



## Digital Debris

### TRADEMARK WARS

**Digital Times** is celebrating its 6th Anniversary as a trademark this Nov.! For several years now, it has been registered with the **Patent and Trademark Office [PTO]**. Submitted in 1994, the PTO reviewed the application in 1995, and approved it. Then came the 30-day publication period, at which time any entity with a legitimate reason has an opportunity to file an objection with the PTO to the awardation of the mark.

As luck would have it, Reed-Elsevier, one of the world's largest and most successful publishers, engaged a Washington, D.C. law firm and filed for a 60 day extension of time in order to assemble all pertinent facts in preparation for filing a **Notice of Opposition** to the mark. They had no facts, their claim had no basis, the extension ran out in November, and the trademark was awarded to us. Then, within 30 days following the PTO's publishing **Digital Times** as a new trademark, Ziff-Davis Publishing, New York, N.Y., filed for servicemarks **Digital Times** for the purpose of television transmission and television programs and/or series. **Ziff-Davis's applications were denied by the PTO, "because the names were identical and there would be a likelihood of confusion, or to deceive."**

Just this year, a British company established an office in the U.S. They have an online newsletter that they call **Digital Times**. They applied to the PTO, in May, for the U.S. servicemark **Digital Times!**

Stay Tuned!  
-founding editor

## INTERNET Taxes

The economic slowdown has drained tax revenues from state, county and city coffers. The line between traditional retailers and online companies has continued to blur with wider acceptance of the Internet to buy and sell goods. And, it appears that the Sept. 11 terrorist attacks distracted Congress from routinely extending the 1998 Internet Tax Freedom Act which expired on October 21st.

Now, the days of the Internet as a practically duty-free zone may be numbered. Governor Norquist, president of Americans for Tax Reform is quoted as saying "If you are a state and you want more money, Internet access is a very juicy target." If state and local governments eventually win the right to impose new Internet taxes, it would probably take several months, as it is such a massively complicated issue. The bottom line for the near term is that consumers need not worry that online taxes will cut into their holiday shopping budgets.

What happened is that the House passed a two-year extension of the moratorium Oct. 16, 2001 but measures that would have extended the ban were blocked by last-minute legislative maneuvering. In the Senate. Instead of discussing how long the ban should be extended, the debate has changed to whether it should be extended at all and, if so, at what price.

The Internet Tax Freedom Act barred for three years taxes on Internet access and special "discriminatory" taxes on e-commerce.



## Just Stream It...

**Corporations** are seeking ways to save money \$\$ on business travel and keep their employees safe, while still communicating important sales, marketing and training for the company.

Streaming is the apparent answer, and is now a top priority for IT departments everywhere. Some experts spurned the technology, saying it was too expensive to deploy.

### Things to Stream

- .training sessions
- .executive broadcasts
- .financial reporting
- .sales presentations
- .company events

What has really changed is the needs of business, accelerated by the events of Sept. 11. Corporations are looking at streaming technologies as a way to prevent putting people on planes and sending them to training sessions and conferences.

Contact: [iMedia Networks, Inc.](#)

## Digitally Cool



54 percent of online shoppers expect to spend a quarter of their overall holiday budget online, per NextCard's eCommerce Intentions Survey. What's even cooler is that 46 percent of all online shoppers will be attracted to **Amazon.com** who has a growing market in used goods, plus new agreements with eBay, Circuit City and Target stores.

## Digital Checking

**It's called a check debit, and it's a marriage between paper checks and electronic banking.**

This is how it works. A customer writes a check for \$20 at a store. The check is run through a digital reader that takes the account information off the bottom of the check and routes it over an ATM network such as Star, Nyce and Pulse. Within seconds, money is transferred from the customer's account to the store's account, and the customer is handed back a canceled check; this not only significantly reduces the 15 billion checks banks have to handle every year, merchants will be more comfortable accepting checks from out-of-towners or infrequent customers because they will be less worried about fraud.

The information contained in Digital Times is a combination of original editorial content and information pulled from wire services, research and various online resources.

## ePost - The World's 1st Electronic Post Office

Hudson's Bay Co., Sears, Roebuck and Co., Canadian Tire, Petro-Canada and about 100 businesses are using ePost, Canada's electronic mail service, to send their customers bills and other communications. "I don't think anyone envisioned what's happening today with the terrorist mailings," said B. Robertson, lead developer of the ePost delivery system. It was designed by the national system to forestall the loss of postage revenue by offering its own electronic alternative. Unlike paper mail, which is subject to tampering and failed delivery, electronic mail is confidential, reliable and secure, he said.

ePost charges the sender of the electronic mail for the service, which is less than postage. Companies get a further cost reduction from not having to print bills and flyers or stuff envelopes.

## Web Site Translation On-the-Fly - Interactive Communication in Other Languages

How about word processing your documents into Spanish, French, German, Italian, Portuguese or Japanese? You can create translated documents directly in the L&H™ Power Translator® Pro Editor that displays your original and translated text side-by-side. And, you can also translate within popular email applications, such as Microsoft® Outlook®, Lotus® Notes®, Qualcomm® Eudora® Pro, and more! Translate Web pages as you browse the Internet. The convenient Conversation feature lets you carry on face-to-face conversations in another language. Just type what you want to say and both the original text and translation are displayed. It's like having your own personal translator. There is also L&H™ Text-to-Speech to listen to your translation in English, Spanish, French, German, and Italian.

Works with Windows® 95 / 98 / 2000 or Windows® NT® 4.0 operating systems

## Tune In...& Listen To



Great Radio!

*Yearning for reggae, opera, disco, Latin, country, hard rock, comedy, great songs from the 40's, 60's, or whenever?*

"It's the signal of the future," said Hugh Panero, president of Satellite Radio after flipping a switch in the company's Washington headquarters recently. XM Satellite Radio has a digital library of 1.5 million songs and is offering 100 channels of varied music and talk, with limited advertising and commercials.

Each of the 100 stations has its own hosts, who broadcast from XM's headquarters. Content is broadcast to satellites and then to radio receivers in cars and homes. Radio subscriptions cost \$9.99 per month and subscribers will have to retrofit their cars with \$300 radios that can decode the satellite signal.

General Motors Corp plans to offer the radios as a factory installed option in some 2002 Cadillacs and in 20 other models next year.

**ONLINE STREAM at:**  
<http://www.xmradio.com>

<http://www.digitaltimes.com>

Digital Times® is an "ecommerce publication reporting on the development and/or availability of interactive products and services."

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----->ARCHIVED ISSUES

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