INSTANT MEDIA PREVIEWS

Share your favorite videos, pictures, tweets and more.

- 1 Pick something to share.**

AIM can handle links to photos, videos and tweets already online, or you can upload files from your computer or phone.
- 2 Add it to your chat.**

Upload an image file, or copy and paste a link to a video, image or Twitter post. (On your mobile phone, you can even snap a pic to share.)
- 3 Enjoy.**

Your friends will see what you've shared instantly, without leaving the chat.

STAY SOCIAL

Stay connected to all your friends.

Chat with your friends on AIM, Facebook and Google Talk. Plus, get feeds and notifications from your favorite social networks and email right in AIM.

- GoogleTalk**
Connect your Google account and chat with your Google Talk friends.
- Twitter**
Tweet from AIM, and see mentions, replies and new following notifications.
- Facebook**
Chat with your Facebook friends, get your feed and get notified when someone likes, comments, tags you and more.
- Instagram**
Keep tabs on your friends photos and get notified when your pics have new comments and likes.
- Gmail**
Take a glance at your Gmail inbox without needing to live in your email application all day.
- AOL Mail**
Receive new message notifications for your AOL Mail account.



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Topic Page: Social media

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Summary Article: Social Media from Key Concepts in Public Relations

Social media is a broad term incorporating blogs, wikis, Internet communities and online discussions. Community sites such as Facebook and Myspace are immensely popular with young people and business-oriented alternatives such as LinkedIn and ecademy are widely used in networking. Other sites such as YouTube, where users upload their own videos, or Twitter, used for sending brief messages to other users, can also be considered social media.

For some markets, especially for products aimed at young people, social media are extremely important. The defining feature of social media is that content is created, at least in part, by users. In PR terms, social media provide additional channels for **open marketing** with target publics. As non-mediated channels they might be thought to carry less weight than traditional media, but the uncontrolled nature of social media means they have great credibility with some markets. Podcasting and **vlogging (video blogging)** can also be **considered social media and are increasingly used to communicate all types of message**.

The boundaries between social media and the mainstream media are becoming increasingly blurred. The Daily Telegraph shifted in 2007 to a tri-media newsroom in which journalists must produce all stories in text, audio and video formats. Mainstream media are also major centres for blogging, with journalists producing blogs exclusively for web publication and users being encouraged to add their comments.

FURTHER READING

- Gladwell, M. (2002) *The Tipping Point*. New York: Little, Brown and Company.
 Postrel, V. (1999) *The Future and Its Enemies: The Growing Conflict Over Creativity*, Enterprise and Progress. New York: Touchstone.
 Surowiecki, J. (2005) *The Wisdom of Crowds*. London, Abacus.

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Quentin Langley

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 Langley, Q. (2009) Social media. In *Key concepts in public relations*. Retrieved from http://search.credoreference.com/content/entry/sageukpr/social_media/0

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Create a Mind Map for Social media



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social media

A broad term covering a growing range of peer-to-peer and many-to-many forms of communication conducted via computers and, increasingly, mobile devices. Social media include Facebook, Twitter, YouTube, and countless other forums, and in just a few years they have become as important a way for journalists to find stories and sources as they are for news organizations to promote their brands. Social media have allowed for more direct communication and interaction between journalist and audience, with information and comment flowing in both directions. See also COLLABORATIVE JOURNALISM; CROWDSOURCING; DIGITAL MEDIA; INTERACTIVITY; MOBILE; NETWORKED JOURNALISM; ONLINE JOURNALISM; SOCIAL BOOKMARKING; SOCIAL MEDIA EDITOR; SOCIAL NETWORKING; TROLLING.

M. Knight and C. Cook, *Social Media for Journalists: Principles & Practice* (2013).

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U.S. PATENT AND TRADEMARK OFFICE

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OVERVIEW

social media

QUICK REFERENCE

A broad category or genre of **communications media** which occasion or enable social interaction among groups of people, whether they are known to each other or strangers, localized in the same place or geographically dispersed. It includes new media such as newsgroups, IMOs, and social networking sites. Such media can be thought of metaphorically as virtual meeting places which function to occasion the exchange of media content among users who are both producers and consumers. Social media have also become adopted as a significant marketing tool. See also interactivity; user-generated content; Web 2.0.

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social networking

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The means by which individuals and organizations build relationships, share interests and information, and communicate to form social groups via the Internet and other electronic communication systems. Social networking activity can be categorized into such areas as messaging, chat, blogging, wikis, and forums. Social networking spaces include Digg, MySpace, bebo, Facebook, Odnat, Twitter, YouTube, LinkedIn, and many others.

Growth of social networking sites accelerated in the early years of the 21st century with **social media** such as Facebook (2004) and Twitter (2006) establishing new patterns of communication. Some issues that have arisen with the phenomenal growth of social networking include cyber-bullying and identity theft. Companies that provide services for social networking rely on advertising for revenue generation.

The Internet and World Wide Web have hugely enhanced the opportunities for connecting people regionally and globally without any geographical or temporal barriers. Organizations and businesses are also able to form relationships with members, clients, and customers.

NEXT RESULT

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Social networking. (2014). In The Hutchinson unabridged encyclopedia with atlas and weather guide. Retrieved from http://search.credoreference.com/content/entry/heliconhe/social_networking/0

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Start by telling us a little about yourself and who you're looking for. We'll use the information to help you find a great match and to help the right people find you. Go go ahead, put yourself out there and get the attention you deserve.



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- Is online dating safe?
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- What is the process for creating a profile?
- What is the difference between searching and matching?

[More FAQs >](#)

social media *n.* **web sites and applications which enable users to create and share content or to participate in social networking.** Categories >

- 2004 *PR Newswire* (Dixie) 8 June. Chris Shipley, today announced BlogOn 2004: The Business of Social Media, a conference for technology executives, investors, and bloggers who wish to know more about the rapidly growing opportunities in blogging and social networking.
- 2008 *N.Y. Times* (National ed.) 14 Feb. 42/5. One of the main reasons people embrace social media—Facebook, for instance—is to create identities for themselves and control other people's perceptions of them.
- 2012 *Independent* 25 Jan. 21/5. Corporations are regularly advised to use social media to build 'engagement' with customers.

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social medicine *n.* (a) a branch of science concerned with social and economic aspects of health, disease, and medical care; (b) health care that is funded or administered by a governmental or public body (cf. earlier *socialized medicine* *n.* at *SOCIALIZED* *adj.* Special uses). Thesaurus >
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- 1896 *Lancet* 16 May 1398/2. Hygiene (including Sanitary Statistics, Social Medicine, Epidemiology, Epizootology, and Technical Sanitary Science).
- 1925 *F. L. DODD*. *Approach to Social Med.* i. 14. A need arises in welfare work for a field of preventive science to which social science, psychology, psychiatry and various other departments shall contribute.... It may be called *Social Medicine*.
- 1952 *Let. in Amer. J. Nurs.* 52/3. It is certainly marvelous not to have to worry in case one gets sick. So I am all for social medicine.
- 1953 *Social Forces* 32/1. The importance of social medicine lies in the recognition of the individual as a unit of society, and not as a self-sufficing organism.
- 1994 *R. DODD*. *Challenging Med.* iii. 56. The argument, then, is that social medicine is an aspect of the governmentality that produced the welfare state.

[Hide quotations]

social mobility *n.* [originally after German *volkshämliche Beuepflichtigkeit* (1847) in the passage translated in quot. 1860] chiefly *Sociol.* = *MOBILITY* *n.* 5. Thesaurus >
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- 1860 *E. C. ORR* tr. *A. Von Humboldt Cosmos II*. Summary p. xvi. With the Roman national spirit perished social mobility, publicity, and the maintenance of individuality.
- 1906 *F. J. TURNER* in *Amer. Hist. Rev.* 11/304. The ideal of the West was its emphasis upon the worth and possibilities of the common man, its belief in the right of every man to rise to the full measure of his own nature, under conditions of social mobility.
- 2007 *Big Issue* 15 Jan. 6/3. Universities will enable and encourage greater social mobility.

[Hide quotations]

social mobilization *n.* (a) the process by which individuals or sections of society mobilize in order to effect social change; (b) (*Sociol.*) the process by which individuals or sections of society migrate owing to social changes such as industrialization or urbanization. Thesaurus >
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- 1919 *H. F. WARD*. *New Social Order* iii. 109. In the conflict which must be waged against its own nature if life is to be advanced...mankind will need...all its capacity for social mobilization.
- 1953 *K. W. DUTTON*. *Nationalism & Social Communication* vi. 114. If there is economic growth, social communication will probably spread and social mobilization will progress.
- 1972 *Ann. Amer. Acad. Polit. & Social Sci.* 402/33/1. Even great leadership can run into problems sustaining mass social mobilization equal to the task.
- 1994 *W. COSMA*. *Ethnonationalism* ii. 35. That social mobilization need not lead to a transfer of primary allegiance from the ethnic group to the state is therefore clear.
- 2008 *Star* (S. Afr.) (Dixie) 17 Apr. 5. We need to commit to social mobilisation to stop violence against women and children.

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OkCupid is the fastest-growing online dating site. We use math to get you dates. It's extremely accurate, as long as (a) you're honest, and (b) you know what you want. We are completely free. Most other matching sites are just glorified personals services. Their "matching" systems are nonexistent or overly subjective. We don't claim to evaluate you perfectly, but we do claim to find someone who claims to fulfill your claimed requirements, exactly. Here's a better look into our math-based matching system and how answering Match Questions relates to it. OkCupid is made in New York City.

The Team



Christian Rudder
Co-founder, President



Mike Maxim
Chief Technology Officer



Jimena Almendares
Chief Product Officer



Millie Sensat
Director of Design



Joenna Rice
Director of Finance



Morley Shi
Lead Developer



Alex Dumitriu
Head of Operations



Daniel Andres
Product Designer





Michael P. Geraci
Developer



Ashley Fowler
Office Coordinator



Brandon John-Freso
Mobile Developer



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About.com > About Technology > Instant Messaging > Advanced IM Features: Going Beyond the IM Box

How to Find Online OkCupid Users

By Brandon De Hoyos



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Step 1 of 3 Perform an OkCupid Match Search



For a free dating site, OkCupid offers a wealth of great features including a free, embedded instant messaging client right here on the site. The benefit of IM for online daters is the option of engaging other OkCupid users in a chat without giving out their number, protecting their privacy and allowing them to eliminate potential matches.

Exchanging IMs with possible dates on online dating sites is ultimately a great strategy in

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Exchanging IMs with possible dates on online dating sites is ultimately a great strategy in getting to know someone [before meeting them in person](#) for the first time.

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However, finding users with the IM feature enabled can sometimes be an issue. In this illustrated tutorial, users will learn how to find online OkCupid users which match their desired specifications.

How to Find People to Chat with on OkCupid

To begin chatting with online matches, follow these brief steps:

1. Login to your OkCupid account
2. Locate the "Matches" tab on the site
3. Select "Match Search" from the drop-down menu

Photo Credit: ScreenshotOkCupid © 2011



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- 3 **iPhone Won't Charge? Try These Steps**
By Sam Costello
iPhone/iPod Expert
- 2 **PC Won't Turn On? Don't Panic**
By Tim Fisher
PC Support Expert
- 1 **Only Use the Best Free Email Services**



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Email:

Confirm Email:

Birth Date: January 1 1996

Gender: Male

Country: United States

Ethnicity: Caucasian

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I Agree to the Terms of Service

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Catt50428 michigan, Michigan



amv605290536 Redford, Michigan

Let me start by saying that when I chose the box that says "I want a Relationship," I meant it. I know this is internet dating, but there must be someone else out there who isn't here for just a hook



amil6042333 Livonia, Michigan

Just ask, I'm an open book. Not a one stand night kinda of girl. I respect myself enough to know I'm a great catch with a big heart.



wskrydew53 Farmington hills, Michigan

Pleasant fun loving person who likes riding bikes (motor cycle), loves jazz, (crazy about live music), enjoys anything to do with water, swimming, boating, fishing canoeing and just enjoying the small

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1. You can only Chat with someone if they were online in the last 15 minutes.
2. To Chat with a user, click the **CHAT** link next to or below their username, or click the CHAT link on the above listed pages.
3. You can only chat with someone in your state or within 75km for now. To find out who is currently online, click on "Online My City" or "Online My State"
4. To turn off the **instant messenger** go here your mail settings.
5. You must be a member for at least 1 week before you can use audio/video features on the chat.

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<p>#420directory 8 broadcasting, 20 watching</p> <p>Put Smoking On, Cheers Kuntz Can Up or GTFO 18+ Block</p> <p>#heroinshack 10 watching, 4 broadcasting</p> <p>(STRICTLY 18+) Joking gives us enough to worry about, why wouldn't we be on the same level? Creative sanctuary for genuine souls. NO broadcast of consumption. Questions? Ask a mod.</p>	<p>#modif3d 3 broadcasting, 11 watching</p> <p>Talented and non-talented folks welcome! This is a place to chat and show the skill you have and make out. Grab a beer or a bong and can the fuck up. 18+</p> <p>#clubirle 11 watching, 10 broadcasting</p> <p>NO DRAMA AND NO BULL SHIT! 18+ Come smoke and chat. Cam up and have fun! Get password to get in the room either get at hillygrounded on facebook</p>	<p>#fulmetdash 12 broadcasting, 32 watching</p> <p>Welcome to Club Oshdown. Takes Cabs/Drinks. We been here since they started. Be nice, no room rule, no weed smokers. But Girls can be Girls...P. Owned by the mods. 18+ After hours</p> <p>Ryan 12 watching, 11 broadcasting</p> <p>OH & Turn up! Let back people who love to party or just chill & smoke. Chime the room. Dont forget to bookmark us. The owners are jk, Tracy &</p>	<p>#abdifarah.aidid</p> <p>whisper</p> <p>#wifam 25 watching, 11 broadcasting</p> <p>IF All (Women For Asian Men) Interracial/All Females Invited We Like Nice Cool People. Come Correct Please No Creeps Rule Oshits Thirty Min. Our chats. Jk/Ten = Jk/ten</p> <p>#teengangbang 37 watching, 11 broadcasting</p> <p>Welcome my lippes to Teengangbang, join the gang and bang. Cam up the lippes, don't be scared. Owners: Corrie & Kelly Co-owners: Edith/evan</p>	<p>#badwolfchat 15 watching, 9 broadcasting</p> <p>Welcome to BadWolfChat, an age restricted haven for anything nerdy & geeky. No topic off limits be respectful, don't talk over each other, and enjoy the nerdy ambiance</p> <p>#wifam 25 watching, 11 broadcasting</p> <p>IF All (Women For Asian Men) Interracial/All Females Invited We Like Nice Cool People. Come Correct Please No Creeps Rule Oshits Thirty Min. Our chats. Jk/Ten = Jk/ten</p> <p>#rainbowkimchidee 23 watching, 10 broadcasting</p> <p>Have fun. Dont ask mods for matches. Make the room the Kpop Board Pinterest</p> <p>#clubirle 11 watching, 10 broadcasting</p> <p>NO DRAMA AND NO BULL SHIT! 18+ Come smoke and chat. Cam up and have fun! Get password to get in the room either get at hillygrounded on facebook. We better at 18+ Data Concentrates serve</p>	<p>#wetturnup 22 watching, 4 broadcasting</p> <p>MPR TURN UP ROOM! MOST VIEWED! MOST WATCHED. LADIES CALL UP. TURN UP. 18+ ONLY! STRICTLY ENFORCED. NO BROSKE</p> <p>#clubirle 11 watching, 10 broadcasting</p> <p>NO DRAMA AND NO BULL SHIT! 18+ Come smoke and chat. Cam up and have fun! Get password to get in the room either get at hillygrounded on facebook</p> <p>#bwechatclub 10 watching, 5 broadcasting</p> <p>BEV Chat Club is a social network for BEV... and their friends. Chat rules are: respect everyone, must be 18 or older, NO VIOLENT or OFFENSIVE CONTENT, NO RACISM, SPAMMING, BIDDY, OR HATED AND</p>
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