

Digital Times is a "for eCommerce newsletter reporting on the development and/or availability of interactive products and services."

<http://www.digitaltimes.com>

Sandra Knowles, *Founding Editor*



TRADEMARK WARS

Digital Times®

Bad Faith is both a test and a principle that is applied in the process of protecting intellectual property belonging to domain name registrants and trademark owners. We know that trademarks are used to identify and clarify the rights to ownership of domain names.

Examples of Bad faith are included in the Intellectual Property Notification Process which is part of the URDP and include: (iii) the domain name has been registered primarily for the purpose of disrupting the business of a competitor; or (iv) by using the domain name, registrant has intentionally attempted to attract, for commercial gain, Internet users to their web site or other on-line location, by creating a likelihood of confusion with the complainant's mark as to the source, sponsorship, affiliation, or endorsement of your web site or location or of a product or service of a web site or location.

We believe that the unnamed U.K. company clearly demonstrated Bad Faith when they applied for U.S. servicemarks **Digital Times and DigitalTimes.it after we notified them of their infringement of our U.S. trademark, Digital Times.** Further proof of bad faith occurred when they applied for digitaltimes.info and digitaltimes.biz and warned me that they would contest any claim to the digitaltimes.biz domain by ME! These tactics were clearly designed to disrupt the business of this, the **original Digital Times®.**

-founding editor

Internet Advertising 101

The Internet's current reach, which is estimated at over 75 million consumers in the U.S., and increasingly high levels of Internet adoption have solidified the interactive medium as a potentially valuable part of an advertiser's overall campaign strategy.

- by Tom Hubbard
and staff at
Advertising.com

The Internet is typically viewed as a direct response medium, where advertising is designed to elicit an instant, impulsive reaction from the consumer. Technologies such as optimization and ad serving facilitate this approach, capitalizing on the Internet's capabilities to measure consumer reaction to an advertisement in real-time and to then modify the campaign nearly instantaneously. The jury is still out, however, as to its usefulness for branding purposes, where advertising assumes and benefits from the built-in time lapse between receipt of the message and the actual purchase.

Internet ads can be served via three basic platforms:

Web Advertising: With the rise of rich media, web advertising has evolved from billboard-like banners to animated, sound-enabled, interactive ads and sponsorships.

Email Advertising: Direct email consists of ads delivered to consumers' inboxes; while newsletters are sponsorship-driven or contain ads within content.

Wireless Advertising: Advertisers can deliver text advertisements to handheld devices via short messaging service (SMS), while text and graphic advertisements can be sent to personal digital assistants (PDAs) and the wireless Internet (i.e., the wireless application protocol, or WAP), much like ads delivered to a mini-website.

By integrating web, email and wireless, advertisers can leverage the complementary strengths of each to meet multiple campaign objectives, from customer acquisition to retention to recapture.

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