From: Dawe, Bill

Sent: 7/11/2013 9:04:41 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85163836 - BC CONNECT - 7204-85729-0 - Request for Reconsideration Denied - Return to TTAB - Message 7 of 27

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Attachment Information:

Count: 3

Files: wsp1-3.jpg, wsp1-4.jpg, wsp1-5.jpg

- Europa (web portal) links to all EU agencies and institutions in addition to press releases and audiovisual content from press conferences.
- gov.uk for citizens & businesslink.gov.uk for businesses in the United Kingdom.
- Health-EU portal gathers all relevant health topics from across Europe.
- india.gov.in for India.
- National Resource Directory links to resources for United States Service Members, Veterans and their families.
- newzealand.govt.nz for New Zealand.
- Saudi.gov.sa for Saudi Arabia.[3]

### Cultural portals [edit]

Cultural portal aggregate digitised cultural collections of galleries, libraries (see: library portal), archives and museums. This type of portals provides a point of access to invisible web cultural content that may not be indexed by standard search engines. Digitised collections can include books, artworks, photography, journals, newspapers, music, sound recordings, film, maps, diaries and letters, and archived websites as well as the descriptive metadata associated with each type of cultural work. These portals are usually based around a specific national or regional groupings of institutions. Examples of cultural portals include:

- DigitalNZ – A cultural portal led by the National Library of New Zealand focused on New Zealand digital content.
- Europeana – A cultural portal for the European Union based in the National Library of the Netherlands and overseen by the Europeana Foundation.
- Trove – A cultural portal led by the National Library of Australia focused on Australian content.
- In development - Digital Public Library of America

### Corporate web portals [edit]

*Main article: Intranet portal*

Corporate intranets became common during the 1990s. As intranets grew in size and complexity, webmasters were faced with increasing content and user management challenges. A consolidated view of company information was judged insufficient; users wanted personalization and customization. Webmasters, if skilled enough, were able to offer some capabilities, but for the most part ended up driving users away from using the intranet.

Many companies began to offer tools to help webmasters manage their data, applications and information more easily, and through personalized views. Portal solutions can also include workflow management, collaboration between work groups, and policy-managed content publication. Most can allow internal and external access to specific corporate information using secure authentication or single sign-on.

JSR168 Standards emerged around 2001. Java Specification Request (JSR) 168 standards allow the interoperability of portlets across different portal platforms. These standards allow portal developers, administrators and consumers to integrate standards-based portals and portlets across a variety of vendor solutions.

The concept of content aggregation seems to still gain momentum and portal solution will likely continue to evolve significantly over the next few years. The Gartner Group predicts generation 8 portals to expand on the Business Mashups concept of delivering a variety of information, tools, applications and access points through a single mechanism.[*citation needed*]

With the increase in user generated content, disparate data silos, and file formats, information architects and taxonomist will be required to allow users the ability to tag (classify) the data. This will ultimately cause a ripple effect where users will also be generating ad hoc navigation and information flows.

Corporate Portals also offer customers & employees self-service opportunities.

### Stock portals [edit]

### Stock portals [edit]

Also known as stock-share portals, stock market portals or stock exchange portals are Web-based applications that facilitates the process of informing the share-holders with substantial online data such as the latest price, ask/bids, the latest News, reports and announcements. Some stock portals use online gateways through a central depository system (CDS) for the visitors (ram) to buy or sell their shares or manage their portfolio.

### Search portals [edit]

Search portals aggregate results from several search engines into one page.

### Tender's portals [edit]

Tender's portals stands for a gateway to search/modify/submit/archive data on tenders and professional processing of continuous online tenders.

With a tender portal the complete tendering process—submitting of proposals, assessment, administration—are done on the web.

Electronic or online tendering is just carrying out the same traditional tendering process in an electronic form, using the Internet.

Using online tendering, bidders can do any of the following:

- Receive notification of the tenders.
- Receive tender documents online.
- Fill out the forms online.
- Submit proposals and documents.
- Submit bids online.

### Hosted web portals [edit]

Hosted web portals gained popularity a number of companies began offering them as a hosted service. The hosted portal market fundamentally changed the composition of portals. In many ways they served simply as a tool for publishing information instead of the loftier goals of integrating legacy applications or presenting correlated data from distributed databases. The early hosted portal companies such as Hyperoffice.com or the now defunct InternetPortal.com focused on collaboration and scheduling in addition to the distribution of corporate data. As hosted web portals have risen in popularity their feature set has grown to include hosted databases, document management, email, discussion forums and more. Hosted portals automatically personalize the content generated from their modules to provide a personalized experience to their users. In this regard they have remained true to the original goals of the earlier corporate web portals. Emerging new classes of internet portals called Cloud Portals are showcasing the power of API (Application Programming Interface) rich software systems leveraging SOA (service oriented architecture, web services, and custom data exchange) to accommodate machine to machine interaction creating a more fluid user experience for connecting users spanning multiple domains during a given "session". Leading cloud portals like Nubifer Cloud Portal: [1] showcase what is possible using Enterprise Mashup and Web Service integration approaches to building cloud portals.

### Domain-specific portals [edit]

A number of portals have come about that are specific to the particular domain, offering access to related companies and services, a prime example of this trend would be the growth in property portals that give access to services such as estate agents, removal firm, and solicitors that offer conveyancing. Along the same lines, industry-specific news and information portals have appeared, such as the clinical trials specific portal: IFPMA Clinical Trials Portal

## Engineering aspects [edit]

The main concept is to present the user with a single web page that brings together or aggregates content from a number of other systems or servers. For portals that present application functionality to the user, the portal server is in reality the front piece of a server configuration that

servers. For portals that present application functionality to the user, the portal server is in reality the front piece of a server configuration that includes some connectivity to the application server. Service-Oriented Architecture (SOA) is one example of how a portal can be used to deliver application server content and functionality. The application server or architecture performs the actual functions of the application. This application server is in turn connected to database servers, and may be part of a clustered server environment. High-capacity portal configurations may include load balancing equipment. SOAP, an XML-based protocol, may be used for servers to communicate within this architecture.

The server hosting the portal may only be a "pass through" for the user. By use of portlets, application functionality can be presented in any number of portal pages. For the most part, this architecture is transparent to the user.

In such a scheme, security and capacity can be important features, and administrators need to ensure that only an authorized visitor or user can generate requests to the application server. If administration does not ensure this aspect, then the portal may inadvertently present vulnerabilities to various types of attacks.

### Standards [edit]

- Web Services for Remote Portlets v1
- JSR 168 (Java)
- JSR 286 (Java Portlet v2.0 Definition Standard)

### Emerging standards [edit]

## See also [edit]

- Client portal
- Extranet
- Content management system (CMS)

## References [edit]

- Webopedia


1. ^ "horizontal portal definition". businessdictionary.com. Retrieved 2009-08-08.
2. ^ "vertical portal definition". businessdictionary.com. Retrieved 2011-11-08.
3. ^ Saudi.gov.sa


## Further reading [edit]


- "Untangle the Web". *Communication News*: 82–83. September 2001. ISSN 0010-3632.


Categories: Web portals


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