

ESTTA Tracking number: **ESTTA937267**

Filing date: **11/26/2018**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	The Daily Beast Company LLC
Granted to Date of previous extension	11/25/2018
Address	555 West 18th Street2nd Floor New York, NY 10011 UNITED STATES

Attorney information	Gerald J. Ferguson Baker & Hostetler LLP 45 Rockefeller Plaza New York, NY 10111 UNITED STATES bhipdocket@bakerlaw.com, gferguson@bakerlaw.com, dwilcox@bakerlaw.com, kwallace@bakerlaw.com, ahsu@bakerlaw.com 212-589-4200
----------------------	---

Applicant Information

Application No	87249746	Publication date	05/29/2018
Opposition Filing Date	11/26/2018	Opposition Period Ends	11/25/2018
Applicants	Hoffman, Damien P.O. Box 8912 Asheville, NC 28814 UNITED STATES Hoffman, Derek P.O. Box 8912 Asheville, NC 28814 UNITED STATES		


Goods/Services Affected by Opposition


Class 041. First Use: 1997/04/12 First Use In Commerce: 1997/04/12
All goods and services in the class are opposed, namely: Providing an online website featuring information and reviews in the field of publishing of non-fiction books and newsletters about business, sports, entertainment, lifestyle, computer entertainment and gaming

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Misuse of Registration symbol	Copelands' Enterprises Inc. v. CNV Inc., 945

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3960598	Application Date	03/26/2010
Registration Date	05/17/2011	Foreign Priority Date	NONE
Word Mark	CHEAT SHEET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2008/10/06 First Use In Commerce: 2008/10/06 Providing an online website featuring summaries of current events news articles, and links to the current events news websites of others		

U.S. Registration No.	5514041	Application Date	02/06/2015
Registration Date	07/10/2018	Foreign Priority Date	NONE
Word Mark	CHEAT SHEET		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2016/12/01 First Use In Commerce: 2016/12/01 Downloadable mobile applications for reporting information, namely, current events news articles, and links to the current events news websites of others; downloadable software in the nature of a mobile application for reporting information, namely, current events news articles, and providing links to the current events news websites of others; mobile applications for reporting information, namely, current events news articles, and providing links to the current events news websites of others on cell phones, tablets and other handheld devices		

Attachments	77969124#TMSN.png(bytes) 86526624#TMSN.png(bytes) CHEAT SHEET - Notice of Opposition.pdf(403950 bytes) Exhibit A - TheDailyBeast.com About Us Page 2018-11-19.pdf(571047 bytes) Exhibit B - IAC Daily Beast Brand Page 2018-11-19.pdf(1121960 bytes) Exhibit C - TDBs CHEAT SHEET Registrations.pdf(499471 bytes) Exhibit D - Michigan Today Article on Hoffmans Wall St Cheat Sheet 2014-04-10.pdf(720829 bytes) Exhibit E - WallStCheatSheet.com 2009-09-18.pdf(1878449 bytes) Exhibit F - WallStCheatSheet.com 2013-09-14.pdf(2106271 bytes) Exhibit G - CheatSheet.com About Page.pdf(379424 bytes)
-------------	---

Signature	/Gerald J. Ferguson/
Name	Gerald J. Ferguson
Date	11/26/2018

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

THE DAILY BEAST COMPANY LLC,

Opposer,

v.

DAMIEN HOFFMAN & DEREK
HOFFMAN,

Applicants.

Serial No.: 87249746
Filed: November 28, 2016
Published: May 29, 2018
Mark: CHEAT SHEET

Opposition No.:

NOTICE OF OPPOSITION

Opposer, The Daily Beast Company LLC (“TDB” or “Opposer”), a limited liability company organized in the State of Delaware with a principal place of business at 555 West 18th Street, New York, New York 10011, believes it will be damaged by registration of the mark CHEAT SHEET, which is the subject of U.S. Trademark Application Serial No. 87249746, filed by Damien Hoffman and Derek Hoffman (“Applicants”), individuals who reside in Asheville, North Carolina, and hereby opposes the same.

The Daily Beast and Its CHEAT SHEET Marks

1. TDB is a well-known news provider delivering “award-winning original reporting and sharp opinion in the arena of politics, pop-culture and power.” *See* Exhibit A (Screenshot of TDB’s “About Us” Page, <https://www.thedailybeast.com/company/about-us>). TDB’s website, TheDailyBeast.com, reaches more than one million readers a day with over 20 million unique visitors per month. *See* Exhibit B (Screenshot of IAC’s The Daily Beast Brand page).

2. Since as early as October 2008, TDB and its predecessors-in-interest have offered these services under THE DAILY BEAST and CHEAT SHEET trademarks to consumers through TheDailyBeast.com website.

3. In addition to its common law rights in the CHEAT SHEET mark, Opposer's CHEAT SHEET mark is protected in the United States under the following registrations (collectively, the "CHEAT SHEET Marks"):

CHEAT SHEET	Reg. No. 3960598	Class 41: Providing an online website featuring summaries of current events news articles, and links to the current events news websites of others	Registered on May 17, 2011
CHEAT SHEET	Reg. No. 5514041	Class 9: Downloadable mobile applications for reporting information, namely, current events news articles, and links to the current events news websites of others; downloadable software in the nature of a mobile application for reporting information, namely, current events news articles, and providing links to the current events news websites of others; mobile applications for reporting information, namely, current events news articles, and providing links to the current events news websites of others on cell phones, tablets and other handheld devices	Registered on July 10, 2018

4. Attached as Exhibit C are printouts from the electronic records of the United States Patent and Trademark Office of the certificates of registration for the CHEAT SHEET Marks. Said registrations are valid, subsisting and in force. Registration No. 3960598 has become incontestable under the Lanham Act.

5. Since at least as early as October 2008, TDB and its predecessors-in-interest have advertised, promoted, and offered their news and information services under the CHEAT SHEET Marks. Accordingly, the CHEAT SHEET Marks have become well-known and well-established in connection with TDB's business and the news and informational services offered thereunder.

6. Consumers and the general public have come to rely upon and recognize the CHEAT SHEET Marks as exclusive marks of TDB. The CHEAT SHEET Marks are inherently distinctive and have come to represent and symbolize the valuable good will of TDB.

The Applicant, Wall St. Cheat Sheet, and Its Broad Information and News Services

7. Applicants' "debuted in November 2008," when they began offering printed, financial newsletters under the name, Wall St. Cheat Sheet. *See* Exhibit D (Printout of a Michigan Today article title, An Entrepreneur's Cheat Sheet by Deborah Holdship dated Apr. 10, 2014). Applicants' monthly, financial newsletters targeted "the mainstream, retail investor." Exhibit D.

8. In or about 2009, Applicants created the website WallStCheatSheet.com which was a "consumer-oriented finance website." *See* Exhibit D; *see also* Exhibit E (Screenshot of WallStCheatSheet.com as of September 2009 from the Wayback Machine).

9. Upon information and belief, Applicants' goods and services were for the purpose of providing financial news and information to its readers to help them make information investment decisions.

10. On March 24, 2010, Applicants applied for the trademark CHEAT SHEET in connection with "Educational and learning publications, namely, newsletters and non-fiction books about business, politics, sports, entertainment, and lifestyle" in class 16 for printed matter. Applicants alleged first use in commerce on November 15, 2008. This application registered on October 26, 2010 (Reg. No. 3867463).

11. As of late 2013, Applicants' website was still branded Wall St. Cheat Sheet (see logo below) and focused on providing financial information to assist investors with sections of the website named "Stock News", "Investing Ideas", "Econ & Policy", "Personal Finance", and

“Tools for Investors”. See Exhibit F (Screenshot of WallStCheatSheet.com as of September 2013 from the Wayback Machine).



12. Upon information and belief, in or about October 2014, Applicants acquired the domain, CheatSheet.com, and began to redirecting their original domain, WallStCheatSheet.com, to the new domain and began using the new design below which removed the words, “Wall St.”, and continued using the federal trademark registration symbol.



13. Upon information and belief, in or about October 2014, Applicants’ website transitioned from providing financial news and information to investors to a general news and information website.

14. Upon information and belief, the domain, CheatSheet.com, was first registered in April 1997 but was never used by anyone, let alone Applicants, in connection with the Applicants’ applied for class 41 services until Applicants began using the domain in October 2014.

15. Applicants currently describe their CheatSheet.com website as a “lifestyle site . . . covering a wide-range of subjects.” See Exhibit G (Screenshot of the About page of Applicant’s website, <https://www.cheatsheet.com/about/>). Applicants’ website “is dedicated to providing audiences the information they want in an approachable, entertaining way.” Exhibit G. Applicants “want you to save time and live more, so [they] closely follow, research, and

write about topics to bring you the most up-to-date guides, reviews, lists, and advice.” Exhibit G.

16. On November 28, 2016, Applicants applied for CHEAT SHEET in connection with “Providing an online website featuring information relating to educational and learning publications, namely, newsletters and non-fiction books about business, politics, sports, entertainment, lifestyle, computer entertainment and gaming” in class 41 (App. No. 87249746). Applicants later amended the description of services to: “Providing an online website featuring information and reviews in the field of publishing of non-fiction books and newsletters about business, sports, entertainment, lifestyle, computer entertainment and gaming” in class 41.

17. On March 9, 2017, as anticipated by TDB, its registration for CHEAT SHEET (No. 3960598) was cited in an office action against Applicants’ application for the identical mark CHEAT SHEET in connection with nearly identical news and information services.

18. On September 7, 2017, Applicants responded to this action arguing that: (1) TDB’s services are focused “in the field of politics”; (2) Applicants’ services are “to offer digital newsletters” with an emphasis on entertainment; (3) Applicants’ services are limited to “information and reviews in the field of publishing of non-fiction books and newsletters”; and (4) Applicants’ consumers are those “looking to receive digital subscriptions”.

19. Contrary to the assertions in Applicants’ office action response, TDB’s services as registered and as actually used are not limited to the field of politics and cover all fields of use. Second, Applicants’ actual services may include newsletters but its applied for services cover “Providing an online website featuring information”. Third, Applicants’ services as amended may be limited to the field of publishing non-fiction books and newsletters, but Applicants do not provide information in this field. Applicants’ actual services are to provide information in all

fields and not merely information on publishing. *See* Exhibit G. Finally, Applicants' consumers are not limited to those "looking to receive digital subscriptions." Its consumers include the millions of users who visit Applicants' website to obtain the broad information services provided there.

COUNT I
Opposition To Registration Under
Section 2(d) of The Lanham Act

20. Opposer repeats and realleges Paragraphs 1 through 19 above as if set forth fully herein.

21. Applicants' designation of CHEAT SHEET as a trademark is likely to be confused with TDB's CHEAT SHEET Marks. First, Applicants' mark is identical to the CHEAT SHEET Marks in appearance, sound, and meaning. Second, Applicants' use of CHEAT SHEET in connection with nearly identical news and information services is confusingly similar to TDB's use of and registrations for CHEAT SHEET in connection with news and information services. Third, the purchasers and trade channels for both marks are identical: the services of both TDB and Applicants are offered online to consumers looking for news and information on current events. Therefore, Applicants' designation of CHEAT SHEET as a trademark will likely confuse consumers and the general public as to the source, origin, affiliation, connection, or association of Applicants' services.

22. TDB is likely to be damaged by the registration of CHEAT SHEET by Applicants because such registration will give Applicants statutory rights in violation and derogation of TDB's prior and superior rights.

23. Applicants' application for CHEAT SHEET should be refused registration pursuant to Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), on the grounds that Applicant's designation of CHEAT SHEET as a trademark so closely resembles TDB's CHEAT

SHEET Marks that, when used in connection with Applicants' goods, is likely to cause confusion, to cause mistake, or to deceive, with consequent injury to TDB, the trade, and the general consuming public.

COUNT II
Opposition To Registration for
Misuse of the Federal Registration Symbol

24. Opposer repeats and realleges Paragraphs 1 through 23 above as if set forth fully herein.

25. Applicants do not own a trademark registration for any trademarks in connection with any services online.

26. Since at least as early as 2013, Applicants have used the federal registration symbol in connection with its uses of WALL ST. CHEAT SHEET and CHEAT SHEET on its various websites despite not owning a trademark registration for either trademark.

27. Applicants did not even have a trademark application for any online services until November 28, 2016, the application which is the subject of this opposition.

28. Applicants' conduct evidences their intent to deceive the purchasing public and others into the believing that since as early as 2013 its trademarks were registered with the United States Patent & Trademark Office when they were not.

WHEREFORE, TDB prays that this Opposition be sustained and that Application Serial No. 87249746 be refused in its entirety.

Respectfully Submitted,

Dated: November 26, 2018

BAKER & HOSTETLER LLP

By: /s/ Gerald J. Ferguson

Gerald Ferguson, Esq.

Deborah Wilcox, Esq.

Kevin M. Wallace, Esq.

45 Rockefeller Plaza

14th Floor

New York, NY 10111

Tel: 212-589-4200

Fax: 212-589-4201

Attorneys for The Daily Beast Company LLC

CERTIFICATE OF SERVICE

I hereby certify that on this 26th day of November, 2018, a copy of the foregoing
NOTICE OF OPPOSITION and accompanying exhibits were served by email upon
Applicants' Attorney of Record:

Eric Lovell, Esq.
eric@usipservices.com; eric@usipattorneys.com

/s/ Kevin M. Wallace

Kevin M. Wallace

About Us

Independent. Irreverent. Intelligent. The Daily Beast delivers award-winning original reporting and sharp opinion in the arena of politics, pop-culture and power. Always skeptical but never cynical, The Daily Beast reaches more than 1 million readers a day. Noah Shachtman is Editor-in-Chief and Heather Dietrick is CEO. The Daily Beast is based in New York and is an operating business of IAC (NASDAQ: IACI).

Masthead

Noah Shachtman – Editor-in-Chief

Katie Baker – Managing Editor

Tamara Best – Assistant Managing Editor

Jackie Kucinich – DC Bureau Chief

Sam Stein – Politics Editor

Marlow Stern – Entertainment Editor

Andrew Kirell – Cheat Sheet and Express Editor

Justin Miller – US News Editor

Christopher Dickey – World News Editor

Tim Teeman – Arts & Culture Editor

Noah Rothbaum – Half-Full Editor

Tanya Basu – Science Editor

Sarah Rogers – Photo Editor

DAILY BEAST

The Daily Beast

OUR BRANDS / THE DAILY BEAST

← Prev Brand
SLIMWARE UTILITIES

Back
ALL BRANDS

Next Brand
VIMEO →



OTHER

Connect



Overview

Reaching more than one million readers a day, The Daily Beast's sharp opinion and independent take on politics, world news, pop culture and entertainment has established it as one of the most awarded, visible and cited modern news sites on the web.

VISIT WEBSITE




Quick Facts

- The Daily Beast has over 20 million unique visitors per month.
- Highly engaged readers stay on the site for 5 minutes per visit on average.
- In its 10th year, The Beast continues to buck publishing trends with 65 percent revenue growth in the second quarter of 2018 according to parent company IAC Q2 results.

The Daily Beast Mobile Apps




Press Contact
 The Daily Beast
 Press Inquiries
 / PR@THEDAILYBEAST.COM

Contact Us
CLICK HERE →

IAC HQ
LEARN MORE →

United States of America

United States Patent and Trademark Office

CHEAT SHEET

Reg. No. 3,960,598

Registered May 17, 2011

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

RTST, INC. (DELAWARE CORPORATION)
555 WEST 18TH STREET
NEW YORK, NY 10011

FOR: PROVIDING AN ONLINE WEBSITE FEATURING SUMMARIES OF CURRENT EVENTS NEWS ARTICLES, AND LINKS TO THE CURRENT EVENTS NEWS WEBSITES OF OTHERS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 10-6-2008; IN COMMERCE 10-6-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-969,124, FILED 3-26-2010.

COLLEEN KEARNEY, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

CHEAT SHEET

Reg. No. 5,514,041

Registered Jul. 10, 2018

Int. Cl.: 9

Trademark

Principal Register

The Daily Beast Company LLC (DELAWARE LIMITED LIABILITY COMPANY)
555 West 18th Street
New York, NEW YORK 10011

CLASS 9: Downloadable mobile applications for reporting information, namely, current events news articles, and links to the current events news websites of others; downloadable software in the nature of a mobile application for reporting information, namely, current events news articles, and providing links to the current events news websites of others; mobile applications for reporting information, namely, current events news articles, and providing links to the current events news websites of others on cell phones, tablets and other handheld devices

FIRST USE 12-1-2016; IN COMMERCE 12-1-2016

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 3960598

SER. NO. 86-526,624, FILED 02-06-2015



Andrei Iancu

Director of the United States
Patent and Trademark Office



TOPICS: [Business and Economy](#).

An entrepreneur's cheat sheet

BY [DEBORAH HOLDSHIP](#)

April 10, 2014.

Like 33

Tweet

Share

22

How money moves through the economy fascinates Derek Hoffman, '03.

It's not surprising. His grandfather drove a Brinks truck. And as a teenager Hoffman looked to him as an early mentor in all things finance, from how Wall Street works to the ins and outs of public companies.

After earning his economics degree at U-M, Hoffman worked in media investment, wealth management, and entertainment. These days he is co-founder and CEO of [Wall St. Cheat Sheet](#), a massively popular financial news site targeting the mainstream, retail investor.



TOPICS

[Around the World](#)

[Arts & Culture](#)

[Athletics](#)

[Business and Economy](#)

[Campus Life](#)

[Education & Society](#)

[Environment](#)

[Global Outreach](#)

[Heritage/Tradition](#)

[Homepage headlines](#)

[Innovation](#)

[Law & Politics](#)

[Philanthropy](#)

[Research News](#)

[Science and Technology](#)

Launched during the economic meltdown of 2008, the site today counts more than 12 million unique visitors and 80-100 million page views per month, according to Google Analytics, demonstrating triple-digit percent year-over-year growth since 2009. Twitter followers number about 23,000; Facebook likes exceed 37,000. Website measurement site Quantcast ranks Wall St. Cheat Sheet as a top-150 site in the U.S. And, yes, the business has been profitable since 2011, exceeding its own founders' expectations and hitting several internal targets a year ahead of schedule.

Wall St. Cheat Sheet has much to tell aspiring entrepreneurs, content providers, and new media strategists. This is a classic bootstrap operation: two brothers, two laptops, and a garage. No venture capital. No investors. So how did they do it?

The spark

It all started right around 2006-07. The Dow was at about 14,000. Everything was booming, real estate was awesome. At the same time experts were decrying Wild West lending and warning about the dangers of credit default swaps. Hoffman and his brother, Damien, a Duke graduate with a background in law, public policy, and finance, were both rethinking their careers. They'd been business partners before (founding an independent record label), and as the economy went into freefall, they recognized an ideal start-up opportunity. As Derek tells it:

DH: "People were angry and asking, 'Why didn't CNBC tell me to sell my stuff?' There was a big distrust of the media, not to mention the banks and Wall Street. So we thought, 'We should put out a newsletter to help out the average, mainstream investor.'

"We debuted in November 2008 and recently published our 64th monthly edition.

"We started by posting about six articles a day that spoke to truth, trust, and transparency on Wall Street. We were trying to call out any cautionary areas that needed a spotlight: AIG, Wachovia, Washington Mutual. We brought an objective, middle-of-the-road approach. All we're trying to say is, 'Here's how to protect your wallet.' So if you like to buy bank stocks, here's what you should know about bank stocks. A lot of our headlines are questions to provoke the reader's interest. We offer polls, lists, breaking news, hot stock analysis."

The brand

Though launching a product with the word "cheat" in its brand could be construed as hazardous, especially in the finance space, Hoffman says "cheat sheet" is the best way to describe and differentiate the site's editorial content in a competitive media marketplace. From his perspective:

DH: "The average reader may not have time for a seven-page *Wall Street Journal* article, obviously written for the sophisticated finance professional. So we offer a bulleted, shorter-form style ideal for mobile users. We're very careful about not dumbing down the content. But you wouldn't come to our site to



ABOUT THE AUTHOR

DEBORAH HOLDSHIP is the editor of *Michigan Today*. She joined the University in 2007 as editorial manager in the marketing communications department at the Ross School of Business, where she was editor of *Dividend* magazine for five years. Prior to working at Michigan, Deborah was associate director of publications at the UCLA Anderson School of Management. From 1988-2001, Deborah worked in the entertainment industry in Los Angeles, where she was a reporter and editor at *Billboard* magazine and an associate editor and video producer at LAUNCH media. Follow her on Twitter: @michigantoday.

AND MORE:

[Forecast 2017](#)

[Forecast 2018](#)

[Make it work](#)



learn about the bond market the same way you'd go to Bloomberg, for example. You'll come to our site to learn whether Facebook is a buy or sell. Is it a hot stock? Why should you be interested in it? We look at not only what's trending, but how can we provide something original and insightful.

BROTHERS DAMIEN AND DEREK HOFFMAN FOUNDED THE CONSUMER-ORIENTED FINANCE WEBSITE WALL ST. CHEAT SHEET IN THE MIDST OF THE ECONOMIC MELTDOWN OF 2008. THEY QUICKLY FOUND AN AUDIENCE: TODAY MORE THAN 12 MILLION UNIQUE VISITORS PER MONTH ACCESS THEIR CUSTOM CONTENT. (IMAGE COURTESY OF DEREK HOFFMAN.)

“Our writers follow a stylistic form, a cheat-sheet framework that we use for picking stocks for our newsletter: What is the catalyst for this company? Is it a product; is it a newly developed service that's winning in the marketplace? We'll look at the financials, the debt-to-equity ratio. Do they borrow a lot of money? Do they have a lot of cash on their balance sheet?

“Other sites may provide six pages of analysis and jargon on a given topic. We're more like a Beatles song: We have two minutes to capture someone's attention.”

The business model

Many outlets in the financial space are built around a newsletter-subscription model. Others focus on search-engine marketing, buying ads all over the web. Wall St. Cheat Sheet does publish and distribute premium subscription newsletters across stock, gold, commodities, and ETF markets. But it also shaped its early business model around strategic partnerships and content development. Derek explains:

DH: “Our goal was to do strategic distribution and hosting deals [with leading platforms in the finance space] that would allow us to build our brand, and grow and scale our business. We had our first distribution deals with MarketWatch and Business Insider. Then we started to see some organic growth in direct traffic and referral traffic through other blogs in the business finance vertical.

“In our space, number one is Yahoo Finance. Our goal was to be there among the Bloombergs, CNBCs, New York Times. If we could get into that category and prove ourselves based on our high-quality content, we would be able to grow our partnership. In time, our investment in quality has yielded very positive results.

“It quickly became clear: As we scaled content production, we also scaled traffic. We post about 110 articles per day. We are always looking at analytics. It's a constant survival of the fittest regarding content. We also A/B test creative to see what works. Mobile drives 20-25 percent of our traffic so we've tried to make the mobile experience as user-friendly as possible. In the past year we've cut our bounce rate in half and doubled our engagement time. A year ago people spent two minutes on the site; now it's closer to four.

Typical WSCS headlines:

- 4 Ways to Maximize Your Social Security Benefits
- Will Millennials Become the Lost Generation?
- 3 Dividend Stocks Giving More Money to Investors

“I think the success of the content is a result of the times. Personal finance and health care have been really huge. We look at what's trending and help readers determine: What is this and how will it impact my life?”

Strategic partners

From the beginning, Wall St. Cheat Sheet has been savvy about personnel. Its board includes Bryan Goldberg of Bleacher Report and Larry Kramer, formerly of MarketWatch and now president/publisher of *USA Today*. Other board members bring legal, technical, marketing, and business development experience. A Medill professor who sits on the board is an expert in digital media. As for staff, COO Tracy Sigler, formerly of the Motley Fool, heads up Web operations, marketing, and analytics. Derek reports:

DH: “We are a virtual company. We have no central headquarters. No central newsroom. My brother and I are based in Asheville, N.C. We have about 35 writers who contribute editorial from Michigan, New York, Pennsylvania, California, Massachusetts, Vermont, Maine, Missouri, Tennessee, and North Carolina. We created an eight-week training program where writers learn our editorial system. We work with agile software that allows us to manage our publishing platform—assignments can be drawn and delegated, filed for editing, and shipped out the door. It’s a system that works and we see very little turnover. We do lots of skyping and virtual water coolers.”

“I’m an optimist at heart. I couldn’t be an entrepreneur otherwise.”—
Derek Hoffman

Forecasting growth

At its inception, the editorial engine drove the business. This year the focus is shifting increasingly toward advertising and business development. A new ad sales director is based in New York. An SEO consultant now focuses on best practices. As Derek tells it:

DH: “We started with a subscription model, which helped us finance the business. We’ve always had a good performance track record with the newsletters.

“We didn’t have the money to buy ads all over the Web. So we have always focused on ad networks, specifically those that cater to luxury brands, financial networks, and banks and brokers. By doing a number of turnkey deals, we can focus on driving traffic through content production and coverage. Now we are going to focus on more direct relationships with advertisers.

“Our number-one priority in the next year is building out the advertising division, earning the trust of media buyers in the big agencies. We are thinking about custom campaigns, advertorials, sponsorships.

“In the beginning it was more of a ‘Here’s your playbook, a little one-pager on how you can play the economy.’ Eventually it grew beyond that to ‘What is your cheat sheet to Obamacare? Or the best five SUVs coming out in 2014? Or the 401K plan that is best for you?’ We have experts in energy, autos, technology. Just as we are in the finance vertical now, we are in the process of segueing into other verticals: ‘Auto Cheat Sheet,’ ‘Entertainment Cheat Sheet,’ ‘Sports Cheat Sheet,’ ‘Politics Cheat Sheet.’

“We recently changed our logo and revised our tagline. It used to be ‘We’ve got the word on the street.’ Now, it’s ‘Save time. Make money.’ That speaks to our goal of utilizing the brand to serve today’s media consumer in a wider facet of categories. It would be great to grow the Cheat Sheet into a household name.

“As for the economy, I’m an optimist at heart. I couldn’t be an entrepreneur otherwise.”

Top image: Brothers and Wall St. Cheat Sheet founders Damien and Derek Hoffman, courtesy of Derek Hoffman.

TAGS: Derek Hoffman, entrepreneurship, finance, online publishing, Wall Street



[Privacy Policy](#)
.....

[About](#)
.....

[Contact](#)
.....

[Giving to U-M](#)
.....

[Publications & Resources](#)
.....

[U-M Alumni Association](#)
.....

[Unsubscribe](#)
.....

[Podcast](#)
.....

© 2015 The Regents
of the University of
Michigan



WALL ST. CHEAT SHEET

THE KNOWLEDGE, THE SCOOP, THE TRADE ... WE'VE GOT THE WORD ON THE STREET

The Knowledge The Scoop The Trade

Fight Club: A Faceoff Over the Rally's Future Lifespan

The debate between market commentators is intensifying as the rally continues ...

TECHNICAL ANALYSIS

Intelligent Tools. Intelligent Investing. Join Today

by **BRIAN SHANNON**

Subscribe Popular Latest Tags Share

Be Wiser Than Alan Greenspan ...

Subscribe to the RSS Feed
Subscribe to Email Updates



Get an IRA Bank Stress Index rating on your bank now!

Enter a Ticker Symbol, FDIC CERT #, BHC RSSDCHR #, or by a bank name.
Search
www.IRABankStress.com
a service of Institutional Risk Analytics

THE KNOWLEDGE



Chart Junkie: An Annotated US Dollar Chart, Our Current Post-Crash Rally, VWAP on the S&P 500, and Housing Vacancies

18 September 2009

This week Chart Junkie looks at the US Dollar, the current market rally, and housing vacancy rates across the country. Pull back your sleeve ...

Read the full story

Posted in [Chart Junkie](#), [The Knowledge](#) Comments (0)



Buffett's Read on the Recession

16 September 2009

Our friend Poppy Harlow sat down with Warren for his outlook ...

Read the full story

Posted in [The Knowledge](#) Comments (0)



Product Review: FusionIQ Web-based Investing Platform

15 September 2009

I did a review of FusionIQ's excellent investing and trading software. Let's take a look at getting an edge ...

Read the full story

Posted in [Featured](#), [Reviews](#), [The Knowledge](#) Comments (1)



Exclusive Interview: Economist Michael Pento Talks Markets and The Fed

15 September 2009

Ex-floor trader and current Chief Economist Michael Pento discusses the effect the Federal Reserve has had on our currency and some advice for how investors should proceed in this environment ...

Read the full story

Posted in [Interviews](#), [The Knowledge](#) Comments (3)



Exclusive Interview: Congressman Alan Grayson Talks Fed Transparency and Missing Money

14 September 2009

I caught up with Congressman Grayson to discuss Chairman Bernanke's clueless whereabouts of \$500 billion, the Federal Reserve Transparency Act, and what the Congressman calls "The story of the millennium" ...

Read the full story

Posted in [Featured](#), [Interviews](#), [The Knowledge](#) Comments (17)

THE SCOOP



US Debt Clock

18 September 2009

With this much debt, the Pharaohs must be impressed. Let's check out the Slave Miter Band remix "Debt Keeps on Tickin, Tickin, into the Future ..."

Read the full story

Posted in [Economy](#), [The Scoop](#) Comments (0)



Wall Street Portrait Painter Unveils "Blue Paulson" and "The Reexamined Fuld"

17 September 2009

Geoff Raymond is back letting the angry public vent on his timeless portraits of Wall St. villains ...

Read the full story

Posted in [Art](#), [Featured](#), [The Scoop](#) Comments (0)



Bailout Recipient Banks Lending Drops For Sixth Consecutive Month

16 September 2009

Tyler Durden gives us a quick refutation of the government's lie regarding increased lending from bailed out banks ...

Read the full story

Posted in [Economy](#), [The Scoop](#) Comments (0)



Can Spam Predict the Stock Market?

15 September 2009

Who makes money and who gets burned when trading stocks mentioned in email spam? Jonathan Zittrain from the Berkman Center for Internet & Society at Harvard University shares his findings ...

Read the full story

Posted in [Economy](#), [The Scoop](#) Comments (2)



Pens & Swords: Barry Ritholtz and Felix Salmon Debate How to Save Newspapers

14 September 2009

Are micropayments the answer for print news outlets, or will content simply migrate to free blogs? Join the debate ...

Read the full story

Posted in [Featured](#), [Pens & Swords](#), [Debates](#), [The Scoop](#) Comments (4)

THE TRADE



Never Have So Many Stocks Been So Stretched Above Their 200 Day Moving Average

17 September 2009

Rob Hanna explains why the 2009 rally is reaching statistical levels never seen before ...

Read the full story

Posted in [Featured](#), [The Trade](#), [Trading 101](#) Comments (1)



The Technical Analysis Professor Shows Us How to Use Internals

16 September 2009

Corey Rosenbloom breaks down the market internals after a full day of trading ...

Read the full story

Posted in [The Trade](#), [Trading 101](#) Comments (1)



Reading the Tape with Gman: Longer Term Setups

11 September 2009

Can we read the tape to get an edge with longer term trades? SMB Capital Head Trader Gilbert "Gman" Mendez shows us how ...

Read the full story

Posted in [Featured](#), [The Trade](#), [Trading 101](#) Comments (0)

WS CHEAT SHEET AFFILIATE PROGRAM

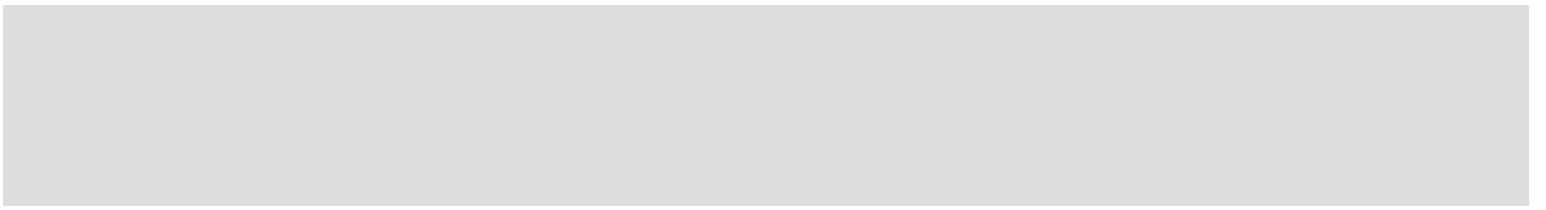
EASY MONEY IN HARD TIMES
Have a website and want to earn \$50 per sale!
Click here to learn more about our Wall St. Cheat Sheet Affiliate Program

Blogroll

- [Abnormal Returns](#)
- [Anne-Marie's Trading Blog](#)
- [Big Picture](#)
- [Big Think](#)
- [Dr. Brett's Trader Feed](#)
- [Fund My Mutual Fund](#)
- [Hamzel Analytics](#)
- [Howard Lindzon](#)
- [Investment Postcards from Cape Town](#)
- [StockTwits](#)
- [The Daily Cruz](#)
- [Trader Psyches](#)
- [ZeroHedge](#)

Translator

By: [Name]





Trending: Heavy Hitters: Wal-Mart Goes Green, Apple Reaches New... (7:25 PM)

TOP NEWS



4 Cool Apple Announcements You May Have Missed



Heavy Hitters: Wal-Mart Goes Green, Apple Reaches New Deal in Japan



Twitter IPO, Intel Layoffs, Apple's Japan Deal: Market Recap



Summers as Fed Chairman? White House Says Not Just Yet

More Top News →

Site Search... Go

STORIES YOU'LL LOVE

Exxon Mobil Faces Criminal Charges That Concern the Fracking Industry

Top 10 Career Fields to Boost Your Retirement Chances

4 Automakers the Sector Is Buzzing About This Week

Is Wal-Mart Neglecting Responsibilities in Bangladesh?

Want to Order a McDonald's Big Mac? There's an App for That

More Most Popular →

POPULAR ON FACEBOOK

Tweets by @wallstCS

HOT STOCK ANALYSIS

Should You Consider General Motors Stock If Big Banks Are?

General Motors stock has been rising in the last several quarters and is now trading near highs for the year.

Will Pandora Continue Its Surge Higher With a New CEO?

Pandora stock has been rising higher in recent quarters and is now trading at highs for the year.

Will Vodafone Stock Continue to Rise?

Vodafone recently reached an agreement to sell its stake in Verizon Wireless. The stock has been trending upward and is now trading at highs for the year.

More Hot Stock Analysis →

TECH STOCK NEWS



Can Carriers Entice iPhone Shoppers With New Sales Approach?



Apple Recap: Gettin Siri-ous, Touch ID Woes, and New Tech



4 Tech Stock Stories Making a Commotion on Friday

More Tech Stock News →

FINANCIAL NEWS



4 Financial Stock Stories to Close Out the Trading Week



Do Stock Exchanges Need a Kill Switch?



JPMorgan's Enormous Legal Bill is About to Get a Little Bit Bigger

More Financial News →

CONSUMER STOCK NEWS



4 Consumer Stock Stories for Savvy Weekend Investment Shopping



Retailer Announces Plan to Eliminate Toxic Chemicals in Products: Thanks, Wal-Mart



Did Friday the 13th Cause United and JetBlue Computer Failures?

More Consumer Stock News →

AUTO STOCK NEWS



3 Auto Stocks Going Places: Musk on Shorting Tesla, Ford's Raptor Proves Popular, GM's Power Title



Ford's New Rating: Junk No More



12 Months Post-Musk Warning: Still Safe to Short Tesla?

More Auto Stock News →

ENERGY STOCK NEWS



4 Energy Stock Stories Fueled for a Weekend Read



Exxon Mobil Faces Criminal Charges That Concern the Fracking Industry



4 Energy Stock Stories To Fuel Investment Chatter On Thursday

More Energy Stock News →

PRECIOUS METAL NEWS

Gold Logs Worst Week Since June

Worst Week Since June



Recap: Large Sell Order Halts Gold Market, Jobless Claims Not What They Seem



Precious Metals Hold Steady as Stocks Extend Winning Streak

More Precious Metal News →

MUST-READ FEATURES

Top 10 Career Fields to Boost Your Retirement Chances

Not all retirement programs are created equally.

5 Stocks Catering to the Super Wealthy

The story of Jay Gatsby is nearly a century old, but his lavish lifestyle is more relevant than ever.

Fed: Get Used to the Bubble Economy

If the Federal Reserve had a favorite brand of gum, it would undoubtedly be Bubblicious.

More Must-Read Features →

PREMIUM NEWSLETTERS



Stock Investor Cheat Sheet®
The ultimate Cheat Sheet for finding winning stock picks.
Learn More



Gold & Silver
Don't miss one of the biggest bull markets in history! Covers Gold, Silver, Gold & Silver stocks, and miners.
Learn More



Commodities Premium
There's always a bull market in some sector! Find the best opportunities in commodities.
Learn more



ETF Investing
At last, a trading system that buys the right ETFs at the right time, time after time!
Learn more

Wall St. Cheat Sheet has been featured in these fine media outlets:



Login
About Us
Customer Support
Contact Us
Jobs
Affiliates
Archive
Legal Disclaimer
Policy



STOCK INVESTOR CHEAT SHEET
GOLD & SILVER INVESTMENT NEWSLETTER
COMMODITIES INVESTMENT NEWSLETTER
ETF INVESTING PREMIUM
MARKET OUTLOOK 2013





QUANTITATIVE ANALYST

When I'm not coding, exercising, or surfing the web, you can find me at my local Starbucks or cinema.



Michelle Kapusta
CELEBRITY WRITER

Bio: I love covering celebrity news and I'm an avid sports fan. When I am not busy writing about the stars, I enjoy watching and cheering on my favorite Philly sports teams.

HEALTH & FITNESS WRITER

Retired dancer and chocaholic, critiquing the in-arena music one hockey game at a time.



Jolene Lallouz
CONTROLLER

I am passionate about numbers, problem solving, data, music and nature.

CULTURE WRITER

I'm copywriter by day and a super mommy by night. In my three minutes of downtime, you'll find me reading library books, experimenting with Paleo cupcake recipes, silently correcting other people's grammar, obsessing over real estate, and laughing at my own jokes.



Hunter Lott
DIRECTOR OF ORGANIC SEARCH

Surf. Skate. Sail. Music. Grill. SEO. Travel. Friends. Family. Not in order.

ENGAGEMENT EDITOR

Whether I'm editing content for The Cheat Sheet, hiking the Rocky Mountains, or making the perfect G&T, I pay attention to the details.



Eric McWhinnie
EDITORIAL DIRECTOR

I'm passionate about all things related to money. When I'm not writing, I'm quoting lines from Seinfeld and yada yada yada.



Nikelle Murphy
MANAGING EDITOR

I'm a writer and editor who's needy about words, a sucker for Sour Patch Watermelon candy, and a recent California transplant.



Sheiresa Ngo
MONEY, CAREER & HEALTH WRITER

When I'm not writing about personal finance or lifestyle, I'm thinking about where I'm going to get my next cup of coffee.



Aris Ordenez
FRONT-END ENGINEER

When I'm AFK (Away From Keyboard), I resume the role of Master Yoda to my two little Jedi Knights.



Jessie Quinn
STYLE + BEAUTY WRITER

I'm a skin care-obsessed beauty and style writer, who will gladly talk your ear off about sun protection.



Gina Ragusa
LIFESTYLE WRITER

When I'm not wrangling dogs or running, I'm running after dogs and trying to find slick ways to save some cash. To spend on the dogs.



Dan Ritter
VP OF PRODUCT

I like to find what's broken and fix it, including (but not limited to) typos, furniture, and beer menus.



Andres Rivas
DIRECTOR OF TECHNOLOGY

I am an applications developer that loves to tinker with new technologies and think of ways to apply technology that will foster overall growth while bringing balance to the Force.



Jason Rossi
LIFESTYLE WRITER

Husband, father, Sandwich artist, burger maestro. Cooking and golf are the same to me - I love both but am not good at either. Yes, I will see High on Fire with you.



Eric Schaal
SPORTS WRITER

I'm obsessed with baseball and finding ways to waste less (hence the electric car beat), but a perfect morning at the beach usually makes me forget everything.



Oben Tataw
BACK-END DEVELOPER

I love solving practical, real world problems, especially problems with a larger positive social impact.



Aramide Tinubu
CELEBRITY WRITER

When I'm not reviewing films and TV shows, I'm usually eating or reading something super embarrassing on my Kindle.



Jacquie Treboschi
CULTURE SENIOR EDITOR

I'm a self-proclaimed literature junkie with a penchant for vinyl records, dry humor, and all things French.



Nicole Weaver
SENIOR WRITER

My life is pretty much having arguments about The Bachelor and Games of Thrones all while playing The Sims.



Lauren Weiler
ASSOCIATE EDITOR

My life would be incomplete without editing, writing health articles, and swinging from the aerial silks at my local circus gym.

Get the most out of life





SAVE TIME. LIVE MORE.

We're the Talk of the Town!



Contact Us

Join The Cheat Sheet Team!

CAREERS

Get to know our Unique Culture

CULTURE

Questions or Inquiries

CONTACT

[About Us](#) [Our Culture](#) [Archive](#) [Jobs](#) [Contact Us](#)

© & © 2018 The Cheat Sheet, All Rights Reserved. [Terms of Use](#) | [Privacy Policy](#)

