


# Digital Times®

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## ONLINE BRANDING

**B**rands are assets with value. The use of brand valuation is growing worldwide. In the , Companies will be able to put acquired brands on their balance sheets, due to regulation FRS 10.

The Accounting Standards Board introduced this new rule expressly for the treatment of brand valuation. Brands purchased from another company will be treated as intangible assets.

**Interbrand** found that during periods of high merger and acquisition activity, companies were being bought not so much for the tangible assets as their intangible ones. In many of the target companies of their study of acquisitions in the 1980s, they found that...**the greatest intangible assets were BRANDS.**

### Several different brand valuation techniques have been devised.

Interbrand's method assumes that the value of a brand, like that of any other economic asset, is the worth now of the benefits of future ownership of the brand.

When it comes to picking a name for your eCommerce site, remember that generic names are not protected. Descriptive names are wonderfully memorable and can qualify for a trademark or service mark after a



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## Pitney Bowes tests Net postage

**P**ostage giant Pitney Bowes has a product called ClickStamp, which allows PC users to buy postage over the Net and print envelopes with a digital signature.

E-Stamp, another player in this market, uses a hardware device attached to a PC to store stamps purchased online. Microsoft and AT&T Ventures

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## Digital Trainer

provides the simplest and cost-efficient method for organizations to create, deliver, and track online learning. For more information on MicroMedium or DIGITAL TRAINER, visit the MicroMedium web site at <http://www.micromedium.com>, or call (800) 561-2098.

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**I**t's the people, the people, the people". "That's what drives companies forward and what makes them successful.

Net Grocer CEO

Headquartered in New York, **Net Grocer** buys its products from wholesalers and manufacturers, as other supermarkets do, but avoids the costs of stocking shelves or creating and maintaining store displays.

**Net Grocer** is "non-store-based" grocery retailing and seeks to build trust in consumers' existing relationships with particular brands instead of creating a real store with its own identity.

**Net Grocer** has no membership fees. "We're competitive by being focused on nonperishable groceries", per Daniel Nissan, CEO. "We provide prices lower than the traditional supermarket".

**Net Grocer** Goods are stored in warehouse bins in New Brunswick, N.J. and boxed for immediate shipping to customers by Federal Express.

**Net Grocer** is after a piece of the \$200 billion/year that U.S. consumers spend on nonperishable goods. The **Net Grocer** site is connected to the inventory system in its warehouse, updating online inventory as orders are filled.

The bulk of **Net Grocer's** orders have come from the Northeast.

## Y2K Links

Countdown!

<http://www.y2k.com>  
<http://www.intel.com>  
<http://www.hp.com>  
<http://year2000.com>  
<http://microsoft.com/y2k>

Clickstamp

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each bought 10 percent of the company in September 1997.

**E-Stamp** won approval from the United States Postal Service in August of 1999.

**S**tampMaster's system uses software to print postage on envelopes, labels, or business documents without any additional hardware. The software is free to download and makes preparing mail fast, convenient and cost-effective. StampMaster received permission from the Postal Service back in August of 1998.

Net Grocer  
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International delivery is not offered, except for shipments handled by the Armed Forces or diplomatic mail. Shipping rates and demand rule out international transactions.

### Other eGrocers:

HomeGrocer  
HomeRuns  
Peapod  
Shoplinc  
Webvan

## Microsoft Announces The Availability of IntelliMouse Explorer

The IntelliMouse Explorer, available now, is a quantum leap in mouse technology.

**REDMOND**, Washington.,  
October 4, 1999 -

In **1968**, computer pioneer Douglas Engelbart demonstrated the first **computer mouse**. It was a wooden prototype, roughly twice the size of a hockey puck.

**Microsoft IntelliEye**, an innovative new optical tracking technology developed at Hewlett Packard, uses a small digital camera and a powerful digital signal processor, eliminating all moving parts and providing greater accuracy and reliability.

This product makes mouse balls and pads seem as archaic as the dot matrix printer. IntelliEye is available in stores right now!

Online Branding  
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secondary meaning has been established for it. Trademarks are the foundation for the protection of your "proprietary" <http://URL>. Once you have the mark, build brand equity by using the label extensively online.

# WOW!

## Digital Light Bulbs

Using light emitting diodes controlled by a microchip, Color Kinetics Inc. has come up with a bulb made of dozens of red, green and blue **LEDs**. Software allows users to change the bulb color as often as they wish!

### Downside:

A 2" lamp called the iColor costs **\$159.00 per bulb**, not including the equipment required to control it.

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