

ESTTA Tracking number: **ESTTA471217**

Filing date: **05/07/2012**

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

Proceeding	77956070
Applicant	Craigslist, Inc.
Correspondence Address	GRACE HAN STANTON PERKINS COIE LLP 1201 3RD AVE STE 4800 SEATTLE, WA 98101-3099 UNITED STATES pctrademarks@perkinscoie.com
Submission	Appeal Brief
Attachments	Brief - Class 38.PDF (24 pages)(1150954 bytes) Exhibit A_Part1.pdf (30 pages)(2068982 bytes) Exhibit A_Part2.pdf (30 pages)(1932916 bytes) Exhibit A_Part3.pdf (30 pages)(2423967 bytes) Exhibit A_Part4.pdf (4 pages)(288670 bytes) Exhibit B.pdf (12 pages)(725852 bytes) Exhibit C_Part1.pdf (17 pages)(1000444 bytes) Exhibit C_Part2.pdf (17 pages)(1147027 bytes) Exhibit D.pdf (31 pages)(1899669 bytes) Exhibit E.pdf (4 pages)(183640 bytes) Exhibit F.pdf (34 pages)(1800684 bytes) Exhibit G - Class 38_Part1.pdf (31 pages)(1709323 bytes) Exhibit G - Class 38_Part2.pdf (31 pages)(1811414 bytes)
Filer's Name	Andrea M. Sander for Grace Han Stanton
Filer's e-mail	pctrademarks@perkinscoie.com, asander@perkinscoie.com
Signature	/Andrea M. Sander/ for Grace Han Stanton
Date	05/07/2012

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

In re craigslist, Inc.

Serial No.: 77956070

Filed: March 10, 2010

Mark:



Class: 38

Examiner: Marc J. Leipzig (LO 115)

APPLICANT'S BRIEF ON FINAL HEARING

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I. THE RECORD

The record in this appeal consists of the following documents and evidence:

- File history for Application Serial No. 77956070, including:
 - Internet references to the peace symbol as a recognized symbol, attached to the Examiner's May 30, 2010, December 27, 2010 and August 7, 2011 Office Actions and March 4, 2012 Reconsideration Letter (Exhibit A);
 - Internet articles defining a "favicon," attached to Applicant's November 23, 2010 Office Action Response (Exhibit B);
 - TARR records and specimens for representative registrations for favicons, attached to Applicant's November 23, 2010 Office Action Response (Exhibit C);
 - Internet articles and references demonstrating that the public recognizes the Peace Logo as included in the application as an identifier for Applicant's services, attached to Applicant's November 23, 2010 Office Action Response (Exhibit D);
 - Evidence of Applicant's registration for the Peace Logo in Class 9, attached to Applicant's November 23, 2010 Office Action Response (Exhibit E);
 - TARR and TESS records identifying third-party registrations for peace symbol and smiley face marks, attached to Applicant's November 23, 2010 and June 27, 2011 Office Action Responses and February 7, 2012 Request for Reconsideration (Exhibit F);
 - Applicant's evidence of 2(f) acquired distinctiveness, attached to Applicant's February 7, 2012 Request for Reconsideration (Exhibit G).

II. PROCEDURAL HISTORY

On March 10, 2010, Applicant filed the present application, claiming first use and first use in commerce on August 18, 2004 (the "Application"), seeking to register the design mark

shown at right (the "Mark") in connection with services identified as "providing online interactive bulletin boards for transmission of messages among computer users concerning classified listings and listings for announcements, events, classes, meetings, activities, housing, real estate, roommates, rentals, for sale advertisements, commercial notices, want ads, employment, job listings, resumes, volunteerism, services, community, personals, politics, family, arts and information on a wide variety of topics of general interest to the public; providing on-line forums and discussion groups for transmission of messages among computer users concerning health, family, arts, politics, leisure, romance, work, and information on a wide variety of topics of general interest to the public; electronic mail subscription services; and electronic transmission of messages, data and images" ("Applicant's Services").



On May 30, 2010, the Examiner assigned to the Application issued an Office Action refusing registration of the Mark for failure to function as a service mark based on the argument that (1) the use of the mark on the specimen of record is merely a customized browser icon that does not distinguish Applicant's Services from the services of other parties; and (2) the mark is a universally recognized symbol and, as such, consumers would not associate the Mark with the Applicant. In support of its argument, the Examiner cited generally to Trademark Act Sections 1, 2, 3, and 45, 15 U.S.C. Sections 1051-1053, 1127, *In re Moody's Investors Serv., Inc.*, 13 USPQ2d 2043 (TTAB 1989); *In re The Signal Cos.*, 228 USPQ 956 (TTAB 1986), *In re Hughes Aircraft Co.*, 222 USPQ 263 (TTAB 1984), and TMEP Sections 904.07(b), 1302. The Examiner requested that Applicant submit a substitute specimen or amend the application to an intent-to-use basis.

On November 23, 2010, Applicant timely responded to the Office Action with arguments that use of the Mark as a browser icon functions as a mark because (1) there is a close association between a favicon logo and the provider of a service; (2) the Trademark Office has recognized the protectability of such icons; (3) the same logo has already been registered in Class 9 to the Applicant; and (4) there is direct evidence that consumers associate the Mark with the Applicant. In support of its arguments, Applicant submitted representative registrations where use of a mark as a favicon has been accepted as specimen of use, Applicant's Class 9 registration for the Mark, evidence that the Mark is associated by the public with Applicant's Services, and representative third-party peace symbol registrations. *See Exhibits B-F.*

On December 27, 2010, the Examiner issued a second Office Action refusing registration for failure to function as a service mark. The Examiner did not explicitly concede that a favicon can function as a service mark but did not provide additional arguments against the argument. Instead, the Examiner focused on the argument that the applied-for-mark, as shown on the specimen of record, does not function as a service mark because (1) it is a universally recognized symbol; and (2) previously registered favicons are more distinctive than the Mark. The Examiner again requested that Applicant submit a substitute specimen or amend the application to an intent-to-use basis. Additionally, while Applicant did not raise an acquired distinctiveness claim in the prior Office Action response, the Examiner addressed the acquired distinctiveness of Applicant's Mark as a basis for overcoming the refusal. The Examiner advised that Applicant's registration for the Mark was insufficient to demonstrate secondary source. Additionally, the Examiner provided information regarding types of evidence that would be required to support a claim of acquired distinctiveness.

On June 27, 2011, Applicant submitted a second Office Action Response arguing that the peace symbol is capable of functioning as a mark, including representative third-party registrations, and arguments that Applicant's Mark is no less distinctive than other registered favicons, specifically registrations for basic geometric shapes. Applicant reserved the right to enter a claim of acquired distinctiveness and/or undertaking other options for resolving the refusal. Applicant had not yet amended the Application to assert a claim of acquired distinctiveness. *See Exhibit C.*

On August 7, 2011, the Examiner issued an Office Action making final the refusal based upon a failure to function as a service mark. The Examiner provided additional evidence of the allegedly ubiquitous nature of the peace symbol and compared it to the allegedly similar ubiquitous nature of a smiley-face design. The Examiner did not address Applicant's offer to enter a claim of acquired distinctiveness and evidence in support.

On February 7, 2012, Applicant filed a Request for Reconsideration again arguing that the Mark is capable of functioning as a service mark, including evidence of third-party smiley-face registrations in response to the Examiner's comparison of the Mark to these designs. Applicant also submitted a claim of acquired distinctiveness. Applicant advised that, if the arguments and evidence of acquired distinctiveness were not accepted, Applicant was willing to amend the Mark from a black-and-white special form to one claiming purple as a color feature of the Mark. *See Exhibit G.*

On March 4, 2012, the Examiner denied Applicant's request for reconsideration maintaining the failure to function refusal and advised that the Request for Reconsideration did not raise a new issue. The Examiner rejected Applicant's evidence of acquired distinctiveness first arguing that evidence of acquired distinctiveness was inappropriate because the refusal was

based on failure to function rather than descriptiveness or genericness. The Examiner also argued that, if the mark did function as a service mark, the evidence of acquired distinctiveness was insufficient. The Examiner did not address Applicant's offer to amend the Mark to claim purpose as a color feature of the Mark.

On February 7, 2012, Applicant filed a timely Notice of Appeal with the Trademark Trial and Appeal Board (the "Board").

III. SUMMARY OF ERRORS IN EXAMINER'S ANALYSIS

As discussed in more detail in the Arguments section below, several errors were made by the Examiner in the Office Actions and Reconsideration Letter issued for the Mark. Specifically, Applicant alleges the following errors on the part of the Examiner:

- Applicant's evidence that use of a mark as a favicon was sufficient to overcome Examiner's initial refusal of use of the mark as a customized browser icon, but the Examiner failed to appropriately withdraw this basis for refusal;
- The Examiner's refusal based on the ubiquitous nature of the Mark was inappropriately categorized as a "failure to function" refusal by the Examiner. The evidence and support provided by the Examiner indicates the intended refusal was one based on lack of distinctiveness. Because the refusal was not appropriately articulated by the Examiner, Applicant was unable to fully respond to the Examiner's argument;
- The Examiner's argument that evidence of acquired distinctiveness was inappropriate to overcome the refusal is incorrect given that the crux of Examiner's argument was the lack of distinctiveness of the mark, as well as additional evidence that indicates evidence of acquired distinctiveness is generally acceptable to overcome various "failure to function" refusals;

- The evidence of acquired distinctiveness submitted by Applicant was sufficient to overcome the Examiner's refusal; and
- Applicant raised two new issues in its request for reconsideration (a claim of acquired distinctiveness and a request to amend the drawing of the Mark), both of which required issuance of a new, non-final Office Action and an opportunity to submit additional evidence and arguments in support of the acquired distinctiveness of the mark.

In the argument section below, Applicant discusses each of the above errors and provides supporting legal arguments for its position. The Conclusion section details the Applicant's requests from the Board.

IV. ARGUMENT

1. **First Office Action: Failure to Function Refusal was Inappropriate and Unsupported by Insufficient Evidence**

In the First Office Action, the Examiner refused registration of the mark, arguing that the applied-for mark did not function as a service mark because (1) the specimen showed the mark used merely as a customized browser icon; and (2) the mark is a universally recognized symbol which consumers would not associate with the applicant. In support of the refusal, the Examiner provided Google search results showing use of the peace symbol by third-parties, a Wikipedia entry discussing the peace symbol, and four articles discussing the origin of the peace symbol.

Applicant responded to the Office Action explaining that Applicant's specimen showed use of the mark as a "favicon," which is a small logo that identifies the source of a website. Applicant provided relevant articles and definitions detailing favicons and their role in branding. Applicant also submitted representative, third-party registrations for favicons, as well as TARR records and favicon specimens for third-party applications that would be registered imminently.

See Exhibit C. Applicant's arguments and submitted evidence clearly demonstrated that there is a close association between a favicon logo and the provider of a service, which creates precisely the sort of connection that the trademark law is designed to recognize and protect. As such, use of Applicant's Mark as a favicon should be considered sufficient to overcome the "failure to function refusal." If the Examiner had concerns beyond the specimen of record, these should have been raised in any subsequent Office Action.

Applicant also provided evidence that Applicant had already successfully registered the Mark for related downloadable software and provided the relevant details of the registration (Reg. No. 3856547). Given the Examiner's reference to the peace symbol as a universally recognized symbol, similar to the discussion in connection to an ornamentation refusal in TMEP Section 1202.03(a), establishing the existence of such a registration should be sufficient to demonstrate secondary source, and Applicant clearly made this connection the Office Action Response. As such, this evidence alone should also have been found sufficient to overcome the failure to function refusal. While existence of a U.S. registration is generally sufficient to demonstrate secondary source, Applicant also provided direct evidence that the Mark serves to identify Applicant's services, including the fact that the mark only appears when consumers visit a genuine craigslist, Inc. website and third-party media and internet references connecting the Mark with Applicant's services.

Finally, Applicant provided examples of third-party registrations for the peace symbol as evidence that the symbol is capable of functioning as a mark. Applicant also noted that comparable symbols, such as the smiley face, have been registered by third-parties.

Applicant's response was clearly sufficient to overcome the refusal raised by the Examiner in the Office Action. A service mark is defined as any word, name, symbol, or device

used by a party to identify and distinguish its services from that of another. 15 U.S.C. §1127 (emphasis added). As such, no mark can be refused simply because it is composed of a particular symbol, word, or design. As such, a failure to function refusal is only appropriate when, as used on the specimen of record, the mark does not serve to identify and distinguish applicant's services from those of others and to indicate the source of applicant's services. *See* TMEP Section 904.07(b).

In order to function as a service mark, the mark must be used in a manner that would be perceived by purchasers as identifying and distinguishing the source of the services included in the application. *See* TMEP 1301.02(a). The issue of whether the mark fails to function is usually tied to use of the mark as evidenced by the specimen, rather than the appearance of the mark itself. *See* TMEP Section 1202; *see also Michael S. Sachs Inc. v. Cordon Art B.V.*, 56 USPQ2d 1132 (TTAB 2000). Representative examples of specimens that may not reflect a mark functioning as a service mark include use (1) to convey advertising or promotional information; (2) to identify a product, device, or instrument sold or used in the performance of a service rather than to identify the service itself; (3) to identify a process, style, method, or system used in rendering a service; (4) of a term to identify a menu item; (5) as the name or design of a character or person; (6) use as a trade name; and (7) that is merely ornamental. *See* TMEP Section 1301.02(a).

It is clear that the Mark does not fall into any of uses for which a failure to function as a service mark is common. Additionally, the Examiner's refusal only connection to use of the Mark on the specimen-of-record is the argument that the mark is only used as a customized browser icon. The Examiner does not tie the fact that the Mark is a well-known symbol into Applicant's use of the Mark on the specimen of record. For these reasons, the Examiner was

incorrect in stating that the fact that the Mark is a universally recognized symbol was a basis for the failure to function refusal. As such, Applicant's arguments and evidence supporting a finding that a favicon is an acceptable specimen that creates the requisite link in consumers' minds between the Mark and the services should have been acceptable to overcome the refusal.

2. Second Office Action: Examiner Mischaracterized Refusal and Did Not Provide Sufficient Weight to Arguments and Evidence Submitted by Applicant

The Examiner issued a second Office Action maintaining the failure to function refusal, citing to the same provisions included in the First Office Action. The Examiner did not specifically address whether one of the bases for maintaining the refusal was that the specimen shows the mark used as a favicon. The Examiner simply stated that the registered favicons relied upon by Applicant are more distinctive than the design sought to be registered by the Applicant. The Examiner then quoted TMEP Section 1202.03(a), referenced previously in this brief, which states that, when determining whether a mark is merely ornamental, the commercial impression should be analyzed, including whether the mark is a common expression or symbol, such as the peace symbol. In support of its citation to TMEP Section 1202.03(a), the Examiner also cited to the TTAB decision in the consolidated cases of *Wal-mart Stores, Inc. v. Loufrani* and *Franklin Loufrani v. Wal-Mart Stores, Inc.* (Consolidated Opposition Nos. 91150278, 91154632, and 91152145) (TTAB 2009), which references the smiley-face logo as a ubiquitous, non-distinctive symbol. The Examiner's reliance on this case as support for the failure to function as a service mark refusal, however, is misplaced. The issue in the Wal-Mart decision was whether Wal-Mart's smiley-face mark lacked distinctiveness, not whether it failed to function as a mark based on any specimen of record. The Board found that the "smiling face" is a common, non-inherently distinctive design, but ultimately determined the mark had achieved acquired

distinctiveness based on (1) Wal-Mart's extensive use and advertisement; and (2) the fact that there was little evidence of any substantial use by other retail department stores of a similar smiling face design. *Id.* at 16.

While the stated refusal in the second Office Action is failure to function as a service mark, the Examiner's arguments and documented support for the arguments indicate that the refusal is actually either, more specifically, an ornamental refusal, or simply that the mark lacks inherent distinctiveness. These arguments and evidence include (1) the Examiner's statement that other registered favicons are more distinctive than Applicant's Mark; (2) the Examiner's reliance on a portion of the TMEP related to ornamental refusals; and (3) citation to a case finding that the smiling face is not inherently distinctive.

If the refusal was an ornamental refusal, the Examiner should have accepted Applicant's evidence of secondary source (in the form of its U.S. registration for the Mark in Class 9) as sufficient to overcome the refusal, and a second Office Action was not appropriate. One issue to consider in an ornamentation refusal is the commercial impression created by the proposed mark, including its significance and whether it is a common expression or symbol, including the peace symbol. *See* TMEP Section 1202.03(a). It is clearly established, however, that it is possible to overcome such an ornamentation refusal by showing secondary source, including by showing ownership of a U.S. registration on the Principal Register of the same mark for other goods based on use in commerce. *See* TMEP 1202.03(c). If, alternatively, the refusal was simply lack of inherent distinctiveness, the Examiner should have properly identified the refusal.

Finally, in the second Office Action, the Examiner delineates what evidence would be required from Applicant in order to support a claim of acquired distinctiveness. This is relevant because subsequently, in the Reconsideration Letter, the Examiner inconsistently argues that

evidence of acquired distinctiveness is inappropriate in response to the failure to function refusal, which will be discussed in greater detail later in this Brief.

Applicant responded to the second Office Action by again addressing the failure to function as a service mark refusal (as the Examiner has not raised a lack of distinctiveness refusal) and arguing that the peace symbol is capable of functioning as a mark because, while the peace symbol is commonly associated with pacifism, consumers should not have difficulty distinguishing the peace symbol as an arbitrary source indicator for online services not related to pacifism, including additional evidence of registered peace symbol service marks. These third-party registrations indicate that the Trademark Office has previously found that consumers are capable of distinguishing the peace symbol as a source indicator for a number of different goods and services offered by a number of different entities. Applicant also argued that Applicant's mark is no less distinctive than other registered favicons given that two of the registered favicons consisted solely of common, geometric figures. *See Exhibit C.*

Applicant's response to the Second Office Action should have been found sufficient to overcome the failure to function as a service mark refusal. First, the Examiner cites to the TMEP section governing ornamental refusals as support for the refusal. This section clearly states that evidence of secondary source, including a registration for the Mark covering different goods owned by the Applicant, is sufficient to overcome such a refusal. Applicant submitted exactly this type of evidence. Additionally, Examiner provides no support for the refusal that the ubiquitous nature of the mark is an appropriate basis for a failure to function refusal, aside from the statement that consumers will not view the Mark as a source indicator for Applicant's Services. Applicant's evidence of third-party registrations, however, clearly establishes

Trademark Office precedent that consumers are capable of viewing the Mark as a source indicator for a wide number of goods and services offered by different entities.

3. Final Office Action: Examiner Continues to Mischaracterize Refusal and Fails to Raise New or Compelling Arguments for Maintaining Refusal

On August 7, 2011, the Examiner issued an Office Action making its refusal to register the mark for failure to function as a service mark final based on the ubiquitous nature of the peace symbol. In the final Office Action, the Examiner failed to continue the refusal based on the use of the mark as a favicon on the specimen of record. As such, this issue should not be considered maintained and, assuming Applicant's mark is found to be sufficiently distinctive, the specimen of record should be accepted.

The Examiner reiterated the arguments that the Mark fails to function as a service mark because it is a universally-recognized symbol. As discussed above, Applicant believes this refusal is inappropriate and is instead more appropriately classified as a refusal based on lack of distinctiveness. In support of the refusal, the Examiner provided additional articles regarding third-party recognition of the peace symbol and again cites to TMEP Section 1202.03(a). The Examiner, however, advised that the evidence of third-party registrations for the peace symbol submitted by Applicant as evidence are not persuasive because they incorporate the symbol into composite marks. A review of the third-party registrations submitted by Applicant, however, clearly demonstrate that the majority of the registrations do not contain a word element and, at most, incorporate a secondary, minimal design element. *See* Exhibit F. As such in each registration, the peace symbol is the dominant portion of the mark and is the portion most likely to be evaluated by a consumer when determining the source of the goods or services. As discussed above, for these reasons, the third-party registrations are extremely relevant in demonstrating that Trademark Office precedent recognizes and acknowledges that consumers are in fact capable as viewing the peace symbol as a source indicator.

Applicant reiterates its arguments that its prior submissions should have been found sufficient to overcome this refusal.

4. Request for Reconsideration: Applicant Raised Two, New Issues Which Required Issuance of a New, Non-Final Office Action and also Provided Sufficient Evidence of Acquired Distinctiveness to Overcome Refusal

In response to the Final Office Action, Applicant submitted a Request for Reconsideration and filed a timely Notice of Appeal. In the Request for Reconsideration, Applicant reiterated its arguments that the Mark functions as a service mark, including evidence of third-party registrations for the peace symbol and its own registration for the Mark in Class 9. *See* Exhibits E and F. Additionally, because the Examiner analogized the peace symbol to the smiley face, Applicant submitted additional representative examples of third-party registrations for the smiley-face which demonstrated that the Trademark Office has also found consumers capable of viewing the smiley face as a source indicator. *Id.*

The Applicant also raised two new issues in the request for reconsideration. First, Applicant amended the Application to add a 2(f) claim and submitted evidence of the acquired distinctiveness of the mark, including evidence of (1) use of the mark for more than seven years; (2) use of the mark with a mobile application; (3) specific direction to consumers to look for the Mark as an indicator of genuine craigslist, Inc. services; (4) an extensive and widespread consumer base; (5) extremely large numbers of consumers in the form unique visitors to the craigslist.org website, website hits, and website rank; and (6) third-party media references associating the Mark with Applicant's Services. *See* Exhibit G.

Second, Applicant offered to amend the Mark from a black-and white special form to one claiming purple as a color feature of the Mark. Such an alteration is authorized because it is

viewed as a restriction or limitation on Applicant's rights in the Mark. Amendment of a black-and-white special form drawing to one claiming a color as a feature of the mark generally does not constitute a material alteration because it is considered a restriction or limitation of applicant's rights. *See* TMEP 807.14(e)(i).

5. Reconsideration Letter: Issuance of Reconsideration Letter was Erroneous Because (1) New Issues Raised by Applicant; and (2) Appropriate Evidence of Acquired Distinctiveness Provided by Applicant

The Examiner incorrectly issued a Reconsideration Letter in response to Applicant's Request for Reconsideration. As discussed above, Applicant raised two new issues in the Request for Reconsideration. If a Request for Reconsideration includes an amendment that presents a new issue, the Examiner must issue a new, non-final Office Action with a six-month response clause that addresses the new issue. *See* TMEP 715.04(b). Instead, the Examiner inappropriately issued a Reconsideration Letter (1) arguing that evidence of acquired distinctiveness was not appropriate to overcome the refusal; and (2) arguing that, even if evidence of acquired distinctiveness was not appropriate, the evidence was insufficient.

a. New Issues Raised in Request for Reconsideration

In its Request for Reconsideration, Applicant raised two new issues that requires issuance of a new, non-final Office Action rather than a Reconsideration Letter.

The first new issue raised by Applicant was a claim of acquired distinctiveness. Applicant had not previously entered a claim of acquired distinctiveness, but instead only raised Applicant's prior registration to Examiner's attention as persuasive evidence that the Mark can (and does) function as a source indicator. A claim of acquired distinctiveness raises a new issue when appropriately made, including in response to refusals to registration on grounds pertaining

to non-inherently distinctive subject matter and marks that comprise matter that is purely ornamental. *See* TMEP Section 714.05(a)(i); *see also* TMEP Section 715.04(b). If the examiner determines that the claim of acquired distinctiveness does not overcome the refusal, a new non-final refusal should be issued. *Id.* In response to a claim of acquired distinctiveness, final action is only appropriate if the claim of acquired distinctiveness is irrelevant to the outstanding refusal, which is a situation which would occur when a registration is refused based on the following: (1) mark contains of immoral or scandalous matter; (2) mark comprised of a flag, coat of arms, or other insignia of the U.S., state, or municipality or foreign nation; (3) likelihood of confusion, mistake, or deception; (4) geographically deceptively misdescriptive; or (5) functionality of trade dress. *Id.* As Applicant has discussed in the arguments above, the refusal maintained by the Examiner is most appropriately classified as a lack of distinctiveness refusal. As such, a claim of acquired distinctiveness raises a new issue which requires issuance of a new, non-final Office Action. Applicant has also provided additional arguments below which support a finding that evidence of acquired distinctiveness was appropriate in response to the refusal raised by the Examiner.

Second, Applicant advised that, if the evidence of acquired distinctiveness and the arguments against the failure to function refusal were not accepted, Applicant would be willing to amend the Mark to include a purple color claim. The Examiner failed to address the amendment request in the Reconsideration Letter. When a request to amend the drawing of a mark is raised by the applicant (where the Examiner has not previously required the drawing be amended), issuance of a new, non-final action is generally required. *See* TMEP Section 714.05(a). Because the Examiner has not previously required that the drawing be amended, the

Examiner was required to issue a new, non-final Office Action addressing the reasons it had not considered Applicant's request to enter a color claim.

Applicant has addressed the Examiner's failure to issue a new, non-final Office Action in this appeal brief as this is the timely and appropriate forum for raising the issues. While it is necessary for an applicant to raise the issue of a premature final action while the application is still pending before the Examining Attorney, no similar provision mandates that an applicant address the failure to issue a new, non-final action in response to a Request for Reconsideration with the Examiner. *See* TMEP Section 714.06. This is logical, given that, if a new, non-final action is not issued in response to a Request for Reconsideration, the application is automatically remanded to the TTAB, assuming a timely Notice of Appeal was filed. As such, the Examiner would no longer have jurisdiction over the application to address the issue.

b. Evidence of Acquired Distinctiveness Was Appropriate and Sufficient

In the Reconsideration Letter, the Examiner attempts to argue that evidence of acquired distinctiveness cannot overcome the refusal because the refusal is based on failure to function as a mark rather than the descriptiveness or genericness of the mark. The Examiner fails to address, however, the fact that the arguments and citations provided by the Examiner repeatedly reference the *distinctiveness* of the mark, which is exactly the type of refusal a claim of acquired distinctiveness was meant to overcome. Specifically, the Examiner has (1) repeatedly cited TMEP 1202.03(a) with respect ornamental refusals which can be overcome by evidence of acquired distinctiveness; (2) argued that the Mark is unregistrable because it is less distinctive than other registered favicons; (3) has cited to the *Wal-Mart* TTAB decision in support of the refusal, when this case deals with an opposition based on lack of distinctiveness, which is overcome by evidence of acquired distinctiveness; and (4) has explicitly invited Applicant to

submit evidence of acquired distinctiveness as a means for overcoming the refusal. For the Examiner to now try to characterize the refusal as one that cannot be overcome by evidence of acquired distinctiveness directly undercuts the Examiner's support relied upon as a basis for its failure to function refusal.

The Examiner cites TMEP Section 1212.02 and related cases which discuss when acquired distinctiveness evidence is not acceptable. These situations generally include when matter is generic, functional, or purely ornamental. Notably, the Examiner has not raised a genericness, functionality, or purely ornamental refusal at any point in the procedural history of the Application for the Mark, and does not raise such a refusal in the Reconsideration Letter. The cases cited by Examiner in support of the proposition generally involve cases where the refusal was based on the genericness or functionality of the mark, which are refusals that do not apply in this instance. TMEP section 1212.02(a) details refusal for which it is always inappropriate to include a 2(f) response, and it does not include failure to function as a service mark. In fact, it is well-established that it is possible to overcome a number of "failure to function" refusals based on evidence of acquired distinctiveness, including for flavors, background designs, non-syndicated columns and sections, and model or grade designations. *See In re N.V. Organon*, 79 USPQ2d 1639 (TTAB 2006) (finding that evidence of acquired distinctiveness is necessary to register a mark for "orange flavor"); *see also In re ROD'S FOOD PRODUCTS, INC.* 125 USPQ 495 (TTAB 1960) (requiring evidence of acquired distinctiveness for registration of a background design); *see also* TMEP Section 1202.07(a)(ii); *see also* TMEP Section 1202.16. Evidence of acquired distinctiveness has also been used to overcome objections to registration of marks as informational matter (*see Roux Laboratories, Inc. v. Clairol Incorporated*, 427 F.2d 823(C.C.P.A. 1970)), registration of color marks (*see* TMEP

Section 1202.05; *see also In re N.V. Organon*, 79 USPQ2d 1639 (TTAB 2006)), non-syndicated columns and sections (*see* TMEP Section 1202.07(a)(ii)), and model or grade designations (*see* TMEP Section 1202.16). It is also well established that marks which are originally viewed as weak are able to gain distinctiveness through use. *See Apple Growers Association v. Pelletti Fruit Company, Inc.*, 115 USPQ 169 (N.D. Cal. 1957). Most analogous to the Examiner's refusal would be ordinary geometric shapes, which are protectible upon a showing of acquired distinctiveness, as are symbols such as the smiley face. *See Guess? Inc. v. Nationwide Time Inc.*, 16 USPQ2d 1804 (TTAB 1990); *see also Wal-mart Stores, Inc. v. Loufrani and Franklin Loufrani v. Wal-Mart Stores, Inc.* (Consolidated Opposition Nos. 91150278, 91154632, and 91152145) (TTAB 2009).

Given (1) that registration of the Mark has not been refused based on genericness, functionality, or pure ornamentation; (2) the Examiner's past references to distinctiveness and reliance on related TMEP provisions and case law; and (3) the supporting evidence provided by Applicant in this brief, evidence of acquired distinctiveness should be considered in overcoming the refusal. As such, Applicant's claim of acquired distinctiveness raised a new issue that mandated issuance of a new, non-final Office Action that would allow Applicant to submit further arguments and additional evidence of acquired distinctiveness, if necessary.

Applicant also believes, however, that the Examiner's alternate finding that evidence of acquired distinctiveness was insufficient was inappropriate. In the second Office Action, the Examiner stated that "[t]he ultimate test in determining acquisition of distinctiveness under Trademark Act Section 2(f) is not applicant's efforts, but applicant's success in educating the public to associate the claimed mark with a single source." Applicant's evidence of acquired distinctiveness included this relevant evidence in the form of (1) screenshots showing Applicant

educating consumers that the Mark indicates consumers are receiving Applicant's genuine services; and (2) third-party media connecting Applicant's Mark with Applicant's Services. *See* Exhibit G. In the second Office Action response, the types of additional evidence requested by the Examiner also included (1) length and exclusivity of use of the mark in the U.S. by the applicant; (2) the type, expense, and amount of advertising of the mark in the U.S.; and (3) applicant's efforts in the U.S. to associate the mark with the source of the services, such as unsolicited media coverage and consumer studies. *Id.* Due to the notoriety of Applicant's Services (as demonstrated by the number of unique visitors, website hits, and website rank of Applicant's website), it is clear that traditional advertising is not necessary for Applicant's business model. As such, the second prong of evidence is not relevant. Applicant did, however, submit evidence of the length and exclusivity of use of the mark (which was several years past the general five year requirement) and evidence of Applicant's efforts to associate the mark with the source of the services, as previously detailed in this brief. Based on Examiner's own evidence requirements, Applicant's submitted evidence was sufficient to demonstrate the acquired distinctiveness of the Mark.

V. CONCLUSION

As detailed in the above brief, the following is clear:

- Applicant's evidence that use of a mark as a favicon was sufficient to overcome Examiner's initial refusal of use of the mark as a customized browser icon, and this basis for the "failure to function" refusal was not continued by the Examiner;
- The Examiner's refusal based on the ubiquitous nature of the Mark was inappropriately categorized as a "failure to function" refusal by the Examiner, given that all evidence and

support provided by the Examiner indicate the actual refusal was based on the lack of distinctiveness of the mark;

- Evidence of acquired distinctiveness was appropriate to overcome the refusal given that the crux of Examiner's argument was the lack of distinctiveness of the mark, as well as additional evidence that indicates evidence of acquired distinctiveness is generally acceptable to overcome various "failure to function" refusals; and
- The evidence of acquired distinctiveness submitted by Applicant was sufficient to overcome the Examiner's refusal; and
- Even if the evidence of acquired distinctiveness is not found sufficient by the Board, Applicant raised two new issues in its request for reconsideration that required issuance of a new, non-final Office Action and an opportunity to submit additional evidence and arguments in support of the acquired distinctiveness of the mark.

Based on the arguments included in the brief, Applicant requests that the Board allow the Mark to proceed to registration because Applicant successfully overcame the refusal that use of the mark as a favicon did not function as a service mark, and the Examiner never appropriately raised a lack of distinctiveness refusal. If the Board does not accept these arguments, Applicant requests that, in the alternative, the Board find that Applicant's evidence of acquired distinctiveness was sufficient to overcome the refusal maintained by the Examiner and allow the Mark to proceed to registration.

Even if the Board finds that the application for the Mark is not yet in condition to proceed to registration, Applicant respectfully requests that the Board find that the Examiner was incorrect in issuing a Reconsideration Letter and should, instead, have issued a new, non-final

Office Action given that Applicant raised two new issues in the request for reconsideration. If the Board mandates that a new, non-final Office Action is necessary, Applicant also respectfully requests that the Board direct the Examiner to more appropriately classify the refusal as one based on the lack of inherent distinctiveness of the Mark.

DATED: 5/7/12

PERKINS COIE LLP

Andrea Sander

PERKINS COIE LLP

Grace Han Stanton

Andrea M. Sander

Attorneys for Applicant

1201 Third Avenue Suite 4900

Seattle, WA 98101

206.359.8000

Exhibit A

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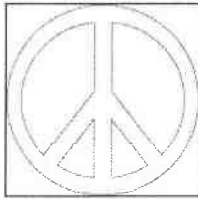
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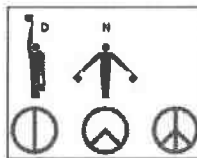
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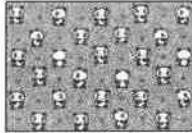
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Peace symbols

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"Peace sign" redirects here. For the hand gesture called the "peace sign", see V sign.

The dove and the olive branch, or a dove carrying an olive branch in its beak, are ancient symbols of peace; in the latter part of the twentieth century, the peace sign, developed by the Campaign for Nuclear Disarmament, and the V hand signal came into use around the world.

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The Peace symbol, originally the symbol of Nero^[1]

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The peace sign

[\[edit\]](#)



Richard H. Springman, U.S. Army, wearing a peace sign necklace, speaking with a North Vietnamese Army officer. He and 13 other captives, some also pictured, were released on the same day, 18 February 1973, two weeks after the Paris Peace Accords

The internationally recognized symbol for peace was originally designed for the British nuclear disarmament movement.^[1] It was designed and completed on 21 February 1958 by Gerald Holtom, a professional designer and artist in Britain for the 4 April march planned by the Direct Action Committee Against Nuclear War (DAC) from Trafalgar Square, London to the Atomic Weapons Research Establishment at Aldermaston in England.^{[1][2]} The symbol was later adopted by the Campaign for Nuclear Disarmament (CND). It was adopted by first the 1960s anti-war movement, then the counterculture, and finally the popular culture of the time.



Semaphore 'N'



Semaphore 'D'

The peace sign flag first became known in the United States in 1958 when Albert Bigelow, a pacifist protester, sailed his small boat, outfitted with the CND banner into the vicinity of a nuclear test.^[3]



his small boat outfitted with the CND banner into the vicinity of a nuclear test.^[3]

The peace sign button was imported into the United States in 1960 by Philip Altbach, a freshman at the University of Chicago, who traveled to England to meet with British peace groups as a delegate from the Student Peace Union (SPU). Altbach purchased a bag of the "chickentrack" buttons while he was in England, and brought them back to Chicago, where he convinced SPIJ to reprint the button and adopt it as its symbol. Over the next four years, SPIJ reproduced and sold thousands of the buttons on college campuses. By the late 1960s, the peace sign had become an international symbol adopted by anti-war protestors of the Baby Boom Generation.^[4]



Gravestone of Ed Bishop

The symbol itself is a combination of the semaphoric signals for the letters "N" and "D," standing for Nuclear Disarmament.^[1] In semaphore the letter "N" is formed by a person holding two flags in an upside-down "V," and the letter "D" is formed by holding one flag pointed straight up and the other pointed straight down. Superimposing these two signs forms the shape of the centre of the peace symbol. In the first official CND version (which was preceded by a ceramic pin version that had straight lines, but was short lived) the spokes curved out to be wider at the edge of the circle, which was white on black.^{[1][5][6]}

Holtom later wrote to Hugh Brock, editor of Peace News, explaining the genesis of his idea in greater depth: "I was in despair. Deep despair. I draw myself the representative of an individual in despair, with hands palm outstretched outwards and downwards in the manner of Goya's peasant before the firing squad. I formalised the drawing into a line and put a circle round it."^[6] Ken Kolsbum, a correspondent of Holtom's, says that the designer came to regret the symbolism of despair, as he felt that peace was something to be celebrated and wanted the symbol to be inverted.^[7]

The original drawing by Gerald Holtom of the CND symbol is housed in the Peace Museum, U.K.^[1] in Bradford, England.

In Unicode, the peace sign is U+262E: ☮, and can thus be generated in HTML by typing `☮` or `☮`. However, internet browsers may not have a typeface that can display it.

The gravestone of Ed Bishop, actor and anti-war campaigner, has a peace symbol prominently engraved on it.

V-sign

[edit]

Main articles: V-sign and Radio Londres

The "V-sign", also called the "peace sign" and the "victory sign," is a hand gesture with the index and middle fingers open and all others closed. It was used as a sign for victory during the Second World War by Winston Churchill, originally with palm inwards; Churchill switched to palm outwards later in the war, probably because^[citation needed] the gesture made palm inwards has an insulting meaning in Britain. The letter "V" also represents the number 5 in Roman Numerals; both V and 5 were used as symbols of hope for British citizens and in wireless contacts with the French Resistance partisan freedom fighters. The BBC's V for Victory campaign urged listeners to mark a V on walls as subversion and a sign of support for the Allies.^[8] More complex broadcasts were often jammed, but when it was realised that the three short notes and one long at the start of Beethoven's Fifth Symphony was also Morse code for V, and could more easily penetrate the static, the call sign of Radio Londres and other BBC services in Europe was converted to the sound of drums beating out V in Morse code.^[8]



A 2003, Los Angeles anti-war protester flashing the peace sign.

This developed into a peace sign during protests in the USA against the Vietnam War (and subsequent anti-war protests), and was adopted by the North American counterculture as a sign of peace. Because the hippies of the day often showed the sign while saying "Peace", it became known as the peace sign, the name still used today.^[9]

Peace flag

[edit]

Main article: Peace rainbow flag

The peace flag is a series of seven rainbow stripes with the word for peace printed in the center. The first such flags made were emblazoned with **PACE** (*Peace* in Italian and Romanian, pronounced not clear, derived from the oblique case of the Latin word, *pax*). Design: Italian *pax*.



pronounced *pah-chay*, derived from the ablative case of the Latin word *pax*.) Previous Italian peace flags had featured a dove drawn by Pablo Picasso,^[10] the new design first appeared in an Italian peace march as early as September 24, 1961, in an Italian peace march.



Greek language peace flag



Peace dove graffiti in Madrid. The Castilian Spanish "paz" translates to "peace"

The flag is often flown from balconies in Italy by citizens opposed to the Iraq war.^[11] Its use has spread to other countries as well, with the Italian "pace" replaced with its translation in various other languages.^[11]

In recent years, especially in connection with the 2003 Invasion of Iraq, there has been a surge in popularity of the Peace flag.^[11] According to Amnesty International, producer Franco Belsito had produced only about 10,000 flags annually for 60 years, and suddenly had to cope with a demand in the range of millions.^[11]

Dove and olive branch

[edit]

In Judaism and Christianity an olive branch is a sign for peace. The Torah and the Old Testament describe a story in which a dove was released by Noah after the Great Flood in order to find land. The dove came back carrying an olive branch in its beak, proof for Noah that the tumultuous waters of the Great Flood were receding, and humans could soon resume a normal life. (Book of Genesis 8:11).

In Greek tradition, olive branches represent peace.^[12] The plant was considered sacred to the ancient goddess of wisdom and defensive warfare, Athena.^[12]

Defeated Roman armies displayed olive branches as a white flag to indicate surrender.^{[13][14]}

The motif can also represent "hope for peace" and even a peace offering from one man to another, as in the phrase "extend an olive branch"^[14]



A peace sign in Hebrew, Arabic, and English

Shalom and Salaam

[edit]

Main articles: Shalom and Salaam

The Hebrew word "Shalom" (Hebrew: שלום), and the Arabic "Salaam" (Arabic: سلام) have been used as peace symbols. Shalom and Salaam literally mean "peace" and are cognates of each other, derived from the Semitic triconsonantal of Š-L-M (realized in Hebrew as Š-L-M and in Arabic as S-L-M).

The congruence of both words has come to represent "peace in the Middle East" and an end to the Arab-Israeli conflict. Its significance is such that wall plaques and signs are sold with only those words.



A white poppy among red poppies placed on a cenotaph

The words are featured in such Israeli peace songs such as "Salaam (Od Yavo Shalom Aleinu)", sung in both Hebrew and Arabic,^[15] and "Shalom Salaam Peace" by HaMehona Shel HaGiv.^[16]



"Shalom" in blue "Salaam" in green "Peace" in orange

White Poppy

[edit]

The White Poppy campaign began in 1932^[17] by the Women's Co-operative Guild to distribute an alternative to the Red Poppies used to commemorate British military dead,^[17] and the first poppies were distributed in 1933.

The newly-formed Peace Pledge Union (PPU) joined in distributing them in 1934, and white poppy wreaths were laid "as a pledge to peace that war must not happen again". In 1980, the PPU revived the symbol as a form of remembering the victims of war without glorifying militarism.

The Broken Rifle

[edit]



A rifle snapped in half

The Broken Rifle symbol associated with War Resisters' International and its affiliates actually predates the foundation of WRI in 1921.

The first known example of the Broken Rifle was in the mast-head of the January 1909 issue of *De Wapens Neder* (*Down With Weapons*), the monthly paper of the International Antimilitarist Union in the Netherlands. In 1915 it appeared on the cover of a pamphlet, *Under det brukne Gevaer* (*Under the Broken Rifle*), published by the Norwegian Social Democratic Youth Association. The (German) League for War Victims, founded in 1917, used the broken rifle on a 1919 banner. In 1921, Belgian workers marching through La Louvière on 16

October 1921, carried flags showing a soldier breaking his rifle.

Ernst Friedrich, a German who had refused military service, founded the Anti-Kriegs Museum in Berlin with a bas-relief broken rifle over the door, and the Museum distributed broken rifle badges, girl's and women's brooches, boy's belt buckles, and men's tie pins.^[18]

Personification

[edit]

In Greek and Roman mythology, the goddesses Eirene or Irene, Pax and Tranquillitas personified tranquility, security, calmness, peace.

Other peace symbols

[edit]

The crane is a traditional symbol in Japan for, among other things, peace. Paper cranes are often folded, especially around the time of the New Year; a thousand origami cranes is a symbol of good luck, and was popularized as a peace symbol by the story of Sadako Sasaki.

Some unique items have come to symbolize peace. For example, the Japanese Peace Bell was a gift from the UN Association of Japan to the United Nations, presented to them in 1954. The bell remains at UN headquarters and is struck yearly, in remembrance of peace.

The Pax Cultura symbol, created by Nicholas Roerich, has also been used as a peace symbol.

Date palms are signs of peace and plenty in Judaism.



Ioshogu shrine of the eternal time of peace, on which thousand-origami-crane strings have been hung

See also

[edit]

- Peace flag

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[edit]

- [^] ^{abcd ef} "Peace Symbol". *The Peace Museum's Collection*. The Peace Museum, Bradford.^[*dead link*] A symbol for the organisation was created by Gerald Holton. His design represented the semaphore letters 'N' and 'D', standing for 'Nuclear Disarmament'. Perhaps coincidentally, the design can also be interpreted as a stylised capital N between a C and a D. Others have interpreted it as the footprint of a dove; as well as a form of the Y-cross. It was displayed at CND's first direct action, the Aldermaston march of Easter 1958. Not patented or restricted, the logo crossed national and cultural boundaries as a symbol of peace." - The Peace Museum, Bradford
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External links

[edit]

- Happy Birthday Peace - celebrating 50 years of Gerald Holtom's peace symbol
- The biography of the Peace Symbol by Ken Kolsbun - PeaceSymbol.com
- A tribute to the Peace Symbol and the Peace Sign - PeaceSymbol.org
- Peace Symbols - Free clip art
- Peace symbols Part I - peace signs and images (author: Arash Vahdati)
- Peace symbols Part II - peace signs and images (author: Karan Reshad)
- What is the origin of the peace symbol? (from The Straight Dope)
- Teach Peace - Teach Peace Moment: Peace Symbol History
- World's best-known protest symbol turns 50 - BBC News

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peace symbols, the origins and the ideas behind the symbols



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peace symbols

the origin and the ideas behind the symbols

THE PEACE SYMBOL

the anti-nuclear emblem or the peace sign is one of the most widely known symbols in the world. it was invented on the request of lord bertrand russel, head of the british 'campaign for nuclear disarmament' or CDN and sponsor of mass marches and sit-downs in london. the graphic symbol was designed by gerald holtom, a member of the CDN movement, as the badge of the 'direct action committee against nuclear war', for the first demonstration against aldermaston (a british research center for the development of nuclear weapons) in 1958. holtom, a professional designer and a graduate of the london royal college of arts, had originally considered using the christian cross symbol within a circle as the motif for the march, but various priests he had approached with the suggestion were not happy at the idea of using the cross on a protest march.

from a design point of view, it is interesting to note that the original sketches are preserved at the school of peace studies, at the bradford university.

they show a symbol that stood for 'the death of man and the unborn child' and that symbol was designed from the naval code of semaphore - the code letters for N and D (nuclear disarmament).

N is two flags, arms downstretched at a forty-five degree angle, and D is two flags, one arm straight up and one straight down. the ends of the 'arms' and 'legs' thicken and splay out noticeably as they approach the circumference.

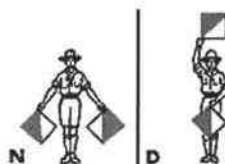
the circle itself was thick - the thickening itself has two versions:



anti-nuclear emblem, aka peace symbol



the first badges were made by eric austin of kensington CDN, using white clay with the symbol painted black. again there was a conscious symbolism. they were distributed with a note explaining that in the event of a nuclear war, these fired pottery badges would be among the few human artifacts to survive the nuclear inferno.



the circle itself was thick - the thickening itself has two versions: in one, all the straight strokes are thickened; in the other, only those in the lower half of the circle. it is said, that the reason for the symbol being upside down (D over N) is that semaphore is a military code and upside down symbolizes 'anti-military'.

the symbol was quickly adopted in the US when a friend of martin luther king jr., bayard rustin began using it during civil rights marches. the power of this symbol is emphasized by the fact that various far-right and fundamentalist american groups, during the 1970s, seriously considered forbidding it (they have spread the idea of satanic associations and condemned it as a communist sign). in south africa, under the apartheid regime, there was an official attempt to ban it. also anti-vietnam war protesters picked it up, and it was called 'the footprint of the great american chicken' by many american soldiers during the vietnam war era.

deliberately never copyrighted, the symbol is still recognized in great britain as the logo for nuclear disarmament, but is known worldwide for peace and non-violence. no one has to pay or to seek permission before they use it. as a symbol of freedom, it is free for all. this of course sometimes leads to its use, or misuse, in circumstances that CND and the peace movement find distasteful. it is also often exploited for commercial, advertising or generally fashion purposes. 'we can't stop this happening and have no intention of copyrighting it. all we can do is to ask commercial users if they would like to make a donation. any money received is used for CND's peace education and information work.' says the campaign for nuclear disarmament website <http://www.cnduk.org>

DOVES OF PEACE

one of the most recognised symbols of peace is the dove. its origins are from the story of noah and the ark. when the rains that flooded the earth stopped pouring down, noah sent out various birds to see if they would bring back any sign of land to his boat. he was anxious to begin life again on dry pasturage. one dove eventually returned carrying an olive branch. after world war II pablo picasso, was responsible for the decisive use of the dove of peace : his lithograph designed for the international peace congress in paris, 1949, features the white ancestor of a new family of doves. since then, graphic artists have produced an endless series of doves of peace in different shapes.

the letters N and D of the navy code of semaphore, the flag signalling system.



there have been claims that the symbol has older, occult or anti-christian associations and that it was a 'symbol of death'. this fifth century illustration depicts st peter crucified upside-down. the inverted crucifix was known for centuries as the 'nero cross' from the roman reign of the emperor nero (54-68 A.D.) in the middle ages the 'nero cross' was adapted in satanists rituals. it can also be seen as composed of a tyr rune, or by the rune, turned upside down (in german 'lodesrune'/ the rune of death.)



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ARCHITECTURE



endless series of doves of peace in different shapes.

MANIFESTO FOR THE CITY
20 21 22 11 23 AVRIL 1949
PARIS

manifesto by pablo picasso, 1949



origami crane

THE PEACE CRANE

within asia the white crane is the bird of peace. originally it was the sort of peace that comes with prosperity and friendship, such that war is not even considered. the crane took on even greater significance as a peace symbol within japan right after the bombings of hiroshima and nagasaki. in 1955 an eleven year old japanese girl named sadako sasaki was diagnosed with leukemia from exposure to nuclear radiation. she heard that if she folded a thousand paper cranes, she would be granted a wish. so she began folding one crane after another, wishing for a well body within a world of peace. sadly, she died within the year, but her story went out to the people of the world.

an organisation has been founded in memory of sadako whose purpose is to unite children in the effort for peace - 'the world peace project for children'.
<http://www.sadako.org>



victory sign

THE HAND-GESTURE PEACE SIGN

is thought to have begun in europe during world war II when a V for victory - and not to be confused with the catholic gesture of benediction - was painted on walls as a symbol of freedom from occupying forces. the sign was widely used by peace movements in the 1960s and 1970s as a symbol of victory for peace and truth.



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the 19th century illustration of maurice bessey's 'pictorial history of magic and the supernatural' depicts the benediction gesture with a shadow of which represents catan.



this rainbow flag originated in italy and is emblazoned in bold with the italian word PACE, meaning 'peace'.

it became popular with the 'pace da tutti i balconi' / peace from every balcony campaign in 2002, started as a protest against the impending war in iraq. 'peace from every balcony' is an effort to get people to show their opposition to war in general and specifically italian participation in the US military campaign against iraq.

<http://www.bandieredipace.org>

THE RAINBOW FLAG

in basel, switzerland, at the international co-operative congress of world co-op, ICA leaders made plans for the very first international 'co-operators' day' in essen, germany which was held in july 1923.

they wanted to identify and define the growing co-operative movement's common values and ideals to help unite co-ops around the world by developing an international co-op symbol to celebrate the movement's ideas of international solidarity, economic efficiency, equality, and world peace.

it is said that the meaning of the 7 colors of the rainbow flag is: RED stands for courage.

ORANGE offers the vision of possibilities.

YELLOW represents the challenge that GREEN has kindled.

GREEN represents growth, a challenge to co-operators to strive for growth of membership and of understanding of the aims and values of co-operation.

SKY BLUE suggests far horizons, the need to provide education and help to unfortunate people and to strive towards global unity.

DARK BLUE suggests pessimism, reminding us of less fortunate people in the world who are in need of the benefits from co-operation.

VIOLET is the color of warmth, beauty and friendship.

<http://www.coop.org>

in the 1980ies, the san francisco artist, gilbert baker, designed such a flag as a symbol for gay pride. the internationally recognised banner is usually flown during gay and lesbian marches and is displayed outside gay-friendly bars and clubs, most commonly with the red stripe on top, as the colors appear in a natural rainbow.

see the designers for peace project



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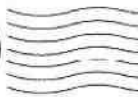
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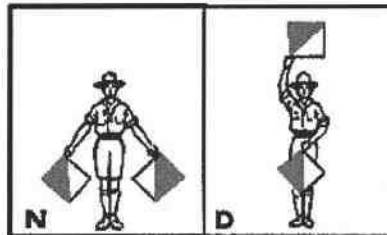
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The origin of the Peace Symbol



NEW - Origins of the clenched fist - peace symbol combination graphic

A history of the Campaign for Nuclear Disarmament (CND) logo

One of the most widely known symbols in the world, in Britain it is recognised as standing for nuclear disarmament —and in particular as the logo of the Campaign for Nuclear Disarmament (CND). In the United States and much of the rest of the world it is known more broadly as the peace symbol. It was designed in 1958 by Gerald Holtom, a professional designer and artist and a graduate of the Royal College of Arts. He showed his preliminary sketches to a small group of people in the Peace News office in North London and to the Direct Action Committee Against Nuclear War, one of several smaller organisations that came together to set up CND.

The Direct Action Committee had already planned what was to be the first major anti-nuclear march, from

Gerald Holtom had originally considered using the Christian cross symbol within a circle as the motif for the march but various priests he had approached with the suggestion were not happy at the idea of using the cross on a protest march. Later, ironically, Christian CND were to use the symbol with the central stroke extended upwards to form the upright of a cross. This adaptation of the design was only one of many subsequently invented by various groups within CND and for specific occasions —with a cross below as a women's symbol, with a daffodil or a thistle incorporated by CND Cymru and Scottish CND, with little legs for a sponsored walk etc. Whether Gerald Holtom would have approved of some of the more light-hearted versions is open to doubt.

The symbol almost at once crossed the Atlantic. Bayard Rustin, a close associate of Martin Luther King had come over from the US in order to take part in that first Aldermaston March. He took the symbol back to the United States where it was used on civil rights marches. Later it appeared on anti-Vietnam War demonstrations and was even seen daubed in protest

London to Aldermaston, where British nuclear weapons were and still are manufactured. It was on that march, over the 1958 Easter weekend that the symbol first appeared in public. Five hundred cardboard lollipops on sticks were produced. Half were black on white and half white on green. Just as the church's liturgical colours change over Easter, so the colours were to change, "from Winter to Spring, from Death to Life." Black and white would be displayed on Good Friday and Saturday, green and white on Easter Sunday and Monday.

The first badges were made by Eric Austin of Kensington CND using white clay with the symbol painted black. Again there was a conscious symbolism. They were distributed with a note explaining that in the event of a nuclear war, these fired pottery badges would be among the few human artifacts to survive the nuclear inferno. These early ceramic badges can still be found and one, lent by CND, was included in the Imperial War Museum's 1999/2000 exhibition *From the Bomb to the Beatles*.

What does it mean?

Gerald Holtom, a conscientious objector who had worked on a farm in Norfolk during the Second World War, explained that the symbol incorporated the semaphore letters N(uclear) and D(isarmament). He later wrote to Hugh Brock, editor of Peace News, explaining the genesis of his idea in greater, more personal depth:

I was in despair. Deep despair. I drew myself: the representative of an individual in despair, with hands palm outstretched outwards and downwards in the manner of Goya's peasant before the firing squad. I formalised the drawing into a line and put a circle round it.

Eric Austin added his own interpretation of the design: "the gesture of despair had long been associated with the death of Man and the circle with the unborn child."

emonstrations and was even seen daubed in protest on their helmets by American GIs. Simpler to draw than the Picasso peace dove, it became known, first in the US and then round the world as the peace symbol. It appeared on the walls of Prague when the Soviet tanks invaded in 1968, on the Berlin Wall, in Sarajevo and Belgrade, on the graves of the victims of military dictators from the Greek Colonels to the Argentinian junta, and most recently in East Timor.

There have been claims that the symbol has older, occult or anti-Christian associations. In South Africa, under the apartheid regime, there was an official attempt to ban it. Various far-right and fundamentalist American groups have also spread the idea of Satanic associations or condemned it as a Communist sign. However the origins and the ideas behind the symbol have been clearly described, both in letters and in interviews, by Gerald Holtom and his original, first sketches are now on display as part of the Commonweal Collection in Bradford.

Although specifically designed for the anti-nuclear movement it has quite deliberately never been copyrighted. No one has to pay or to seek permission before they use it. A symbol of freedom, it is free for all. This of course sometimes leads to its use, or misuse, in circumstances that CND and the peace movement find distasteful. It is also often exploited for commercial, advertising or generally fashion purposes. We can't stop this happening and have no intention of copyrighting it. All we can do is to ask commercial users if they would like to make a donation. Any money received is used for CND's peace education and information work.

This material was originally found at from the [CND website](#).

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Semaphore images from *Handbook for Boys*. 1911

The Origin of the Peace Symbol



The following is an excerpt from "A history of the Campaign for Nuclear Disarmament (CND) (CND) logo" by the CND in UK.

One of the most widely known symbols in the world, in Britain it is recognised as standing for nuclear disarmament - and in particular as the logo of the Campaign for Nuclear Disarmament (CND). In the United States and much of the rest of the world it is known more broadly as the peace symbol.



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Contact:

Stacey Fritz, Coordinator
PO Box 84997
Fairbanks, AK 99708
(907) 457-5230
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1958 - Peace Symbol Created

By Jennifer Rosenberg, About.com Guide

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Peace Symbol Created (1958): In 1958, British artist Gerald Holtom drew a circle with three lines inside, intending the design to be a symbol for the Direct Action Committee Against Nuclear War (DAC). The design incorporates a circle with the lines within it representing the simplified positions of two semaphore letters (the system of using flags to send information great distances, such as from ship to ship). The letters "N" and "D" were used to represent "nuclear disarmament." (The "N" is formed by a person holding a flag in each hand and then pointing them toward the ground at a 45 degree angle. The "D" is formed by holding one flag straight down and one straight up.)



Peace symbol drawn in sand.

(Seth Joel / Getty Images)

Holtom finished his design on February 21, 1958 and the design was then first introduced to the public at a DAC march on April 4. The symbol quickly spread. In Britain, the symbol became the

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spread. In Britain, the symbol became the emblem for the Campaign for Nuclear Disarmament (CND), thus causing the design to become synonymous with nuclear disarmament. In 1960, the symbol migrated to the United States and began to be used as a symbol for the

peace movement.

This symbol has become internationally recognized and is still used by peace activists today.

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USA, UK and the World - Peace Symbol

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In 1958, Gerald Holtom designed the **peace symbol** as the logo for the Campaign for Nuclear Disarmament (CND). Gerald Holtom was a professional designer, artist, and a graduate of the British Royal College of Arts. The **peace symbol** he designed incorporates a circle and three lines representing the semaphore letters "N" and "D" for nuclear disarmament.




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Semaphore "N"
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Semaphore "D"

The **peace symbol** first appeared in public during a 1958 Easter weekend CND anti-nuclear march from London to

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Easter weekend CND anti-nuclear march from London to Aldermaston (where British nuclear weapons were and still are manufactured). The first peace sign badges were made by Eric Austin of the Kensington CND using white clay with the symbol painted black. They were distributed with a note explaining that in the event of a nuclear war, these fired pottery badges would be among the few human artifacts to survive the nuclear inferno.

Between 1958 and 1960 the **peace symbol** quickly spread in Britain and the United States. In the United States the **peace symbol** appeared in civil rights marches and anti-Vietnam War demonstrations. Today, the **peace symbol** is internationally **recognized** and used by peace activists. The **peace symbol** appeared on the walls of Prague when the Soviet tanks invaded in 1968, on the Berlin Wall, in Sarajevo, Belgrade, Greece, Argentina, and East Timor.

The **peace symbol** has intentionally never been copyrighted. No one has to pay or to seek permission to use it. The **peace symbol** is a symbol of freedom, free for all. The CND accepts voluntary donations to their peace education and information efforts. Additional information about the CND can be found at: www.cnduk.org.

Gerald Holtom's first **peace symbol** sketches are now part of the Commonweal Collection at the University of Bradford in England. The symbol represents a great sentiment we hope the world supports now and for centuries to come. We would all be lucky if the world were at peace.

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- Landing Buddha (Hindu)
- Mideast
- Dobson
- Hawai
- Norse
- Acme
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The Peace Symbol

Oct 14th, 2010 by [Saammm](#) [A brief history of the peace symbol](#)

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Few symbols are as **recognized** and cherished in the world as the **peace symbol**. Designed and completed on February 21, 1958 by Gerald Holtom, an artist in Britain, the **peace symbol** was first used as a logo for the Campaign for Nuclear Disarmament (CND). Holtom used naval semaphores as the basis of his symbol. Semaphore is a system of signaling in which a special flag is held in each hand and various positions of the arms indicate specific letters and numbers. In semaphore, the letter "N" (standing for "Nuclear") is formed by a person holding two flags in an upside-down "V" formation, and the letter "D" (standing for "Disarmament") is formed by holding one flag pointed straight up and the other pointed straight down. These two signals placed over each other with a circle around them form the shape of the **peace symbol**.

Gerald Holtom had originally considered using the Christian cross symbol within a circle as the logo for the Campaign but various priests he had



approached with the suggestion were not happy with the idea of using the cross during a protest march. Some Christians are still angry that the **peace symbol** somewhat resembles that of an upside-down cross. Holtom later shared a more personal reasoning behind the design of the **peace symbol** which he chose to use, stating: "I was in despair. Deep despair. I drew myself, the representative of an individual in despair, with hands palm outstretched outwards and downwards in the manner of (Francisco) Goya's peasant before the firing squad. I formalized the drawing into a line and put a circle round it."

Holtom's **peace symbol** sketches were accepted by the Campaign and the symbol first appeared at a major anti-nuclear march from London to Aldermaston in England, where British nuclear weapons were (and still are) made. The march was during Easter weekend in 1958, so, just as the church's liturgical colors change during this time, the colors of the symbol were changed as well. On Good Friday, the **peace symbol** was painted black on white, in order to go "from Death to Life." On Easter Sunday and Monday, the symbol was painted white on green, in order to go "from Winter to Spring."

The first **peace symbol** badges were made by Eric Austin of Kensington CND using white clay with the symbol painted black. They were distributed to people with a note explaining that in the event of a nuclear war, the fired pottery badges would be among the few human artifacts to survive the nuclear explosion. The symbolism found in the words of the note was immense.

The **peace symbol** very quickly made its way to the United States. Bayard Rustin, a close associate of Martin Luther King, had gone to Britain from the United States in order to take part in that first Aldermaston anti-nuclear march. He took the **peace symbol** back to the United States with him where it was used during civil rights marches. Later it appeared during anti-Vietnam War demonstrations, where it made its largest impact and became known as "the **peace symbol**." It spread worldwide and appeared in such places as on the walls of Prague when the Soviet tanks invaded in 1968, on the Berlin Wall, in Sarajevo and Belgrade, and was and is still seen during many other worldly known crises.

The Campaign for Nuclear Disarmament has no intention of copyrighting the **peace symbol**, meaning no one has to seek permission in order to use it. As a symbol of freedom, they want to keep it free for all to use, although this freedom means that the symbol can also be exploited and used distastefully. The CND is disappointed that the symbol is exploited for commercial and advertising purposes, but they ask for these companies to offer a donation. Any money received is used for the Campaign for Nuclear Disarmament's peace education and information work.

The **peace symbol** has several denotative, more literal meanings that it represents, the main denotative meaning being "a state of mutual harmony between people or groups, especially in personal relations; freedom from quarrels and disagreement." The symbol also denotes "the normal freedom from civil commotion and violence of a community, public order and security." The **peace symbol** represents numerous things with its more connotative, expressive, often one-word meanings as well. These include words such as serenity, harmony, tranquility, freedom, non-violence, silence, calmness, hope, victory, pacifism, respect, justice, and goodwill. Each of these words tend to bring about good feelings which can sometimes be brought about at the sight of a **peace symbol**.

Although in America it was mainly used in the 1960s as a protest to the Vietnam War, the **peace symbol** is making a comeback after its 50th anniversary last year in 2008. The symbol again is becoming more and more noticeable with the people of my generation, one that has *also* grown up in a time of war, chaos, and human crisis. The **peace symbol** is worn and used more freely and openly these days, on items such as clothing, bumper stickers, buttons, backpacks, jewelry, and even body art, such as tattoos and piercings. However, this has either added more significance to the **peace symbol**, or it has simply only turned the symbol into a fashion statement, causing it to lose most of its impact. This mainly depends on one's feelings toward the connotative meaning behind the symbol.

Peace, to me, means being calm, harmless, fearless, safe, and without worries. I wear a **peace symbol** on a bracelet on my wrist at all times as a constant reminder of the many "peacers" that can be embraced throughout my day: peace of mind, peace of body, peace of spirit, peace of self, and of course, peace *with* others. However, the **peace symbol** has been interpreted in many different ways and does not always mean love and happiness to everyone.

There is some controversy associated with the **peace symbol**. Some conservative Christians remain objective toward the **peace symbol**, claiming that the center image can be interpreted to look like an upside down broken cross, and as a result, seems to mock their religion, as Jesus was crucified on a cross. The "broken cross" description sometimes used for the **peace symbol** was also a term used for the Nazi's Swastika, which has led to the banning of the **peace symbol** in a few schools in some states. Christians have also related the **peace symbol** to Satanism and general immorality, as the **peace symbol** was often worn by hippies in the 1960's era of free love, drugs, and protest. Some American soldiers during the Vietnam War referred to the **peace symbol** as "the footprint of the Great American Chicken," mocking its use by anti-fighting protesters.

Along with these separate interpretations of the **peace symbol**, there are also other symbols which represent the same meaning that the **peace symbol** does. These other symbols include a dove holding an olive branch in its beak, which derives from the early Christian story in the Bible in which Noah releases a dove after the Great Flood and the dove returns to Noah with a single olive branch, symbolizing the ceasing of the flood, and God's willingness to allow humans to return to life on land. Representations of the word "peace" in different languages such as Hebrew, "Shalom," and Arabic, "Salaam," are also common. Holding up the index and middle finger on one's hand in a "V" formation was used as a sign of peace and victory during World War II and is still used by some to this day. Each of these symbols represent the same semiotic message that the simple **peace symbol** does.

Another contemporary symbol of peace is the Yin and Yang sign. This **peace symbol** is the fundamental of Tao philosophical belief and is also associated with Confucianism. Taoists believe that

everything in the universe is essentially the balanced union of two conflicting forces - yin and yang. "Yin" is defined as the negative and passive power within everything, this part of the sign is colored black to represent the negative "Yang," however, is defined as the positive and active power within everything and is depicted in white on the sign. Taoists believe that perfect harmony can only be achieved when the two halves are perfectly balanced. This has resulted in a circle, with two halves of the opposite colors which somewhat swirl into each other and signify their interdependence.

Despite my belief in the power of the **peace symbol**, I realize that wearing my peace symbols on my bracelets, bags, and clothes will not be the end-all to violence in the world; it will not stop gangs from forming, or countries from hiding weapons; it will not render guns useless, or solve the national health-care crisis. It will, however, be a glimmering symbol of hope and love in a generation that has grown up in almost nothing but war. It will show that, despite the violence and hatred in the world, there is kindness and there are individuals who care.



Written by [Saarrin](#)

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1958 - Peace Symbol Created
By Jennifer Rosenberg, About.com Guide

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Peace Symbol Created (1958): In 1958, British artist Gerald Holtom drew a circle with three lines inside, intending the design to be a symbol for the Direct Action Committee Against Nuclear War (DAC). The design incorporates a circle with the lines within it representing the simplified positions of two semaphore letters (the system of using flags to send information great distances, such as from ship to ship). The letters "N" and "D" were used to represent "nuclear disarmament." (The "N" is



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used to represent "nuclear disarmament." (The "N" is formed by a person holding a flag in each hand and then pointing them toward the ground at a 45 degree angle. The "D" is formed by holding one flag straight down and one straight up.)



Peace symbol drawn in sand.
(Seth Joel / Getty Images)

Holtom finished his design on February 21, 1958 and the design was then first introduced to the public at a DAC march on April 4. The symbol quickly spread. In Britain, the symbol became the emblem for the Campaign for Nuclear Disarmament (CND), thus causing the design to become synonymous with nuclear disarmament. In 1960, the symbol migrated to the United States and began to be used as a symbol for the peace movement.

This symbol has become internationally **recognized** and is still used by peace activists today.

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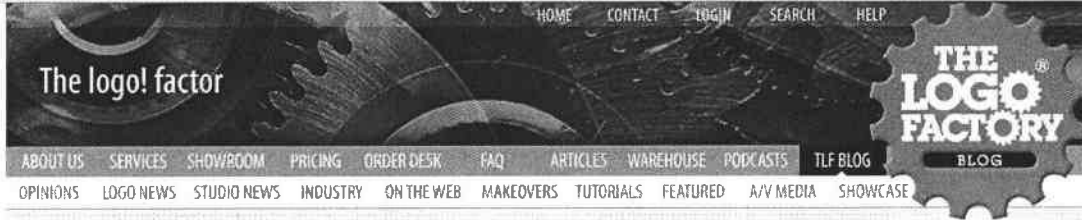
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Peace Symbol turns fifty

Amy Douglas on March 24th, 2008

Mar 24

One of the most **recognized** logo designs on the planet, *The Peace Symbol*, turned 50 a few days ago. I thought it might be interesting to see what present-day youngsters think about this significant symbol, so I asked my daughter Amy – a soon-to-be college journalism student – to weigh in with some notes about the event. Accordingly, and without further adieu, here's the first ever 'Guest Blog' in the Factor's 4 year history.



Guest Blogger
Amy Douglas

From what I can remember, the **peace symbol** was a prominent part of the 60's, and 70's, adopted by a new wave of people to represent their 'feelings'. It served as this symbolic contradiction of everything that the Vietnam War was, and since then has become one of the most universally familiar symbols, easily **recognized** regardless of language or region.

It has phased in and out of popularity, was loved and hated, deemed once tacky and then cool again. However, through its fifty years of life, the physical design of the **peace symbol** has remained constant, while its early supporters have aged. It's meaning has varied slightly, the interpretations of the mark expanded, but the message – the simple black and white of it – has always stayed the same.

Peace. Respect. Love.

Today that symbol turns 50, but in no way does that make it dated, the message silly or old fashioned. In fact, there's this faint sense of



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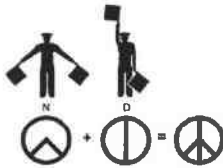
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appropriateness, of perfect timing. The way I see it is, the peace sign and what it represents, in whatever variation, seems just as relevant now as ever.

50 years ago, the **Peace Symbol** made it's debut on the banners and picket signs of thousands of British protesters, incensed over the development of a nuclear industry. Anti-Nuclear crusaders, teamed with the Direct Action Committee Against Nuclear War (DAC) and the Campaign for Nuclear Disarmament (CND), marched, like so many angry villagers, 50 miles to a weapons factory in Aldermaston, but rather than pitch forks and torches, they had the **peace symbol**—



Thanks to one **Gerald Holtom**, designer and former World War II conscientious objector, who believed an image to go with the message was necessary, to give everything a bit of a kick. When designed those 50-years-ago, the **peace symbol** stood for "Ban the Bomb", the symbol itself having originated as a graphic flag-slang deconstruction of N and D. Nuclear Disarmament. Nuclear Failure. Bombs are bad.



From then until now, the **Peace Symbol** has always stood beside anyone with a wish for change, a wish for something better. A forever faithful friend of progress, of better times. And though the 60's have come and gone, fashions have changed, the dynamics of society have changed, and the **peace symbol** may not be cool to sport on clothes just as its distant cousin, tie dye, has been relegated to clothing store discount bins.

The **peace symbol** has had a few resurgences here and there — I distinctly remember it finding popularity again in the mid- 90's, worn as jewelry, stamped on shirts and hats. Patches sewn on jeans. It was a fashion statement, yet it somehow deemed you free, loving. An enlightened person because it made you so above petty hate. Then, it was a mere call-back to the 60's, simply doing as fashion statements are wont to do. The concept the logo stands universally for — promotion of peace and love — will never be dated, never be tacky, and will always be relevant.

Guest blog — Amy Douglas



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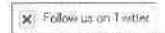
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Alex Sloan says:
March 27, 2008 at 5:22 pm

I agree with the young girl who posted this blog. I have used the **peace symbol** through my whole life as many others have, and probly more to come. Even though i dont see it as much as i used to i can still go back to old movies and see them being used. Reading this blog i have learned that this girl is well informed and should keep up the good work.

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Olivia says:
March 27, 2008 at 5:26 pm

Very nicely put.
You bring up some very important issues that may be over-looked.
Overall, very insightful and informative.

Reply



Kayla A says:
March 27, 2008 at 7:28 pm

I have to agree with the points you brought up. I found this very informative, kudos for the research put into this! It was interesting to learn the roots of what could arguably be the most important symbol in modern history. Great job!

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By [Sue A. Richardson](#)

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The **peace symbol** has become the universally **recognized** icon of peace. Though most Americans identify it with the Vietnam War protests of the 1960s, it was originally designed and used in Great Britain.

In 1958, the Campaign for Nuclear Disarmament wanted a symbol to be used at marches and sit-downs (which came to be known in the USA as sit-ins). As it happened, Gerald Holtom, a professional graphic designer and member of the Direct Action Committee Against Nuclear War, had already created the symbol to be worn as a badge during a demonstration against Aldermaston, a British research center and manufacturer of nuclear weapons. Ironically, the CND was already planning an anti-nuclear march from London to Aldermaston during Easter weekend of that year. The two got together and it was during that march that the **peace symbol** made its first appearance.

Many have speculated about the origin of the design itself. As with most things, it's much simpler than most try to make it. The vertical bar and shorter bars are found in the alphabet of Navy Semaphore flags. The letter "N" is represented by holding a pair of flags down and outward at a 45 degree angle, one flag in each hand. The letter "D" is signified by holding both flags in a vertical position, one flag directly overhead, the other straight downward. So the vertical bar of the **peace symbol** represents the letter "D" while the two lower bars form the letter "N". The letters themselves stand for "Nuclear Disarmament".

As it happened, an associate of Dr. Martin Luther King Jr. attended the London-to-Aldermaston march and carried the **peace symbol** back across the Atlantic with him. Thanks to that man, Bayard Ruston, the **peace symbol** quickly made its appearance at civil rights marches in the USA. Its popularity spread and was used from the very beginning of our own anti-war movement that swept across the nation from college campuses to Washington, D.C. during the Vietnam War. It also became a fashion statement of the time and was often found embroidered on denim, splashed on posters, and crafted into jewelry.

While doves and olive branches are also associated with peace, Holtom's design endures as the iconic universal symbol of peace. Today, the **peace symbol** is enjoying a resurgence of popularity in the field of fashion. While some people still wear it as an anti-war statement, others wear it as a symbol of universal brotherhood or a touchstone for tranquility. The classic design of the **peace symbol** will endure for generations to come, because the desire for peace never goes out of style.

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Sue A. Richardson is owner of [Giving Angels](#), an online store which offers angel gifts, as well as items with animal and nature, peace, and celestial sun, moon, and star themes. In addition, you'll find a wealth of angel lore, angel recipes, and resources to nurture your spirit. A portion of every item sold (whether or not it's an angel) is donated to charity.

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A **peace symbol** is a representation or object that has come to symbolize Peace.

Generic peace symbols

The dove and the olive branch

A white Dove is generally a sign for Peace. This comes from an old biblical motif; a dove was released by Noah after the flood in order to find land; it came back carrying an Olive branch, telling Noah that, somewhere, there was land.

"The 60's" peace symbol

The **peace symbol** (☮) was designed and completed February 21 1958 by Gerald Holtom, a commercial designer and artist in Britain. He had been commissioned by the Campaign for Nuclear Disarmament to design a symbol for use at an Easter march to Canterbury Cathedral in protest against the Atomic Weapons Research Establishment at Aldermaston in England.

The symbol itself is a combination of the semaphore signals for the letters "N" and "D", standing for Nuclear Disarmament. In semaphore the letter "N" is formed by a person holding two flags in an upside-down "V", and the letter "D" is formed by holding one flag pointed straight up and the other pointed straight down. These two signals imposed over each other form the shape of the **peace symbol**. In the original design the lines widened at the edge of the circle. Coincidentally, considering the organization for which it was created, the symbol resembles a stylized, skeletal missile.

A conscientious objector who had worked on a farm in Norfolk during the Second World War, Holtom later wrote to Hugh Brock, editor of Peace News, explaining the genesis of his idea in greater depth: "I was in despair. Deep despair. I drew myself the representative of an individual in despair, with hands palm outstretched outwards and downwards in the manner of Goya's peasant before the firing squad. I formalised the drawing into a line and put a circle round it."

The **peace symbol** was popularized in America by such pacifist figures as Albert Bigelow. In Unicode, the **peace symbol** is U+262E, and can thus be generated in HTML by typing `☮` or `☮`. However, many browsers will not have a font that can display it.

Antagonism

The fact that symbol resembles a bird's foot in a circle gave rise to alternative interpretations, ranging from plain mockery of "crow's foot" and "American Chicken" (a hint

that peace is for cowards) to a number of occult meanings

Conspiracy theorists believe that the symbol is one symbol among many that means something different to the inscrutable elite than it means to the general public. Some believe it is an ancient symbol designating hatred toward Christians, from Emperor Nero, who crucified the Apostle Peter on a cross upside-down, hence it is a symbol of an inverted cross. The Nero's cross has also been **recognized** as a "mockery" of christianity, as it is thought to represent a broken, upside down cross, within a circle representing "Nero's vision". It is thought that Nero believed that the destruction of Christianity and all Christians would bring peace. It has even been rumored that the proliferation of the sign was on-part due to a Soviet conspiracy to encourage the sign which had a hidden anti-christian design (an objective part of the Soviet goals)

It has also been called a relative of the Nazi Swastika - or the run *algiz* inverted, said to mean "hidden danger". It resembles the rune *calc*.

The Peace Rainbow Flag

In recent years, especially in connection with the 2003 Invasion of Iraq, there has been a surge in popularity of the Peace flag, a series of seven rainbow colors with the word PACE (*Peace* in Italian) written in **bold** letters in its middle. The more recent usage originated in Italy. The usage of the rainbow can either be tracked back to pacific coexistence of different people, or to the rainbow that God showed Noah at the end of the flood, as a symbol of peace between god and mankind. The flag in its current shape appeared as early as September 24 1961, in an Italian peace march. It had previously featured a dove drawn by Pablo Picasso.

The flag was flown from balconies in all Italian cities by citizens against the war. Its usage spread to other countries too, and the Italian *Pace* was substituted with the corresponding translation in the local languages.

According to Amnesty International, producer Franco Belsito had produced only about 1,000 flags for 18 years, and suddenly had to cope with a demand in the range of millions.

Other peace symbols

The V-sign is a hand gesture often used as a peace symbol. In addition, some unique items have come to symbolize peace. For example, the Japanese Peace Bell was a gift from the UN Association of Japan to the United Nations, presented to them in 1954. The bell remains at UN headquarters and is struck yearly, in remembrance for peace.

[Neutral country](#) [Index](#)

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icakewalk (EJ)



"피스마크의 유래와 의미" / PEACE SYMBOL,

"Peace sign" redirects here. For the hand gesture called the "peace sign", see V sign.

A **peace symbol** is a representation or object that has come to symbolize peace. The dove and the olive branch, or a dove carrying an olive branch in its beak, are ancient symbols of peace; in the latter part of the twentieth century, the peace sign, developed by the Campaign for Nuclear Disarmament, and the V hand signal came into use around the world.

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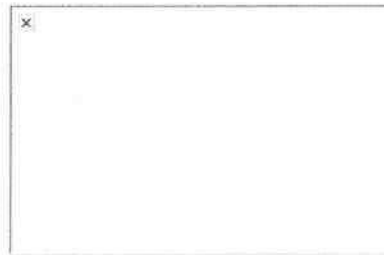
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The **Peace symbol**, originally the symbol of the Campaign for Nuclear Disarmament (CND)

The peace sign

What later became an internationally **recognized** symbol for peace, was originally designed for the British nuclear disarmament movement.^[1] It was designed and completed on 21 February 1958 by Gerald Holtom, a professional designer and artist in Britain for the 4 April march planned by the Direct Action Committee Against Nuclear War (DAC) from Trafalgar Square, London to the Atomic Weapons Research Establishment at Aldermaston Christian in England.^{[2][3]} The symbol was later adopted by the Campaign for Nuclear Disarmament (CND). It was adopted by first the 1960s anti-war movement, then the counterculture, and finally the popular culture of the time.

The peace sign flag first became known in the United States in 1958 when Albert Bigelow, a pacifist protester, sailed his small boat outfitted with the CND banner into the vicinity of a nuclear test.^[4]



Richard H. Springman, U.S. Army, wearing a peace sign necklace, speaking with a North Vietnamese Army officer. He and 27 other captives, some also pictured, were released on the same day, the 12th of February, 1973, two weeks after the Paris Peace Accords.

representative of an individual in despair, with hands palm outstretched outwards and downwards in the manner of Goya's peasant before the firing squad. I formalised the drawing into a line and put a circle round it.^[5] Ken Kolsbum, a correspondent of Holtom's, says that the designer came to rearel the symbolism of despair, as he felt that peace was something to be celebrated and wanted the symbol to be inverted.^[7] The original drawing by Gerald Holtom of the CND symbol is housed in the Peace Museum, U.K.^[8] In Unicode, the peace sign is U+262E: ☰, and can thus be generated in HTML by typing `☮` or `☮`. However, internet browsers may not have a font that can display it. An upside-down version of the **peace symbol** was used by the German 3rd Panzer Division during World War II.^{[9][10]} During the Viet Nam War, the John Birch Society and other right-wing groups propagated their belief that the CND symbol was a sign of the Antichrist. "One Birchler wrote that the broken cross had originally been devised by the Roman emperor Nero, who had Saint Peter crucified upon it upside down". "The Straight Dope"^[11]

The peace sign button was imported into the United States in 1960 by Philip Altbach, a freshman at the University of Chicago, who traveled to England to meet with British peace groups as a delegate from the Student Peace Union (SPU). Altbach purchased a bag of the "chickentrack" buttons while he was in England, and brought them back to Chicago, where he convinced SPU to reprint the button and adopt it as its symbol. Over the next four years, SPU reproduced and sold thousands of the buttons on college campuses. By the late 1960s, the peace sign had become an international symbol adopted by anti-war protestors of the Baby Boomer generation.^[12]

The symbol itself is a combination of the semaphore signals for the letters "N" and "D," standing for Nuclear Disarmament.^[13] In semaphore the letter "N" is formed by a person holding two flags in an upside-down "V," and the letter "D" is formed by holding one flag pointed straight up and the other pointed straight down. Superimposing these two signs forms the shape of the **peace symbol**. In the first official CND version (which was preceded by a ceramic pin version that had straight lines, but was short lived) the spokes curved out to be wider at the edge of the circle, which was white on black.^{[14][15]}



devised by the Roman emperor Nero, who had Saint Peter crucified upon it upside down." - The Straight Dope^[9]

V-sign

Main article: V-sign

The "V-sign", also called the "peace sign" and the "victory sign," is a hand gesture with the index and middle fingers open and all others closed. Originally strictly a sign for victory (the signer's palm inwards), it developed into a peace sign (signer's palm outwards) during protests against the Vietnam War (and subsequent anti-war protests) and by the counterculture as a sign of peace. Because the hippies of the day often flashed this sign while vocalizing "Peace", it became popularly known through association as the peace sign, and is used similarly today.^[10]



A 2003 Los Angeles anti-war protester flashing the peace sign.

Peace flag

Main article: Peace rainbow flag

The peace flag is a series of seven rainbow stripes with the word for peace printed in the center. The first such flags made were emblazoned with PACE (Peace in Italian and Romanian, derived from the Latin word *pax*, pronounced *pah-chay*). Previous Italian peace flags had featured a dove drawn by Pablo Picasso.^[11] The new design first appeared in an Italian peace march as early as September 24 1961, in an Italian peace march. The flag is often flown from balconies in Italy by citizens opposed to the Iraq war.^[12] Its use has spread to other countries as well, with the Italian "pace" replaced with its translation in various other languages.^[12] In recent years, especially in connection with the 2003 invasion of Iraq, there has been a surge in popularity of the Peace flag.^[12] According to Amnesty International, producer Franco Belsito had produced only about 1,000 flags annually for 18 years, and suddenly had to cope with a demand in the range of millions.^[12]

Dove and olive branch

In Judaism, Christianity, and Islam an olive branch is a sign for peace. The Torah, The Old Testament and The Quran describe a story in which a dove was released by Noah after the Great Flood in order to find land. The dove came back carrying an olive branch in its beak, proof for Noah that the Great Flood had receded. (Book of Genesis 8:11). In Greek tradition, olive branches represent peace.^[13] The plant was considered sacred to the ancient goddess of wisdom, Athena.^[13] Defeated Roman armies displayed olive branches as a white flag to indicate surrender.^[14]^[15] The motif can also represent "hope for peace" and even a peace offering from one man to another, as in the phrase "extend an olive branch".^[15]



A white dove with an olive branch in its beak.



A peace sign in Arabic, English and Hebrew

Shalom and Salaam

Main articles: Shalom and Salaam

The Hebrew word "Shalom" (Hebrew: שלום), and the Arabic "Salaam" (Arabic: سلام) have been used as peace symbols. Shalom and Salaam literally mean "peace" and are cognates of each other, derived from the Semitic Triconsonantal of S-L-M (realized in Hebrew as S-L-M and in Arabic as S-L-M). The congruence of both words has come to represent "peace in the Middle East" and an end to the Arab-Israeli conflict. Its significance is such that wall plaques and signs are sold with only those words, and the words are featured in such Israeli peace songs such as "Salaam (Od Yavo Shalom Aleinu)", sung in both Hebrew and Arabic,^[16] and "Shalom Salaam Peace" by HaMehona Suel HaGruy.^[17]



"Shalom" in blue "Salaam" in green "Peace" in yellow

White Poppy

The White Poppy campaign began in 1932^[19] by the Women's Co-operative Guild to distribute an alternative to the Red Poppies used to commemorate British military dead,^[19] and the first poppies were distributed in 1933. The newly-formed Peace Pledge Union (PPU) joined in distributing them in 1934, and white poppy wreaths were laid "as a pledge to peace that war must not happen again". In 1980, the PPU revived the symbol as a form of remembering the victims of war without glorifying militarism.

Personification

In Greek and Roman mythology, the goddesses Eirene or Irene, Pax and Tranquillitas personified tranquility, security, calmness, peace.

Other peace symbols

The crane is a traditional symbol in Japan for, among other things, peace. Paper cranes are often folded, especially around the time of the New Year; a thousand origami cranes is a symbol of good luck. Some unique items have come to symbolize peace. For example, the Japanese Peace Bell was a gift from the UN Association of Japan to the United Nations, presented to them in 1954. The bell remains at UN headquarters and is struck yearly, in remembrance of peace. The Pax Cultura symbol, created by Nicholas Roerich, has also been used as a **peace symbol**. Date palms are signs of peace and plenty in Judaism.

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- ¹ ^a ^b ^c ^d ^e ^f **"Peace Symbol"**. *The Peace Museum's Collection*. The Peace Museum, Bradford. "A symbol for the organisation was created by Gerald Holtom. His design represented the semaphore letters 'N' and 'D', standing for 'Nuclear Disarmament.' It was displayed at CND's first direct action, the Aldermaston march of Easter 1958. Not patented or restricted, the logo crossed national and cultural boundaries as a symbol of peace". - The Peace Museum, Bradford
- ² ^a **"A Piece of Our Time"**. Time Magazine. Retrieved on 2008-04-02.
- ³ ^a **Lawrence S Wittner**. *The Struggle Against the Bomb, Volume Two: Resisting the Bomb: A History of the World Nuclear Disarmament Movement*. Stanford University Press. pp. 55. Retrieved on 24 July 09.
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- ¹² ^a ^b ^c ^d **"Det nytlere" (in Norwegian)**. Amnesty International. 2003-06-06. Retrieved on 2008-03-22.
- ¹³ ^a ^b **"The olive tree in Greek and Roman mythology"**



A white poppy among red poppies placed on a cenotaph




Peace dove graffiti in Madrid. The Castilian Spanish "paz" translates to "peace".

- 13. ^A ^D ^B "The olive tree in Crete and Greece". *Explore Greece*.
- 14. ^A ^{*} "Chapter 8 of Scipio Aemilianus Africanus - How he destroyed Carthage". *Roman History*, Kellscroft.
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- 16. ^A ^{*} "Od Yano Shalom Aleinu / Peace Will Come to Us". *Hebrew Songs*.
- 17. ^A ^{*} "H'Dag Nachash - Shalom, Salaam, Peace (English Subtitled)".
- 18. ^A ^D ^B "Margaret Llewelyn Davies (1961 - 1943) and Emily Freundlich (1878 - 1946)". *Women of Conviction*.

External links

- ^{*} The biography of the **Peace Symbol** by Ken Kolstun - [PeaceSymbol.com](#)
- ^{*} A tribute to the **Peace Symbol** and the Peace Sign - [PeaceSymbol.org](#)
- ^{*} Peace symbols Part I - [peace signs and images](#) (author: Arash Vahdat)
- ^{*} Peace symbols Part II - [peace signs and images](#) (author: Karan Reshad)
- ^{*} What is the origin of the **peace symbol**? (from The Straight Dope)
- ^{*} International Human Peace Sign
- ^{*} Live peace symbols - in 30 country, 60 location
- ^{*} Happy Birthday Peace - celebrating 50 years of Gerald Holtom's **peace symbol**
- ^{*} World's best-known protest symbol turns 50 - [BBC News](#)

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The peace sign symbol is one of the most widely used symbols in the world, according to Design Boom. It was created in 1958 as a badge to protest the nuclear war. The peace sign is displayed in many places, including social networking websites like www.myspace.com. You can find a peace sign symbol online and then copy and paste it on your MySpace page, or you can make your own using a word processing program like Microsoft Word.

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SYMBOL DEBUTED AT BRITISH ANTI-NUKES RALLY



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(NEWSER) - One of the world's most recognizable symbols turns 50 today, the Victoria Times Colonist reports. The peace sign has become the rallying beacon for social movements from civil rights to anti-war. But textile designer Gerald Holtom designed the emblem to trumpet the fight for nuclear disarmament in England; it crossed the Atlantic thanks to Martin Luther King Jr.

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A protester dressed as Jesus Christ marches against the war in Iraq in San Francisco. (Associated Press)

Holtom, who thought the "lollypops" would look good on TV, drove home the message by reforcncng two letters from the signal flag alphab... "N" (flags at 4 and 8 o'clock) and "D" (at 6 and midnight). "I drew myself, an individual in despair, with hands palm outstretched outwards and downwards," he said, "in the manner of Goya's peasant before the firing squad."

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There are many symbolisms of peace such as the dove **peace symbol** and the **peace symbol**, but where did they come from and what do they actually mean? If you look at these symbols of peace, you will **instantly** recognize what they mean and understand the context that they are used in. When you see the dove **peace symbol** together with the olive branch, it is an obvious piece of symbolism that describes a noble goal. The **peace symbol** that is used is largely chosen for very specific reasons.



The white dove **peace symbol** is consistent through Christianity, Judaism, and Islam as a **peace symbol**.

The reason for its use as a symbol of peace is the story of Noah and the release of the white dove to find land after the Great Flood. When the dove returned with an olive branch, which is another **peace symbol**, it was clear that the world was ready to welcome back man. The dove **peace symbol** is one that is clearly recognized all over the world.

The next symbol that is as recognizable as the dove **peace symbol** is the semaphore design that was created for nuclear disarmament. The two symbols interposed over each other stand for the letters N and D, which are for nuclear disarmament. This is the most recognized **peace symbol** in the world along with the dove peace sign. This **peace symbol** has been branded on any number of items and has come to represent the hippie movement all over the world.

The **peace symbol** that is used is largely dependent on the culture that they are being used in. Popular symbols like the dove peace sign and the nuclear disarmament **peace symbol** are **instantly** recognizable for what they represent. Other symbols that are used in different areas of the world may not be so easily recognized. The dove **peace symbol** and the nuclear disarmament **peace symbol** have transcended cultures and become something that the whole world can use to display an expression of peace.

The popularity of these symbols shows how widespread the peace movement has become. When you consider all of the good works that have been accomplished by those using the dove **peace symbol** and the nuclear disarmament **peace symbol**, it is little wonder that they have become as well known as they have.

The pursuit of world peace is a noble cause and one that will not be solved easily. When you are looking for a way to display your intent to the world, the signs and symbols that you use can say a **great deal** more than words. Without one single word, these two symbols have given a **great deal** of meaning to many causes in the pursuit of peace.

The next time you see the dove **peace symbol** or the nuclear disarmament symbol, you will understand that they have a very rich history and have been used for many years for a variety of causes. They have helped many causes convey their message in a **truly** meaningful way that everyone in the world is able to understand immediately.

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Where did the peace sign come from?



By Melissa Breyer

Posted Mon Sep 26, 2010 4:22pm PDT

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It is **instantly recognizable** as a sign of peace, but what is the symbolism behind the peace sign?

The olive branch came from ancient Greece, the dove from the Bible ... but where did that circle with the chicken-footprint come from?

Rewind back to 1958 when London textile designer, Gerald Holtom, wanted to create a symbol for marchers to carry on banners and signs at a "Ban the Bomb" march planned by the Direct Action Committee Against Nuclear War (DAC). The event was Britain's first major demonstration against nuclear weapons -- a 52-mile march from London to the town of Aldermaston, home to an A-bomb research center.



(Photo: Getty Images)

Members of the DAC came to the march emblazoned with Holtom's circle-with-lines symbol; but to bystanders, its meaning was a mystery.

Nowadays we all know what the symbol stands for, but what is the meaning behind the design? Holtom created the symbol by combining flag semaphore signals, an alphabet signalling system where flags are waved in a particular pattern to symbolize different letters. The system was used in the maritime world in the 1800s to convey information at a distance.

Holtom used the signals for the letters "N" for nuclear and "D" for disarmament and put them in a circle. The symbol is essentially a logo for the concept of nuclear disarmament! Such graphic elegance.

buzz up

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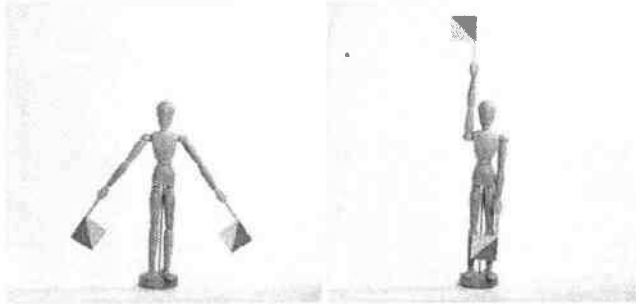


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Later the symbol was adopted by the Campaign for Nuclear Disarmament (CND). In 1960, the peace sign was imported to the United States via a peace sign button brought from the U.K. to the U.S. by Philip Altbach, a freshman at the University of Chicago.

The symbol had shown up here and there in the U.S. prior to that, but when Altbach convinced the Student Peace Union to adopt the sign as its symbol, the popularity of the peace sign grew immensely. By the late 1960s, the peace sign had become an international symbol adopted by anti-war protesters, and it doesn't seem to be losing steam any time soon.

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Posted by David Tue Sep 21, 2010 9:43am PDT

After WWII, "...Gary Holton was horrified by the atom bomb, and he joined the Campaign for Nuclear Disarmament in Britain as you say. I think he also wanted something that "stretched across the span of years, connecting with other voices for peace." One of these meanings has to do with the upside down figure inside the circle. The upside down figure is said to also represent the unborn dead (from nuclear pollution) inside the womb, which is represented by the circle. As he wrote to Peace News, "I was in despair. Deep despair. I drew myself: the representative of an individual in despair, with hands outstretched outwards and downwards in the manner of Goya's peasant before the firing squad [Holton refers to 'The Third of May, 1808: The Execution of the Defenders of Madrid']. I formalised the drawing into a line and put a circle round it." If you look at this pairing you will see a peasant about to be killed by a firing squad. He has his hands and arms raised like the semaphore.

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Posted by God's girl Tue Sep 21, 2010 4:46pm PDT

Never heard that before must be where u go.

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Posted by FYI Tue Sep 21, 2010 8:59pm PDT

DIT DIT DIT-- DAH DAH DAH-- DIT DIT DIT=SOS ,HOW BOUT DAT .

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Posted by Lyndon Wed Sep 22, 2010 1:38pm PDT

Please take a good look in the mirror and see how Perfect You Are commenting to All Cristian's like that.

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Posted by keithpaise Thu Sep 23, 2010 1:17am PDT

knynmd: The rune you are talking about the algiz means protection. I suppose flipping it and putting in a circle might mean something, but it's not a standard rune.

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Posted by Chris Thu Sep 23, 2010 2:32am PDT

This symbol was said to originate from the period of crusades, turning the cross upside down like peter was crucified, then breaking the arms denounced the religion with people that were under the "convert or die" point they would do this as a representation of denial for the war and the religion.

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Posted by Erin Thu Sep 23, 2010 11:22pm PDT

Interesting post! It seems as though there are some conflicting opinions though...I'd be curious to see sources—from ALL sides. :)



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Posted by Annie Sun Sep 26, 2010 11:08am PDT
That is a cool article.

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Posted by mr. helicopterman Tue Sep 28, 2010 6:12am PDT
The article was somewhat mis-informative. If you want to know the origins of the peace sign look up the death rune. The **peace symbol** as we know today, is actually a symbolic of a cross with the arms broken and signifies the "gesture of despair," and the "death of man."

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Posted by Carrie Tue Sep 28, 2010 6:39am PDT
not true, the symbol is a piece of bad art, One whole join held together by 2 roaches leaning on it (partly smoked joints) inside a marihuana smoke ring, done by hippies in the 1960's, seriously guys!!

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Posted by Julie G Wed Sep 29, 2010 8:49pm PDT
The truth will set you free... "Known as the 'peace sign' throughout the 1960's and into the present day, this symbol is the Teutonic rune of death. 1950's peace advocate Gerald Holtom may have been commissioned by communist sympathiser Bertrand Russell to design a symbol to unite leftist peace marchers in 1958. It is clear that either Holtom or Russell deemed the Teutonic (Neronic) cross as the appropriate symbol for their cause. "Throughout the last 2,000 years this symbol has designated hatred of Christians. Nero, who despised Christians, crucified the Apostle Peter on a cross head downward. This hideous event resembled the Teutonic cross and became a popular pagan insignia of the day. Thereafter, this sign became known as the 'Neronic cross.' "The symbol's origin in history proves it to be the visual mystic character for 'Aum' (the apit 'Y'). This is the sacred word to the Hindu. Chanting 'Aum' is supposed to help awaken 'the serpent power of Brahma' at the base of the human spine. Occultist Albert Pike also identifies this symbol as mystical in his book on Freemasonry Morals and Dogma. The **peace symbol** (also called the "broken cross," "crow's foot," "witch's foot," "Nero Cross," "sign of the 'broken Jew,'" and the "symbol of the 'anti-Christ'") is actually a cross with the arms broken. It also signifies the "gesture of despair," and the "death of man." "The Germanic tribes who used it attributed strange and mystical properties to the sign. Such a 'rune' is said to have been used by 'black magicians' in pagan incantations and condemnations. To this very day the inverted broken cross--identical to the socialists' '**peace**' symbol--is known in Germany as a 'toderrune,' or death rune. Not only was it ordered by Hitler's National Socialists that it must appear on German death notices, but it was part of the official inscription prescribed for the gravestones of Nazi officers of the dread SS. The symbol suited Nazi emphasis on pagan mysticism. "With the arms of the cross raised in an upright position, it is "a Pythagorean emblem of the course of life, in the form of a rising path with fork roads to Good and Evil." It also signifies fertility, but with the arms pointing downward, it denotes evil and death. "In fact, the inverted 'Man-rune'--the figure encircled in the common sign which the Communists tell us means 'peace'--has for centuries been a favourite sign of Satanists." Anton LaVey, the founder of the Church of Satan, used the **peace symbol** as the backdrop for his altar. One former witch makes the following comment about the **peace symbol**: "It is an ancient and powerful symbol of Antichrist. During the dark ages it was used in Druid Witchcraft and by Satanists of all sorts during the initiation of a new member to their order. They would draw the magic circle and give the initiate a cross. The initiate would then lift the cross and turn it upside down. He would then renounce Christianity in all three dimensions (sic) of time (past, present and future) and break the horizontal pieces downward forming the design of the 'Raven's Foot.' This ugly symbol is nothing short of blasphemy against the Holy Ghost. For one to wear or display this symbol is to announce either knowingly or unknowingly that you have rejected Christ. Remember, symbolism is a picture language, and a picture is worth a

thousand words.

thousand words."

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Posted by madua Wed Sep 29, 2010 10:17pm PDT
that is good

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Posted by Aaron H Thu Sep 30, 2010 3:26am PDT
wow never heard this before good to know!

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Posted by cheryl Thu Sep 30, 2010 8:32am PDT
I suppose it is what it is to whomever and open to the individuals personal interpretation. Sooooo?

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Posted by Märchenprinz Thu Sep 30, 2010 11:16am PDT
well this is false. it was originally known as neros cross. you know, the roman emperor that had his way with them christians. anyways, he said there would be world peace without christianity and the symbol is mocking christ (broken inverted cross, with the circle around it which resembles the world)

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Marie Louise Kold

Fragility in Blue

Etched and patinated copper and copper foil
50 x 50 cm incl. frame



Art can be defined as Emotion concretized – an inspiration to the viewer, instigating feelings and thoughts. Art moves people. It can inspire hope and it can inspire revulsion. It runs the whole gamut of sentiment. It can change minds, and in doing so, it can change the world.

Our world is in dire need of peace. This is a constant state, but unfortunately has not been as true as it is now for a very long time. A single artist cannot bring about peace, but she can arouse feelings that lead thoughts to peace.

The use of the popular, **instantly recognizable** symbol for Peace, literally falling off a bed of lush cobalt blue, should make us think about the fragility of universal harmony and how difficult it is to hold on to it, even within the confines of beauty that is a work of art.

Beauty is brittle, and when it stands for Peace, it is even more brittle still. A thing of beauty is only a joy forever if we have the peace in which to enjoy it.

www.mikold.se



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1958 - Peace Symbol Created

By Jennifer Rosenberg, About.com Guide

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Peace Symbol Created (1958): In 1958, British artist Gerald Holtom drew a circle with three lines inside, intending the design to be a symbol for the Direct Action Committee Against Nuclear War (DAC). The design incorporates a circle with the lines within it representing the simplified positions of two semaphore letters (the system of using flags to send information great distances, such as from ship to ship). The letters "N" and "D" were used to represent "nuclear disarmament." (The "N" is formed by a person holding a flag in each hand and then pointing them toward the ground at a 45 degree angle. The "D" is formed by holding one flag straight down and one straight up.)

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began to be used as a symbol for the peace movement

This symbol has become internationally recognized and is still used by peace activists today.

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Holtom finished his design on February 21, 1958 and the design was then first introduced to the public at a DAC march on April 4. The symbol quickly spread. In Britain, the symbol became the emblem for the Campaign for Nuclear Disarmament (CND), thus causing the design to become synonymous with nuclear disarmament. In 1960, the symbol migrated to the United States and

Peace symbol drawn in sand.
(Seth Joel / Getty Images)



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Peace Symbol: Nuclear Disarmament



The peace symbol is one of the most widely known symbols in the world. It was created in 1958 by Gerald Holtom as a symbol for the Campaign for Nuclear Disarmament (CND). The symbol combines the semaphore (signal flag) symbols for "N" and "D" (nuclear disarmament). In the "N" the flags are held pointing diagonally toward the ground and, for the "D" one points up and one down, forming a vertical line.

The symbol was used in first anti-nuclear march in London (to Aldermaston, where nuclear weapons were manufactured) in 1958. One of Martin Luther King's associates, Bayard Rustin, attended that march and brought the symbol back to the US. It was adopted by anti-war movement and has since become a universal symbol of peace.

Note that the symbol has not been copyrighted. The CND explains:

Although specifically designed for the anti-nuclear movement it has quite deliberately never been copyrighted.

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- Great Localization
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...movement has quite adequately never been copyrighted.
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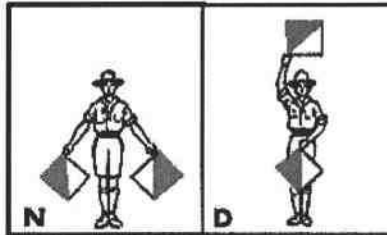
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The origin of the Peace Symbol



NEW - Origins of the clenched fist - peace symbol combination graphic

A history of the Campaign for Nuclear Disarmament (CND) logo

One of the most widely known symbols in the world, in Britain it is recognised as standing for nuclear disarmament —and in particular as the logo of the Campaign for Nuclear Disarmament (CND). In the United States and much of the rest of the world it is known more broadly as the peace symbol. It was designed in 1958 by Gerald Holtom, a professional designer and artist and a graduate of the Royal College of Arts. He showed his preliminary sketches to a small group of people in the Peace News office in North London and to the Direct Action Committee Against Nuclear War, one of several smaller organisations that came together to set up CND.

The Direct Action Committee had already planned what was to be the first major anti-nuclear march, from London to Aldermaston, where British nuclear weapons were and still are manufactured. It was on that march, over the 1958 Easter weekend that the symbol first appeared in public. Five hundred cardboard lollipops on sticks were produced. Half were black on white and half white on green. Just as the church's liturgical colours change over Easter, so the colours were to change, "from Winter to Spring, from Death to Life." Black and white would be displayed on Good Friday and Saturday, green and white on Easter Sunday and Monday.

The first badges were made by Eric Austin of Kensington CND using white clay with the symbol painted black. Again there was a conscious symbolism. They were distributed with a note

Gerald Holtom had originally considered using the Christian cross symbol within a circle as the motif for the march but various priests he had approached with the suggestion were not happy at the idea of using the cross on a protest march. Later, ironically, Christian CND were to use the symbol with the central stroke extended upwards to form the upright of a cross. This adaptation of the design was only one of many subsequently invented by various groups within CND and for specific occasions —with a cross below as a women's symbol, with a daffodil or a thistle incorporated by CND Cymru and Scottish CND, with little legs for a sponsored walk etc. Whether Gerald Holtom would have approved of some of the more light-hearted versions is open to doubt.

The symbol almost at once crossed the Atlantic. Bayard Rustin, a close associate of Martin Luther King had come over from the US in order to take part in that first Aldermaston March. He took the symbol back to the United States where it was used on civil rights marches. Later it appeared on anti-Vietnam War demonstrations and was even seen daubed in protest on their helmets by American GIs. Simpler to draw than the Picasso peace dove, it became known, first in the US and then round the world as the peace symbol. It appeared on the walls of Prague when the Soviet tanks invaded in 1968, on the Berlin Wall, in Sarajevo and Belgrade, on the graves of the victims of military dictators from the Greek Colonels to the Argentinian junta, and most recently in East Timor.

There have been claims that the symbol has older, occult or anti-Christian associations. In South Africa, under the apartheid regime, there was an official attempt to ban it. Various far-right and fundamentalist American groups have also spread the idea of Satanic associations or condemned it as a Communist sign. However the origins and the ideas behind the symbol

symbolism. They were distributed with a note explaining that in the event of a nuclear war, these fired pottery badges would be among the few human artifacts to survive the nuclear inferno. These early ceramic badges can still be found and one, lent by CND, was included in the Imperial War Museum's 1999/2000 exhibition *From the Bomb to the Beatles*.

What does it mean?

Gerald Holtom, a conscientious objector who had worked on a farm in Norfolk during the Second World War, explained that the symbol incorporated the semaphore letters N(uclear) and D(isarmament). He later wrote to Hugh Brock, editor of *Peace News*, explaining the genesis of his idea in greater, more personal depth:

I was in despair. Deep despair. I drew myself: the representative of an individual in despair, with hands palm outstretched outwards and downwards in the manner of Goya's peasant before the firing squad. I formalised the drawing into a line and put a circle round it.

Eric Austin added his own interpretation of the design: *"the gesture of despair had long been associated with the death of Man and the circle with the unborn child."*

However the origins and the ideas behind the symbol have been clearly described, both in letters and in interviews, by Gerald Holtom and his original, first sketches are now on display as part of the Commonwealth Collection in Bradford.

Although specifically designed for the anti-nuclear movement it has quite deliberately never been copyrighted. No one has to pay or to seek permission before they use it. A symbol of freedom, it is free for all. This of course sometimes leads to its use, or misuse, in circumstances that CND and the peace movement find distasteful. It is also often exploited for commercial, advertising or generally fashion purposes. We can't stop this happening and have no intention of copyrighting it. All we can do is to ask commercial users if they would like to make a donation. Any money received is used for CND's peace education and information work.

This material was originally found at from the [CND website](#).

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THE WORLDS 20 MOST POWERFUL NON-RELIGIOUS SYMBOLS

Symbols have been used by humans to change the world since before history was recorded. Listed here are twenty of the most powerful non-religious symbols currently in use. Many of them have strange and mysterious histories dating back centuries. Some were once symbols for good and have been corrupted to represent evil - others hold hidden secrets in their design. One thing is for certain, symbols will continue to influence the minds of mankind long into the future. (In no particular order ...)



1. THE PEACE / BAN THE BOMB SYMBOL

The Peace, or Ban the Bomb, symbol was originally designed in Britain by Gerald Holtom (a WW2 conscientious objector) during the month of February 1958 for the Direct Action Committee against Nuclear War (DAC) march on the Atomic Weapons Research Institute at Aldermaston. The symbol was almost instantly adopted by the Campaign for Nuclear Disarmament (CND) as its badge. The Peace sign is created by merging the semaphore signals for the letters "N" and "D," for Nuclear Disarmament. Its use rapidly spread to America where it became a "protest symbol" for the 1960's counter culture the Hippies. The Peace Symbol became so widespread during the American Vietnam War (1964 -1975) that detractors fought back by calling it the "Footprint of the American Chicken". Some went further and

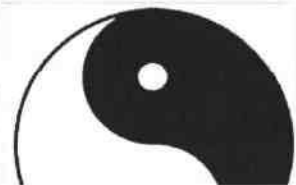
THE PEACE SYMBOL



THE SWASTIKA



THE ALL SEEING EYE The Great Seal of the USA



assigned it occultist properties such as the "Broken Cross" and "Nero's Cross". Its designer repeatedly denied these allegations which in retrospect have all the hallmarks of a smear campaign. At the height of the Cold War the symbol was seen to be associated with subversive Communism.

2. THE SWASTIKA SYMBOL

An extremely ancient symbol that dates back to Neolithic times its use has been found worldwide and it has featured in many religions including Hinduism, Roman Catholicism, Buddhism and Jainism. Until the rise of the Nazis in Germany (1920 - 1945) it was broadly seen as a positive symbol meaning good luck.

The word "swastika" comes from the Sanskrit "suastika" - "su" meaning "good," "asti" meaning "to be," and "ka" as a suffix. In 1920, Adolf Hitler decided that the Nazi Party needed its own insignia and flag. For Hitler, it had to be "a symbol of our own struggle" as well as "highly effective as a poster." (Mein Kampf). He expressed his design of the flag as: "In red we see the social idea of the movement, in white the nationalistic idea, in the swastika the mission of the struggle for the victory of the Aryan man, and, by the same token, the victory of the idea of creative work, which as such always has been and always will be anti-Semitic." The modern (Nazi) Swastika is still one of the most powerful symbols and is still associated with hatred, Aryan beliefs, white supremacy, anti-Semitism and the Nazis (both historic and modern).

3. THE ALL SEEING EYE / GREAT SEAL SYMBOL

The image of a pyramid and an eye still remains one of the most debated symbols. It is also one of the most widespread and yet little seen - although it is printed on every American dollar bill. Many believe that it has hidden Masonic meaning and that it was incorporated into the Great Seal to indicate the influence that the Masons had, and would continue to have, on America. However, just as many people refute this claim. There is certainly significant circumstantial evidence to advocate that there may be something in the accusation. This ranges from the repeated use of the number 13 to widespread use of the pyramid and "Eye of Providence" in Masonic art. While each component can be explained, the combination of the elements remains suggestive - if not provable. The words under the pyramid are Novus Ordo Seclorum, freely taken from Virgil, and meaning "a new order of the ages". Some people have interpreted this to read "A new World Order" which is believed to be a Masonic statement. The original creator of the concept of a pyramid and an eye is unknown but the final design as featured on the dollar bill is attributed to Charles Thomson and William Barton in 1782.

4. THE YIN AND YANG SYMBOL

The Yin and Yang or Yin-Yang symbol essentially represents the existence of opposites (or opposing forces) in both nature and in life. Taoist philosophy states that the Ultimate Principle is divided into two diametrically opposed forces - as are all things that arise from this principle. The fundamental belief behind the symbol is that two opposing forces in a state of balance will always make a perfect whole. As an example, the balance between good and evil is a moderate society. A further aspect



YIN AND YANG

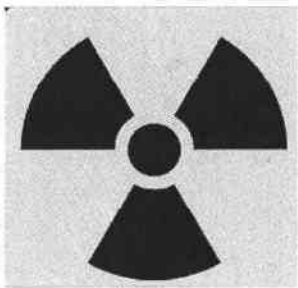
example, the balance between good and evil is a moderate society. A natural aspect of the Yin Yang symbol is in the way that it curves thus representing the nature of one thing transforming into another. This transformation taking place in much the same that a pendulum swings - sometimes from one extreme to another. Under yang are the principles of maleness, the sun, creation, heat, light, Heaven, dominance, and so on, and under yin are the principles of femaleness, the moon, completion, cold, darkness, material forms and submission. Although either Yin or Yang may dominate at any particular time it is the nature of things that they will seek to return to a state of balance and that no matter how dominant one component - the opposite will never completely disappear.



THE JOLLY ROGER
(Joli Rouge / Ali Raja)

5. THE JOLLY ROGER / SKULL & CROSSBONES SYMBOL

Although the "Jolly Roger" is sometimes referred to as any flag flown by a pirate, it has generally come to represent a picture of a skull and crossbones emblazoned on a black background. It is still used on warning signs ranging from "high voltage" to "land mines". It has come to represent a "joke" version of historic piracy and is worn by tens of thousands of little pirates every year at children's fancy dress parties. The truth is that it was once more hated than the Swastika and was the symbol of violent death, abuse, greed, rape and slavery. It was not uncommon for passengers on a ship that was being pursued by a pirate flying this flag to commit suicide rather than face the horrors that would be inflicted on them should they be captured. In particular, women captured by pirates could face years of sexual torment and abuse. Dating back to at least the 16th Century, there are many theories for the origin of the name. Some say it comes from "Joli Rouge" or pretty red (the red pennant in English and flag meaning no prisoners) others claim it comes from "Ali Raja" the name of a feared Tamil pirate. Whatever its origin it was once the most feared symbol of its time. The Nazi SS even selected it as their "Deaths Head" insignia.



THE RADIATION SYMBOL

6. THE RADIATION SYMBOL

As we currently know it, the three-bladed radiation warning symbol was allegedly created at the University of California Radiation Laboratory in Berkeley around 1946. A letter written in 1952 by Nels Garden, Head of the Health Chemistry Group at the Radiation Laboratory suggests that the symbol was meant to represent radiation emitting from an atom. Various versions of the symbol were used until in the 1950's ANSI Standards and United States Federal Regulations had specified the version with which we are currently familiar. The use of black and yellow is a common colour combination for danger and is believed to originate from the colour code of the stinging bee and wasp. Various other theories regarding the inspiration for the design range from "Dangerous Ship Propellers" to the bomb aiming sights onboard the Enola Gay - the airplane that dropped the first atomic bomb. Whatever its inspiration, it remains a feared and powerful symbol that can still be found in almost every office in the world. Just look at your nearest smoke detector and almost certainly - if you were to open the casing which you shouldn't - you will find this symbol inside along with a warning about the correct disposal of radioactive material.

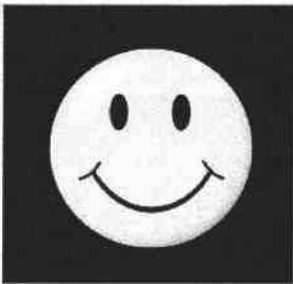
7. THE BIOHAZARD SYMBOL





BIOHAZARD

The Biohazard symbol was originally developed by the Dow Chemical Company in 1966. An engineer by the name of Charles Baldwin claims to have been directly involved in its creation. According to his account they were concerned by the lack of standardisation and prepared several possible designs that were market-tested before selecting the one that is currently accepted as the standard. Apparently they wanted a design that was meaningless so that they could educate the public as to its purpose and chose orange / red as tests had show it to be the 'most visible' colour. It was also designed to be recognisable from any angle. When the developers were satisfied, it was "published in the Journal (magazine) Science and was rapidly accepted by the CDC - Centre(s) for Disease Control, the Occupational Safety and Health Administration and the National Institutes of Health. Today it is recognised by most educated people and has been associated with "Weapons of Mass Destruction" and numerous science fiction films. Many people see it as a more frightening symbol than the one above for radiation. Some have even referred to it as the "True" Dounsiday sign. Let's hope not!



THE SMILEY SYMBOL

8. THE SMILEY SYMBOL

The Smiley Face symbol is one of the most widely used symbols today. Either displayed as in the picture on the left or as an emoticon :-)) it has been adopted by email and internet users worldwide to express the emotion of happiness in a simple symbol. Two sources claim to have created the symbol (this is ignoring the millions of children who draw it instinctively every day). One claimant is Harvey Ball, who allegedly created the "face" in 1963 for a Worcester, Massachusetts, USA-based insurance firm, State Mutual Life Assurance. The second claimant is David Stern of David Stern Inc., a Seattle-based advertising agency that also claimed to have invented the smiley. Neither party thought to trademark it. If there was ever a symbol that deserved to be "trademark free" it is the Smiley but it has been a registered trademark since 1971 when French businessman Franklin Loufrani created "Smiley World" to sell and license the smiley face image in the United Kingdom and Europe. It is registered and used in over 100 countries for 25 classes of goods and services. A version with three eyes was once used as the logo for the satirical 2001 science fiction film - Evolution.



9. THE ANKH SYMBOL

This is not considered to be a religious symbol - although its origins had distinctly religious connotations. It is associated with ancient Egypt and was the symbol for "life". Depictions of gods and, on occasions, pharaohs, are seen to be holding the Ankh symbol. Its exact origins are unknown and still baffle Egyptologists. There are so many theories as to its symbolic design that they are far too numerous to list. However, they range from the vertebrae of a bull's spine to the sun cresting the peak of a Pyramid. An even more speculative theory claims that it represents the vagina - or conception. One more sensible theory states that it is the shroud of a Mummy and became associated with the afterlife. The truth is that we may never know for sure.

Still, this is one of the oldest symbols known to mankind and has seen many

THE ANKH SYMBOL



THE HEART SYMBOL
(Secret Heart)

...that, this is one of the oldest symbols known to mankind and has seen many resurgences in its use. It has featured in films such as Logan's Run and more recent video games such as Tomb Raider. According to various sources, Vinnie Vincent, the former lead guitarist of KISS made his face up using the design of the Ankh symbol. At least 4,000 years old it has true longevity and is still considered deeply mystical.

10. THE (SECRET) HEART SYMBOL

There are many researchers that believe that the "Heart" Symbol had nothing to do with the Human Heart but was a secret representation that originated in ancient times to depict something significantly more erotic. However, in its modern context it has become the ultimate symbol of - Love! Every year millions, perhaps billions, of people use this symbol to express their love for another person.

One popular belief is that it represents the "sacred" heart of Jesus whose love for mankind was the ultimate salvation. Another theory - and one more practical - is that it represents the ache humans experience in their chests when they are "in love" with "or sexually attracted to" another person. Its origins are uncertain and are extremely old. It would appear that it is one of the few major symbols that does not appear in any established sign-system. It is commonly associated with the arrow which is believed to symbolise penetration and this adds considerable weight to the erotic "Secret Heart" source. We will be adding a full and detailed account of this concept shortly.

THE TOP TWENTY SYMBOLS PART TWO

			
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At 50, the peace symbol is still going strong

Beth Kowitz
Columbia News Service
Feb. 22, 2008 12:00 AM

When Sergio Elizondo decided to open a café in New York City's trendy Tribeca neighborhood just over a year ago, he and his partner wanted to give it a name that would turn heads. Today, lunchtime at his Peace and Love café is filled with business men and woman standing at a sleek counter sipping lattes and gourmet soups from cups adorned with the store's logo--a red peace symbol inlaid with an orange heart.

"We wanted to choose a symbol that's easy to remember but also represents a way of life and a culture," Elizondo said.

The peace symbol has certainly come a long way from its original intent. Fifty years ago this month Englishman Gerald Holtom, a conscientious objector during World War II, designed the symbol for the antinuclear group Direct Action Committee Against Nuclear War, and it soon after became the permanent logo for the Campaign for Nuclear Disarmament. The sign--whose design revolves around the letters "N" and "D" to highlight the group's main objective--made its first public appearance during a protest march from Trafalgar Square to Aldermaston, where researchers were developing nuclear weapons.



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Five decades later, Holtom's design is everywhere, from beach towels to postage stamps to graffiti scribbled on bridges and underpasses across the U.S.

"The symbol is probably as well known as the Coca-Cola symbol," said Ken Kolsbun, the author with Michael Sweeney of "Peace: The Biography of a Symbol" due out in April from National Geographic.

Still, added Kolsbun, there is so much that Americans need to learn about the symbol, which the self-described peace activist says he has worn on a button since 1968. Most people can't even draw it, he said. "They end up drawing a Mercedes symbol."

The CND logo made a quick jump across the pond in the late 1950s, when American antinuclear activists involved in the British cause brought it home to continue their work. The move toward a broader message of peace started with the Partial Test Ban in 1963, which limited the testing of nuclear weapons. Then the peace movement's focus shifted to the Vietnam War, said Lawrence Wittner, a leading researcher on peace movements at the State University of New York at Albany. "Naturally the movement just continued with the symbol."

Since then, organizations with goals ranging from civil rights to feminism to environmentalism have adopted the sign as their own, incorporating it into their logos.

"It's still going against the grain of dominant culture," said Wittner, the author of "The Struggle Against the Bomb" and a national board member of the antinuclear group Peace Action (whose symbol is a dove). "The peace symbol is still a cutting edge symbol."

That has made it appealing to protesters around the world, particularly because it so quick and easy to draw, added Wittner. In countries where governing forces view peace as a subversive activity, "It might be handy to have a symbol you could scrawl on the wall in the middle of the night," he said.

The symbol's spread has also been helped because the design was never copyrighted by either CND or Holtom, a lifelong designer and peace activist who died in 1985. "We wanted it to be for popular use and not as though it were some commercial logo," said CND's current director, Kate Hudson.

Of course the peace symbol has had a lot of commercial uses--belt buckles, cigarette lighters, coasters. Hudson says her group prefers the symbol not be used to make money, but overall they are delighted that it has gained such widespread appeal.

Kolsbun argues that using the peace symbol to sell knickknacks doesn't really hurt. "It's being exploited, but that's the way we do it in America," he said. "But that's not going to dampen the meaning."

What role the symbol is playing in America today is up for debate. Some say the protests against the Iraq War since 2003 have thrust the symbol back into the spotlight. "It's definitely making a huge comeback," said Kolsbun's co-author, Michael Sweeney.

Wittner, however, said he thinks peace groups today use the symbol more infrequently than in the past, perhaps for strategic reasons. "People relate the symbol to the Vietnam War, and

the past, perhaps for strategic reasons. "People relate the symbol to the Vietnam War, and some people might be offended by that," he explained. "It might trigger a red flag."

Back in England, people at CND are planning to celebrate the 50th anniversary of their movement, and their world famous logo, by gathering at the site of the Aldermaston protest in March.

Hudson expects the symbol will not disappear anytime soon. "As long as campaigns for peace continue," she said, "the symbol will be right at the center of it."

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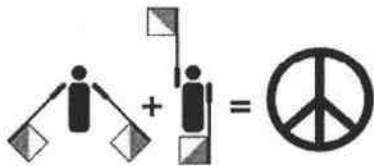


Demonstrators carry peace signs. / Contributed photo

Written by
For the Stevens Point Journal

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Community



N + D = Nuclear Disarmament
A British artist combined two semaphore letters to create an antinuclear symbol.



students recently have been seen wearing clothing with the classic peace symbol.

To them, it might seem new and outstanding. However, that symbol was created more than 50 years ago. Some of those students' grandparents were known as hippies in their early 20s, and surely now enjoy seeing that symbol coming back into their lives.

Artist Gerald Holtom designed the internationally recognized symbol for peace for the British nuclear disarmament movement in

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The peace sign is a combination of other symbols. / Contributed photo



the British nuclear disarmament movement in 1958. The symbol is a combination of the semaphore signals for the letters "N" and "D," standing for "nuclear disarmament."

Semaphore flag signaling system is an alphabet signaling system based on the waving of a pair of hand-held flags. A person holding two flags in an upside-down "V" forms the letter "N" and the letter "D" is formed by holding one flag pointed straight up and the other pointed straight down. Superimposing these two signs formed the shape of the center of the peace symbol.

Holtom wrote a letter to the editor of Peace News in the late 1950s, explaining the genesis of that idea: "I was in deep despair. I drew myself: the representative of an individual in despair, with the hands palm outstretched outwards and downwards in the manner of Goya's peasant before firing squad. I formalized the drawing into a line and put a circle round it."

A correspondent of Holtom's said the designer came to regret the symbolism of despair, as he felt that peace was something to be celebrated and wanted the symbol to be inverted.

Originally, it was considered to use the Christian cross symbol within a circle as the motif for the march, but various priests he had approached with the suggestion were not happy at the idea.

A photo of marchers the Easter weekend was taken in 1958 with new signs to the United Kingdom's Atomic Weapons Establishment when a crowd of protesters set off from London on a four-day march for the fledgling cause of the British nuclear disarmament. They waved the nuclear disarmament signs bearing the simple logo that has gone on to become a universal emblem of peace.

Contributed by Carol J. Newman of Amherst.

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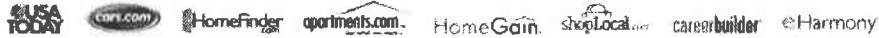
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Exhibit B

About.com: Web Design / HTML

favicon

By Jennifer Kyrnin, About.com Guide

Definition:

A favicon or Favorites Icon is a small graphic that is associated with a page or Web site. The favicon allows the Web developer to customize the site in the Web browser, both in the tab bar that is displayed in many browsers as well as in the bookmarks when a site is saved.

It was named the favicon because it was first developed in Internet Explorer, which calls bookmarked sites "favorites" and this icon was displayed in the favorites menu.

Most site favicons are designed as a small rendition of their logo or other branding mechanism.

Pronunciation: fah vIh kahn

Also Known As: favorites icon

Alternate Spellings: favicon.ico

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World English Dictionary

favicon (ˈfævɪkɒn) 

— *n*

a 16 x 16-pixel icon associated with a particular website, usually displayed before the URL in a web browser

[C21: from fav(ourite) + icon]

Collins English Dictionary - Complete & Unabridged 10th Edition
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Main Entry: favicon
Part of Speech: *n*
Definition: an icon associated with a particular website or web page and displayed when that site is bookmarked; also called favorites icon
Example: Browsers that provide favicon support typically display a page's favicon in the browser's URL bar and next to the page's name in a list of bookmarks.

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favicon - definition

NOUN [COUNTABLE] /'fævɪkən/

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a small computer icon that is used as a sign for your favourite websites

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Favicon

From Wikipedia, the free encyclopedia

A **favicon** (short for **favorites icon**), also known as a **shortcut icon**, **website icon**, **URL icon**, or **bookmark icon** is a 16×16 or 32×32 pixel square icon associated with a particular website or webpage.^[1] A web designer can create such an icon and install it into a website (or webpage) by several means, and most graphical web browsers will then make use of it. Browsers that provide favicon support typically display a page's favicon in the browser's address bar and next to the page's name in a list of bookmarks. Browsers that support a tabbed document interface typically show a page's favicon next to the page's title on the tab. Some programs allow the user to select an icon of their own from the hard drive and associate it with a website.



Contents

- 1 favicon.ico
 - 1.1 Introduction and standardization
 - 1.2 Legacy
 - 1.3 W3C Expands on the Microsoft Specification
- 2 Standardization and implementation
 - 2.1 Browser support
 - 2.2 Device Support
- 3 References
- 4 External links

favicon.ico

Introduction and standardization

Microsoft was the first to introduce the favicon in Internet Explorer 4. In the original Microsoft standard, a file called `favicon.ico` was placed in the root directory of a web site. This would then automatically be used in Internet Explorer's *favorites* (bookmarks) display.

The Microsoft specification was later expanded to allow the location to be specified for any website directory location or for a given page. This was achieved by adding a link element to the `<head>` section of the document, which specifies the name of the image file and its location. In this way, any image file defined by the World Wide Web Consortium (W3C) HTML recommendation may be used.

Legacy

Older Microsoft Internet Explorer versions completely support only Microsoft Icon Files. Simply changing the

file extension of an image to .ico without converting it to a Microsoft Icon File creates a file format error because the file type does not match the extension. Such icon images will not be displayed correctly by some older browsers.^[*citation needed*]

W3C Expands on the Microsoft Specification

Microsoft created the original favicon feature for Internet Explorer, which would request a favicon from a specific file (/favicon.ico) in the root directory of every website (e.g., http://en.wikipedia.org/favicon.ico). Microsoft's original format standard for the link tag was expanded by the W3C HTML recommendation^[2] to also include the following:

- The `rel` attribute may also contain a space, so in addition to using `rel="icon"`, conforming web browsers may also use a two-word link type (e.g. `rel="shortcut icon"`).
- The use of a *reserved location* on a website is no longer required and the favicon file can be located anywhere in the web directory tree.

Old versions of browsers such as Internet Explorer 5 and version 6, and Netscape only recognize the favicon when the page is bookmarked, and fail to display when merely visiting the page.^[3]

Standardization and implementation

In 2003 the .ico format was registered by Simon Butcher with the Internet Assigned Numbers Authority (IANA) under the MIME type `image/vnd.microsoft.icon`, which standardized the .ico filetype.^[4]

Browser support

Browser	ICO	PNG	GIF	animated GIFs	JPEG	APNG	SVG
Google Chrome	Yes	4.0	4.0	No	4.0	No	No
Internet Explorer	4.0	No	No	No	No	No	No
Mozilla Firefox	Yes	Yes	Yes	Yes	Yes	3.0	No ^[5]
Opera	Yes	Yes	Yes	Yes	Yes	9.5	9.6
Safari	Yes	4.0	4.0	No	4.0	No	No

The following format is cross-browser compatible and is supported by Internet Explorer, Firefox, Chrome, and Opera.^[3]

```
<link rel="shortcut icon" href="http://www.example.com/myicon.ico">
```

Or, if the type is specified (though is not supported by Internet Explorer):

```
<link rel="icon" type="image/vnd.microsoft.icon" href="http://example.com/image.ico">
<link rel="icon" type="image/png" href="http://example.com/image.png">
<link rel="icon" type="image/gif" href="http://example.com/image.gif">
```

Most web browsers do not require any HTML to retrieve a favicon that conforms to the *de facto* file name and type (`favicon.ico`) located in the web site's root. If no favicon link is detected upon HTML page load completion and no previous site visits are recorded in the browser's history, a `favicon.ico` is requested automatically.^[6]

Additionally, such icon files can be either 16×16 or 32×32 pixels in size, and either 8-bit or 24-bit in color depth (note that GIF files have a limited, 256 color palette entries).

Most web browsers have since added support for the new W3C HTML recommendation.^[7]

Device Support

For Apple devices such as the Apple iPod Touch, iPhone, and iPad, one can provide a custom icon that users can display on their Home screens using the Web Clip feature.^{[8][9]} The recommended size is 57 x 57 pixels, with 90 degree corners. However with the more recent higher definition screens on Apple's products, Apple has their icon at 129 x 129 pixels.^[10] The "apple-touch-icon" icon is modified to add rounded corners, drop shadow, and reflective shine. Alternatively, an "apple-touch-icon-precomposed" icon may be provided to instruct devices not to apply reflective shine on the image. Use one of the following example of code for HTML and XHTML.

With Apple Formatting

```
<link rel="apple-touch-icon" href="/somepath/image.ico">
```

Without Apple's reflective shine

```
<link rel="apple-touch-icon-precomposed" href="/somepath/image.ico">
```

As in case of `favicon.ico` file, browsers and mobile devices do not require any HTML to retrieve these icons. Default location for the files are `apple-touch-icon-precomposed.png` and `apple-touch-icon.png` (in order of priority) located in the web site's root.^[11]

References

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External links

- Proposals with the W3C web standards organization on how to add a Favicon (<http://www.w3.org/2005/10/howto-favicon>)
- German information page about Favicons (<http://www.favicons.at>)
- Systems and Methods Involving Favicons (<http://ip.com/patapp/US20090313579>) IBM patent

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60-Second Guide to Branding with a Favicon

You have 2–5 seconds to grab attention online. Does every aspect of your Web presence promote your brand? One way to reinforce your brand is with a favicon of your logo.

In just 60 seconds, we'll describe this branding element and how to increase your Web site impact.

0:60 What is a Favicon?

A favicon (pronounced fah-vih-kahn) is a graphic representation of your Web site that brands it in a Web browser. Often, as with Internet Explorer, you need to bookmark a site before you can see the favicon. Once bookmarked, this graphic appears with the site's URL in the Web browser, and in your list of bookmarks.

Special application software is needed to create the file for the graphic, which should be 16x16 pixels and end with the extension ".ico." Once created, this file should be placed at the root folder of your Web site. Your Web developer can help create and place your favicon.

Most often, a favicon is a representation of your brand—for example, a small version of your logo.

0:49 What Sites Feature Favicons Today?

Favicons are used today for many media, retail and service Web sites. To see examples of favicons, bookmark the following sites then reopen them. Look in the Web browser to the left of the URL and you should see a small graphic.

- www.score.org
- www.entrepreneur.com
- www.nordstrom.com
- www.linkedin.com

0:30 Make Your Small Business Look Big

Create a favicon for your business and ask your Web developer to give your URL tab a specialized name to further brand your business. For example, SCORE "Counselors to America's Small Business" | SCORE

For SCORE client [Vermont Teddy Bear](http://shop.vermontteddybear.com/), once you bookmark their site you see a teddy bear logo next to <http://shop.vermontteddybear.com/> and URL tabs customized to the shopping season. For example, in the late winter/spring, Vermont Teddy Bear's URL tab showed: Vermont Teddy Bear Company – Mother's Day Gifts, Valentine's Gifts, Birthday Gifts, Get Well Gifts.

0:25 Create a Strong Brand Everywhere

Your favicon is typically your logo icon. Your logo is a key part of your brand. Use it on your Web site, stationery, packaging and in all marketing and company materials. Be sure to protect that mark as legally yours by creating a trademark. Learn more about trademarks at <http://en.wikipedia.org/wiki/Trademark>.

0:02 Be Sure to Trademark Your Logo

Protecting your logo with a trademark is important. If you haven't started, get moving right now, as the trademarking process often takes a while. In the meantime, start using your favicon as part of your Web brand.

Trademark: USPTO: <http://www.uspto.gov/main/trademarks.htm>

Basic Facts: <http://www.uspto.gov/web/offices/tac/doc/basic/>

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How To Brand Your Blog With A Favicon

By Michaele

If you've ever been on some of the big name sites and noticed a cool little icon in the address bar, you might have wondered what they're called.

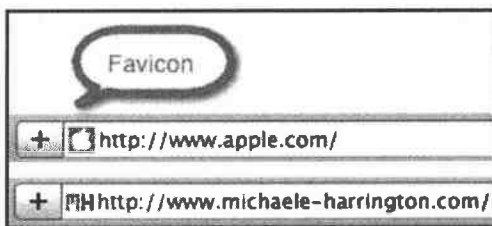
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Share

In todays post, I want to introduce you to Favicons.

Previously I've spoken about the importance of creating a Gravatar. Then of all things I discover there is such a thing as a Blavatar! I'm not going to go into what a Blavatar is because its only applicable to wordpress.com sites and I know that as an entrepreneur, you already have a wordpress.org self hosted site :)

So as a WP.org user, basically a Blavatar is a 'Favorite Icon' or a Favicon.



What you might not have known is these little 16 x 16 pixel icons are a powerful addition to your online branding.

When I first started researching a 'go around' for eliminating the need to pay a web designer to create one, I hit a few of road blocks that I was determined to solve. Firstly creating one was easy, just google "create favicon" and loads of sites will show up. The problem was that once I created one, every site I went to said something like "After generating a favicon with this tool download and save to the root directory of your site. Then include the following code in the head of your HTML document". Huh? Did I mention I'm not a techie person!

So after sifting through outdated and manual upload plugin options galore, I found the perfect solution to have you up and running in minutes.

Ok so it might have taken you 10 minutes but in any case, by now you should have your own Favicon.

Brand Your Site With a FavIcon

by Diana Freedman on [January 2, 2009](#)



Share

Branding can make or break your website, whether it's a business or a blog. Your readers should connect with the theme of your site with they see your logo elsewhere. One way to increase your brand's visibility is by creating a FavIcon. FavIcon is short for "favorite icon," and is the small icon that appears in the URL browser bar. They've been around for a long time now, and it surprises me how many popular blogs and sites out there still don't have a favicon.

FavIcons also appear on certain browser's navigation tabs and on a reader's bookmark list if he has bookmarked your site, so having a unique FavIcon can help readers easily remember your site. Try to use your site's logo, initials of your website, or some prominent image that appears on your homepage. Having a FavIcon will also make your site look more professional; all the big sites are doing it.



Creating a FavIcon for your site is really easy. But since so many sites still haven't taken advantage of this neat little feature, here's are instructions on how to do it:

1. Decide on an image

A FavIcon is only 16 x 16 pixels, so you're not going to have much room to work with. That's why you should stick with something small, like a logo, initials of your site, or a small but prominent image on your site. The color of your favicon should reflect the main color of your site so that readers will more easily associate it with your site.

2. Create the favicon.ico file

There are many tools out there you can use to create a favicon, but here's a simple way to do it.

- Use any photo editing software, like Photoshop or Gimp (which is free) and create a new 64 x 64 pixel canvas (so you can see what you're doing without the image being too pixelated)
- Open your logo or image file and drag it onto the 64 x 64 canvas
- Scale the image and move it around until it fits in the 64 x 64 space
- Resize the image to 16 x 16 (if you're using Photoshop, select Image Size > Resample Image so the small image doesn't blur)
- Save the file as favicon.ico.

Exhibit C

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-18 17:49:56 ET

Serial Number: 77171410 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3368431

Mark



Standard Character claim: No

Current Status: Registered.

Date of Status: 2008-01-15

Filing Date: 2007-05-02

Transformed into a National Application: No

Registration Date: 2008-01-15

Register: Principal

Law Office Assigned: LAW OFFICE 103

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-01-15

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. YAHOO! INC.

Address:
YAHOO! INC.
701 FIRST AVENUE
SUNNYVALE, CA 94089

United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 035
Class Status: Active
advertising services, namely, providing a website for the management of online advertising campaigns for others; providing advertising information via a website
Basis: 1(a)
First Use Date: 2006-10-06
First Use in Commerce Date: 2006-10-06

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) blue is/are claimed as a feature of the mark.
Description of Mark: The mark consists of combinations of geometric figures representing a person colored blue.
Design Search Code(s):
02.01.33 - Grottesque men formed by letters, numbers, punctuation or geometric shapes; Stick figures

MADRID PROTOCOL INFORMATION

USPTO Reference Number: A0008588
International Registration Number: 0938867
International Registration Date: 2007-06-20
Original Filing Date with USPTO: 2007-06-20
International Registration Status: Application For IR Registered By IB
Date of International Registration Status: 2007-10-25
International Registration Renewal Date: 2017-06-20
Irregularity Reply by Date: (DATE NOT AVAILABLE)

Madrid History:
06-27-2008 - 06:23:06 - Ceasing Of Effect Reviewed - No Action Required By Office
04-16-2008 - 08:04:59 - Partial Ceasing Of Effect To Be Processed
10-26-2007 - 07:43:48 - Application For IR Registered By IB
10-10-2007 - 21:02:55 - Irregularity Response Sent To IB
10-10-2007 - 09:28:03 - Response To Irregularity Reviewed And Accepted
10-08-2007 - 17:30:49 - Irregularity Response Received From Applicant
07-17-2007 - 09:12:09 - Irregularity Notice Received From IB
06-20-2007 - 21:00:42 - IR Certified And Sent To IB
06-20-2007 - 14:12:00 - New Application For IR Received
06-20-2007 - 14:12:00 - Automatically Certified

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2008-01-15 - Registered - Principal Register
- 2007-10-30 - Published for opposition
- 2007-10-10 - Notice of publication
- 2007-09-24 - Law Office Publication Review Completed
- 2007-09-20 - Assigned To LIE
- 2007-09-12 - Automatic Update Of Assignment Of Ownership
- 2007-08-15 - Approved for Pub - Principal Register (Initial exam)
- 2007-08-15 - Assigned To Examiner
- 2007-08-13 - Attorney Revoked And/Or Appointed
- 2007-08-13 - TEAS Revoke/Appoint Attorney Received
- 2007-05-07 - TEAS Change Of Correspondence Received
- 2007-05-08 - Notice Of Design Search Code Mailed
- 2007-05-07 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
Daniel Dougherty, Esq.

Correspondent
Daniel Dougherty, Esq.
Yahoo! Inc.
701 First Avenue
Sunnyvale CA 94089
Phone Number: 415.262.7062
Fax Number: 408.349.7750



Overview

We created an open exchange to help buyers and sellers trade digital media more efficiently. Playing exclusively in the ad network space at first, we realized what the market needed in order to drive that efficiency:

- a way for all buyers and sellers to connect to each other on a common platform and gain open access to media
- transparency — the ability for those businesses to see the whole market and know that they're buying or selling every impression for fair market value
- a way for those buyers and sellers to maximize that value automatically, on every ad call, in a real-time auction

We launched our open, auction-based platform in April of 2005. As more partners started running their businesses on the platform, a community formed, and the Right Media Exchange was born.

Today, more than 19,000 advertisers, publishers and networks trade digital media with total efficiency on the Right Media Exchange. Access to that wide open community of buyers and sellers is a constant. Otherwise, there's a "right" Right Media solution for you — from the simple exchange access of RMX Direct, to the "build your own exchange" approach of RMX, AMX and RMX, to the Remix Media ad network.

Founded in 2003, the company is privately funded and based in New York, with offices in London, Moscow, Eugene, San Francisco and Tallahassee.

- [Overview](#)
- [Management](#)
- [Careers](#)
- [Investors](#)
- [Right Media Europe](#)
- [Contact](#)
- [Privacy Policy](#)

Related Blog Entries

[Brand or commodity? It takes two \(types of inventory\)](#)

["Lower-Tier" Networks Revisited: An Untapped Opportunity](#)

[Right Media at Web 2.0 Expo](#)

[What keeps you up at night?](#)

[The Value of Community](#)

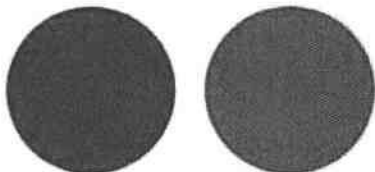
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-18 19:23:52 ET

Serial Number: 78968509 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3743421

Mark



Standard Character claim: No

Current Status: Registered.

Date of Status: 2010-01-26

Filing Date: 2006-09-06

Transformed into a National Application: No

Registration Date: 2010-01-26

Register: Principal

Law Office Assigned: LAW OFFICE 117

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-12-18

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Yahoo! Inc.

Address:
Yahoo! Inc.
701 First Ave.
Sunnyvale, CA 94089

United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware
Phone Number: 408.349.1385
Fax Number: 408.349.3400

GOODS AND/OR SERVICES

International Class: 009**Class Status:** Active

Computer software for use in database management; computer software for uploading, manipulating, and enhancing digital content, documents, photographs, images, video, and audio; computer software for linking metadata tags with photographic and other media files to enable search engine retrieval and database software collections of files and their on-line sharing, and for linking metadata tags with web pages visited, to create links which users can maintain for themselves and share with on-line groups and website tagging

Basis: 1(a)**First Use Date:** 2004-07-26**First Use in Commerce Date:** 2007-07-06**International Class:** 038**Class Status:** Active

Communication services by electronic computer terminals and cell phones; telecommunication services by e-mail; electronic mail services; electronic transmission of messages, images, via computer terminals and cell phones; providing online forums for discussion and electronic bulletin/message boards for transmission of messages among users in the field of general interest; providing on-line electronic bulletin boards for transmission of messages among computer users concerning personal photographs

Basis: 1(a)**First Use Date:** 2004-07-26**First Use in Commerce Date:** 2007-07-06**International Class:** 039**Class Status:** Active

Electronic storage of digital content including text, photographs, images, video, and audio

Basis: 1(a)**First Use Date:** 2004-07-26**First Use in Commerce Date:** 2007-07-06**International Class:** 040**Class Status:** Active

Digital enhancement of photographs; alteration and/or retouching of photographic images

Basis: 1(a)**First Use Date:** 2007-11-29**First Use in Commerce Date:** 2007-12-05**International Class:** 041**Class Status:** Active

Online journals, namely, blogs concerning topics of general interest to the blogger; photography services; providing information in the field of photography

Basis: 1(a)**First Use Date:** 2004-07-26

First Use in Commerce Date: 2007-07-06

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) blue and pink is/are claimed as a feature of the mark.

Description of Mark and Any Color Part(s): The mark consists of two circles; the left-hand circle is blue, and the right-hand circle is pink.

Design Search Code(s):

26.01.13 - Circles, two (not concentric); Two circles

26.01.21 - Circles that are totally or partially shaded.

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

- 2010-01-26 - Registered - Principal Register
- 2009-12-18 - Law Office Registration Review Completed
- 2009-12-17 - Allowed for Registration - Principal Register (SOU accepted)
- 2009-12-16 - Teas/Email Correspondence Entered
- 2009-12-16 - Communication received from applicant
- 2009-12-16 - TEAS Response to Office Action Received
- 2009-06-16 - Notification Of Non-Final Action E-Mailed
- 2009-06-16 - Non-final action e-mailed
- 2009-06-16 - SU - Non-Final Action - Written
- 2009-06-02 - Statement Of Use Processing Complete
- 2009-05-29 - Use Amendment Filed
- 2009-05-29 - TEAS Statement of Use Received
- 2008-12-05 - Extension 3 granted

2008-11-26 - Extension 3 filed
2008-12-05 - Case Assigned To Intent To Use Paralegal
2008-11-26 - TEAS Extension Received
2008-06-12 - Assigned To Examiner
2008-05-29 - Extension 2 granted
2008-05-29 - Extension 2 filed
2008-05-29 - TEAS Extension Received
2008-04-24 - Attorney Revoked And/Or Appointed
2008-04-24 - TEAS Revoke/Appoint Attorney Received
2007-11-29 - Extension 1 granted
2007-11-29 - Extension 1 filed
2007-11-29 - TEAS Extension Received
2007-05-29 - NOA Mailed - SOU Required From Applicant
2007-03-06 - Published for opposition
2007-02-14 - Notice of publication
2007-01-22 - Law Office Publication Review Completed
2007-01-22 - Assigned To LIE
2006-12-20 - Approved For Pub - Principal Register
2006-12-20 - Assigned To Examiner
2006-09-13 - Notice Of Design Search Code Mailed
2006-09-12 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

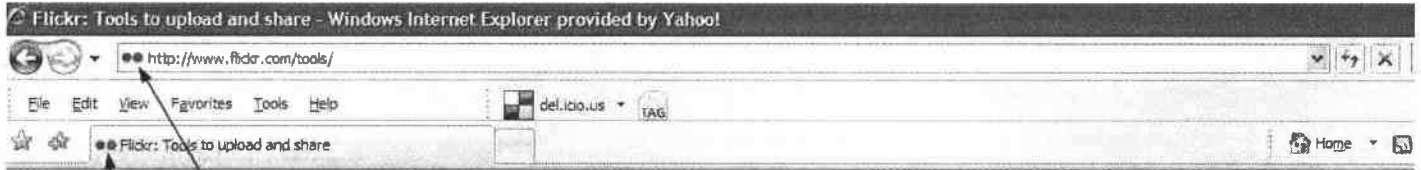
J. Scott Evans, Esq.

Correspondent

J. Scott Evans, Esq.

Yahoo! Inc.

701 First Ave.
Sunnyvale CA 94089
Phone Number: 408.349.1385
Fax Number: 408.349.7750



Applicant: Yahoo! Inc.
Mark: MISCELLANEOUS DESIGN
[FLICKER dots]
Ser. No. 78/968,509
Specimen of Use - Cl. 9
(webpage printout on 5/29/09)

flickr

Home You Organize Contacts Groups Explore

Signed in as [redacted] Help Sign Out

Search

Help / Tools

Getting your stuff onto Flickr

There are loads of tools to upload your photos and videos

Uploading on Flickr.com

One of the easiest ways to get your stuff onto Flickr is to upload it right here using flickr.com/upload.

Select as many items as you like from your desktop. Once they've all arrived here, you can add tags, make sets, et cetera. There's also an earlier-generation web uploader that we now call the [Basic Uploader](#).

Desktop Uploadr

The Flickr desktop uploader sits on your desktop for heavier uploading needs or offline photo management. Drag and drop single photos or videos, or select a whole folder. Even reorder how photos will be displayed in your photostream.



Flickr Uploader

Version 3.2 Released May 19, 2009. This release is available in 8 languages.



[Windows Vista & XP: Download \(12MB\)](#)

Upload by Email

Especially handy for uploading from your mobile phone. Use your very own private email upload address to email photos to your account. See more [mobile options](#).

[Hey! Where is the badge?](#)

Third-party Upload Tool Plugins

Please note: Flickr is not responsible for the distribution or performance of these 3rd party applications.



iPhoto plugin for Mac OS X

A Flickr member, [Ispeirs](#), has created an iPhoto plugin for Mac. It is available for sale on an [external website](#).

Your account / Uploading by email

We want to make it as easy as we can for you to get your photos and video online! Use your own unique address to email content directly into your Flickr account from your cameraphone or your email program.

Email your photos or video to this address

life07added@photos.flickr.com

Add these tags each time:

(?)

Tips & Tricks

Descriptions and Tags

You can use the **subject line** to give your photo or video a **title** and the **body** to add a **description**. You can also [use a special code](#) to add tags before you send your email.

Photo/Video Privacy

Emailed content inherits your [default privacy settings](#) unless you set it as you send the email [using these instructions](#).

Refresh your address?

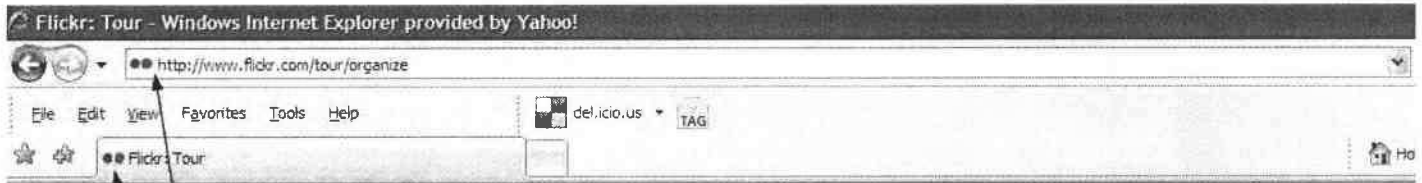
Anytime you want to freshen up your special upload by email address, just click this button.

OR you can also [send your upload by email address to your address book](#) if that's useful to you.

Upload to Blog?

You can set up a special email address to automatically post photos or video to your blog [here](#). (You'll also need to set up posting to your blog from Flickr if you haven't already.)

Applicant: Yahoo! Inc.
Mark: MISCELLANEOUS DESIGN
[FLICKER dots]
Ser. No. 78/968,509
Specimen of Use - Cl. 38
(webpage printout on 5/29/09)



flickr

- 1 What is Flickr
- 2 Upload
- 3 Edit
- 4 Organize
- 5 Share
- 6 Maps
- 7 Make Stuff
- 8 Keep in Touch

Applicant: Yahoo! Inc.
 Mark: MISCELLANEOUS DESIGN
 [FLICKER dots]
 Ser. No. 78/968,509
 Specimen of Use - Cl. 39
 (webpage printout on 5/29/09)

Organize

Sets are a grouping of photos and videos that you can organize around a certain theme, such as *Our Hawaii Trip*. You can use them to highlight your favorite photos and videos, or make an **album** that is only pictures of your dog, or of photos and videos you've taken with a particular camera.



A user's sets page

A set

Collections are a grouping of Sets (or other Collections) so you can organize around grander themes, such as *People*, *Travels*, or by year (*2007*, *2006*, etc).

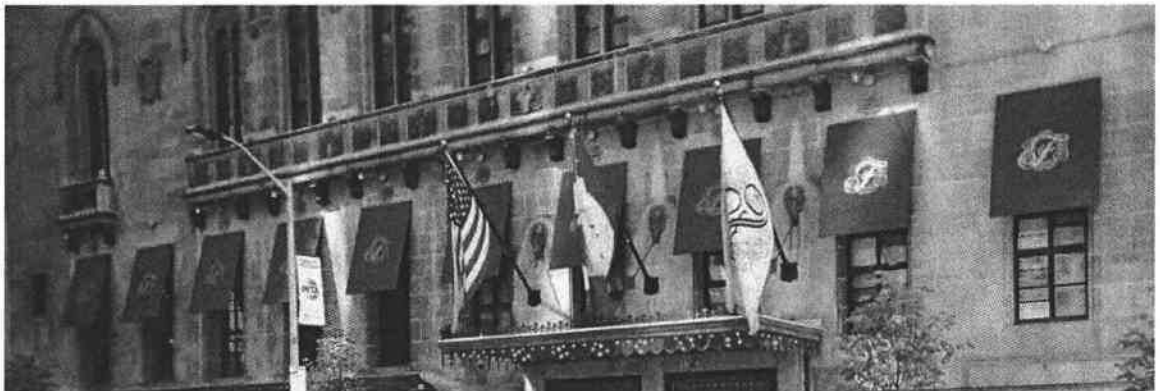


flickr

You're in Picnik mode. [Return to your photo page?](#)

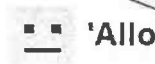
Picnik - **Edit** Create **SAVE**

Auto-fix Rotate Crop Resize Exposure Colors Sharpen Red-Eye Options





Home You Organize Contacts Groups Explore



Applicant: Yahoo! Inc.
Mark: MISCELLANEOUS DESIGN [FLICKER dots]
Ser. No. 78/968,509
Specimen of Use - Cl. 41
(webpage printout on 5/29/09)

» Your Photostream

Recent Uploads | Recent Activity

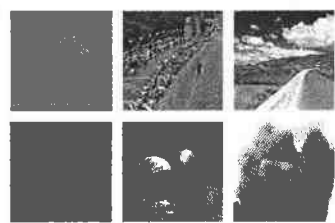


» Your Contacts

Hooray! [Jane Walerud](#) is your first contact! [Jane Walerud](#) has 1 contacts. Here's the latest from Jane Walerud:



» Explore / Interesting in the last 7 days



Interestingness changes over time, as more and more fantastic stories are added to Flickr. Beautiful, amazing, moving, striking - explore and discover some of Flickr's finest from the last 7 days.

» Upload Photos & Video ^{NEW}

Shoot. Upload. Share.
All on your mobile device

<http://m.flickr.com>

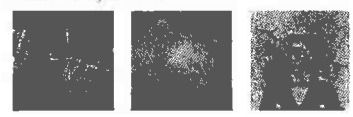
flickr

Want to go ad-free? [Get Pro!](#)

Flickr Blog

Posted 20 May 09

The Escape Plan



Do more with your photos

Making your own [posters, books or backup disks](#) is easy.

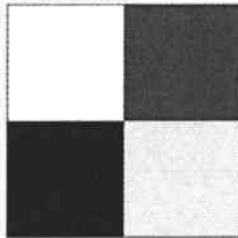
Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-18 19:26:20 ET

Serial Number: 77245262 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3408726

Mark



Standard Character claim: No

Current Status: Registered.

Date of Status: 2008-04-08

Filing Date: 2007-08-02

Transformed into a National Application: No

Registration Date: 2008-04-08

Register: Principal

Law Office Assigned: LAW OFFICE 102

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2008-04-08

LAST APPLICANT(S)/OWNER(S) OF RECORD

I. Yahoo! Inc.

Address:
Yahoo! Inc.
701 First Ave.
Sunnyvale, CA 94089

United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware
Phone Number: 415.262.7062
Fax Number: 408.349.7750

GOODS AND/OR SERVICES

International Class: 009
Class Status: Active
Computer software for enabling internet users to create and publicly share data
Basis: 1(a)
First Use Date: 2003-09-30
First Use in Commerce Date: 2003-09-30

International Class: 042
Class Status: Active
Providing customized on-line web pages featuring user-defined information, which includes search engines and on-line web links to other web sites; creation and provision of web pages for businesses so that they may create and disseminate information
Basis: 1(a)
First Use Date: 2003-09-30
First Use in Commerce Date: 2003-09-30

ADDITIONAL INFORMATION

Color(s) Claimed: The color(s) white, blue, black and gray is/are claimed as a feature of the mark.

Description of Mark: The mark consists of four differently-colored squares combined into one larger square; a white square forms the top-left corner; a blue square forms the top-right corner; a black square forms the bottom-left corner; and a gray square forms the bottom-right corner.

Design Search Code(s):
26.09.09 - Squares made of geometric figures, objects, humans, plants or animals
26.09.14 - Squares, three or more; Three or more squares
26.09.21 - Squares that are completely or partially shaded

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-04-08 - Registered - Principal Register

- 2008-01-31 - Attorney Revoked And/Or Appointed
- 2008-01-31 - TEAS Revoke/Appoint Attorney Received
- 2008-01-22 - Published for opposition
- 2008-01-02 - Notice of publication
- 2007-12-18 - Law Office Publication Review Completed
- 2007-12-18 - Assigned To LIE
- 2007-11-08 - Approved for Pub - Principal Register (Initial exam)
- 2007-11-07 - Assigned To Examiner
- 2007-08-08 - Notice Of Design Search Code Mailed
- 2007-08-07 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

J. Scott Evans, Esq.

Correspondent

J. Scott Evans, Esq.

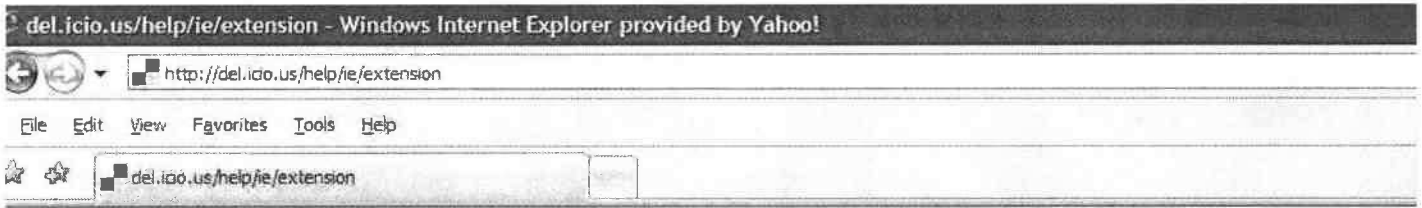
Yahoo! Inc.

701 First Ave.

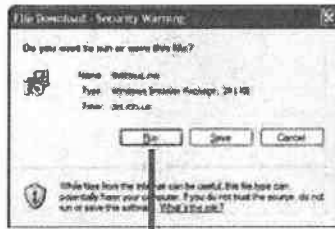
Sunnyvale CA 94089

Phone Number: 408.349.1385

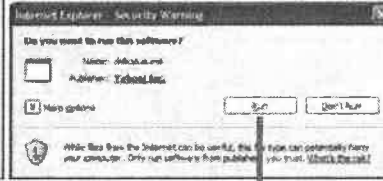
Fax Number: 408.349.7750



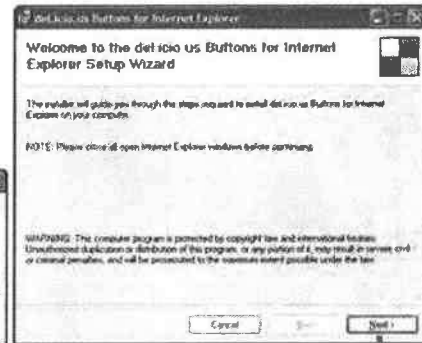
Applicant: Yahoo! Inc.
Mark: Miscellaneous Design
Class 9 specimen of use



Choose **Run**



Choose **Run** again



Choose **Next**

After starting the installer, please close any open Internet Explorer windows. The installer will open a del.icio.us page confirming that the installation was successful.

Using the browser buttons



"Your Favorites"

Click this button to get to your saved pages which are always available at [http://del.icio.us/\(your username\)](http://del.icio.us/(your username))



"Tag This Page"

As you browse the web and find a page you want to save, click this button. You can add a description, notes, and tags to the page before saving it.

http://del.icio.us/adobe

File Edit View Favorites Tools Help

Trademark/Service Mark Appl... adobe's favorites on del.i... X



del.icio.us / adobe / by Adobe Systems Inc

All adobe's items (903)

Applicant: Yahoo! Inc.
Mark: Miscellaneous Design
Class 42 specimen of use

« earlier | later » page 1 of 91

Lightroom in Black and White - O'Reilly Digital Media Blog [save this](#)
to blog blogs Lightroom Lightroom blog grayscale Adobe ... 1 day ago

Interview with Adobe AIR Evangelist Ryan Stewart [save this](#)
Ryan Stewart, Evangelist for Adobe's Integrated Runtime project (AIR), takes a few minutes to tell us what all the fi
bus tour to promote AIR.
to Adobe Apollo AIR RyanStewart interview community events ... saved by 6 other people ... 2 days ago

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2010-11-18 19:27:57 ET

Serial Number: 75605130 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2863899

Mark (words only): Y!

Standard Character claim: No

Current Status: Section 8 and 15 affidavits have been accepted and acknowledged.

Date of Status: 2010-05-17

Filing Date: 1998-12-14

Transformed into a National Application: No

Registration Date: 2004-07-20

Register: Principal

Law Office Assigned: LAW OFFICE 112

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: M30 -TMO Law Office 112

Date In Location: 2010-05-17

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. YAHOO! INC.

Address:

YAHOO! INC.
701 FIRST AVENUE
SUNNYVALE, CA 94089
United States

Legal Entity Type: Corporation

State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 035

Class Status: Active

PROMOTING THE GOODS AND SERVICES OF OTHERS BY PLACING ADVERTISEMENTS AND PROMOTIONAL DISPLAYS ON AN ELECTRONIC SITE ACCESSED THROUGH COMPUTER NETWORKS

Basis: 1(a)

First Use Date: 1997-12-04

First Use in Commerce Date: 1998-01-12

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-05-17 - Section 8 (6-year) accepted & Section 15 acknowledged

2010-05-13 - Case Assigned To Post Registration Paralegal

2010-04-28 - TEAS Section 8 & 15 Received

2005-04-12 - TEAS Change Of Correspondence Received

2004-07-27 - TEAS Change Of Correspondence Received

2004-07-20 - Registered - Principal Register

2004-05-17 - PAPER RECEIVED

2004-04-27 - Published for opposition

2004-04-23 - PAPER RECEIVED

2004-04-07 - Notice of publication

2004-01-28 - Approved for Pub - Principal Register (Initial exam)

2003-11-25 - Communication received from applicant

2003-12-08 - Communication received from applicant

2003-12-08 - PAPER RECEIVED

2003-11-25 - PAPER RECEIVED

2003-11-21 - Case File In TICRS

2000-02-15 - Letter of suspension mailed

2000-01-13 - Communication received from applicant

1999-07-14 - Non-final action mailed

1999-07-09 - Assigned To Examiner

1999-07-07 - Assigned To Examiner

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

J. Scott Evans, Esq.

Correspondent

J. Scott Evans, Esq.

Yahoo! Inc.

701 First Ave.

Sunnyvale CA 94089

Phone Number: 408.349.1385

Fax Number: 408.349.3400

Registrant: Yahoo! Inc.
Reg. No.: 2,863,899
Mark: Y!
Specimen of Use - Cl. 35
(webpage printout on April 28, 2010)



September 10th, 2009

Do You Know Where Your Ads Are?

New feature helps you see how your traffic performs

Would you like to know where your ads are running? Yahoo! is launching some new features that will let you know which Yahoo! partners are providing you traffic, and charge you according to the performance of the traffic you receive.

There you are

You probably know that your ads can appear not only on Yahoo, but on partners throughout our distribution network, and that you can block them if they're not performing for you. But until now, if you didn't have a pretty good head for web measurement stuff, you probably didn't know *which* traffic sources were working for you. Now our Ad Delivery Report will let you see how your ads are performing on various partners, and use that information to block the partners who don't give you what you need.

The Ad Delivery Report shows you not only your traffic sources—whether that be Yahoo! or some of our partners—but also how your traffic from those sources converts. Combined with one of our analytics options, you can track measurements such as impressions, click-throughs, conversions and return on ad spend. You can also filter the results by account, domain, distribution channel and tactic.

YAHOO! SEARCH

Search

web blog

FOLLOW US

[Twitter](#) [Facebook](#) [LinkedIn](#)

[RSS](#) [My Yahoo!](#)

USEFUL LINKS

- [Account Login](#)
- [Sign up for Sponsored Search](#)
- [What's New](#)
- [Customer Service/Feedback](#)
- [Traffic Quality Center](#)

OUR PHOTOS

[www.flickr.com](#)

[PREVIOUS](#)
[ASSIGNMENTS](#)
[TDR](#)
[TAB Status](#)
 (Use the "Back" button of the Internet Browser to return to TESS)



Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer software for use in reviewing, storing, organizing, and playing pre-recorded audio and video content. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 15.05.04 - Computer devices; CPU (central processing unit); Mainframes (computer); PDA's (handheld computer); Printer (computer); Servers, computer; Tape drives (computer)
 26.11.12 - Rectangles with bars, bands and lines
 26.11.21 - Rectangles that are completely or partially shaded

Serial Number 85019343

Filing Date April 21, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 21, 2010

Owner (APPLICANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record Thomas R. La Perle

Prior Registrations 3341214;3365816;3470983;AND OTHERS

Description of Mark The color(s) white, orange, dark orange and light orange is/are claimed as a feature of the mark. The mark consists of a rectangle with rounded corners depicting a media player device on a striped line background. The color white appears in the media player device; the colors orange and dark orange appear in the diagonal stripes in the background of the rectangle design; and the color light orange appears in the upper portion of the rectangle design.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

iPhone

Features Why iPhone Apps for iPhone Gallery How To Tech Specs Buy iPhone

iPhone 3G

- Phone
- iPod
- Safari
- Mail
- Video Recording
- Photos
- Voice Control
- Messages
- Maps + Compass
- Keyboard
- Cut, Copy & Paste
- Search
- Voice Memos
- Accessibility
- Tethering
- App Store
- iTunes
- Home Screen
- More Features
- iPhone Technology

Tap the Genius button to play more songs like the one you're listening to

Flick through album covers with Cover Flow

Tap to play, pause, fast-forward, or rewind



iPod

With its 3.5-inch Multi-Touch display, iPhone is also one amazing iPod. Sync media from your Mac or PC or buy music and video on the go, then watch in widescreen.



Using the iPod Watch the video

Touch your music.

Flick to scroll through songs, artists, albums, and playlists. Flick through music by album artwork with Cover Flow. Shake iPhone to shuffle songs. And don't worry about missing a call. The music pauses when iPhone rings, and a pinch of your headset microphone answers the call.

How to view and rate album tracks

Buy music and video.

Shop the iTunes Store right on iPhone and choose from millions of songs you can download via Wi-Fi or your cellular network. Even download movies and TV shows.*

How to find music, movies, and more

Watch in widescreen.

Watch video on the 3.5-inch widescreen display. Just tap to bring up video controls whenever you need them.



Get music recommendations.

Say you're listening to a song and you want to hear other tracks like it. The

iPhone 3G

New features. New price. \$99*



[MARK Status](#)
[ASSIGNMENT](#)
[TDR](#)
[TAB Status](#)
 (Use the "Back" button of the Internet Browser to return to TESS)



Goods and Services IC 009. US 021 023 026 036 038. G & S: Computer software for recording, editing, managing, and sharing audio content sold as a feature of handheld mobile digital electronic devices comprised of mobile phones, digital audio and video players, handheld computers, personal digital assistants, and electronic personal organizers. FIRST USE: 20090619. FIRST USE IN COMMERCE: 20090619

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 16.01.07 - Head phones; Headphones; Headsets; Microphones
 26.11.21 - Rectangles that are completely or partially shaded

Serial Number 85019818

Filing Date April 21, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 21, 2010

Owner (APPLICANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record Lisa G. Widup

Prior Registrations 3470983

Description of Mark The color(s) red, gray, white and black is/are claimed as a feature of the mark. The mark consists of a red and gray rectangle with rounded corners depicting a stylized gray, white and black microphone.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

iPhone

Features Why iPhone Apps for iPhone Gallery How To Tech Specs Buy iPhone

iPhone 3G S

- Phone
- iPod
- Safari
- Mail
- Video Recording
- Photos
- Voice Control
- Messages
- Maps + Compass
- Keyboard
- Cut, Copy & Paste
- Search
- Voice Memos**
- Accessibility
- Tethering
- App Store
- iTunes
- Home Screen
- More Features
- iPhone Technology

Record audio using the built-in mic, your headset, or an external mic

Monitor audio levels to keep your recordings distortion-free



Trim to edit memos right on iPhone

Voice Memos

Capture a thought, a memo, a meeting, or any audio recording with Voice Memos. When you're done, edit your recording, then email it or send it via MMS.



Recording Memos Watch the video

Record memos (or any audio).

Record ideas, reminders, meetings, class lectures, notes — any audio you want — using the built-in iPhone microphone, your headset, or an external mic accessory. Voice Memos records even when you're using your iPhone to do things like check email or surf the web.

[How to record voice memos](#)

Manage memos.

Keep all your memos organized by choosing labels from a predefined list or by creating your own custom labels.

[How to manage voice memos](#)

Edit memos.

You can trim recorded memos right on iPhone. That way, you only keep what you need most.



Share memos.

Send memos to your friends and colleagues via email. Or attach them to an MMS message.* Memos you record on iPhone sync back to your Mac or PC via iTunes, so you can share them later.

[How to share voice memos](#)

iPhone 3G

New Features. New price. \$99*

Go to <http://www.apple.com/iphone/iphone-3gs/accessibility.html>

[MARK STATUS](#)
[ASSIGNMENT](#)
[TDR](#)
[CLASS MARKS](#)
 (Use the "Back" button of the Internet Browser to return to TESS)



Goods and Services IC 009. US 021 023 026 036 038. G & S: Text and multimedia messaging software, namely, software for processing images, graphics and text. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

Mark Drawing Code (2) DESIGN ONLY

Design Search Code 01.15.17 - Balloons, thought or speech; Clouds, thought or speech; Thought or speech clouds
 26.11.12 - Rectangles with bars, bands and lines
 26.11.21 - Rectangles that are completely or partially shaded
 26.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
 26.17.06 - Bands, diagonal; Bars, diagonal; Diagonal line(s), band(s) or bar(s); Lines, diagonal

Serial Number 85018959

Filing Date April 21, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 28, 2010

Owner (APPLICANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

Attorney of Record Thomas R. La Perle

Prior Registrations 3470983

Description of Mark The color(s) white, green, dark green and light green is/are claimed as a feature of the mark. The mark consists of a rectangle with rounded corners depicting a stylized speech bubble on a diagonal striped background. The color white appears in the speech bubble design; the colors green and dark green appear in the diagonal stripes in the background of the rectangle design; and the color light green appears in the upper half of the rectangle design.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

iPhone

Features Why iPhone Apps for iPhone Gallery How To Tech Specs Buy iPhone

iPhone 3G

- Phone
- iPod
- Safari
- Mail
- Video Recording
- Photos
- Voice Control
- Messages
- Maps + Compass
- Keyboard
- Cut, Copy & Paste
- Search
- Voice Memos
- Accessibility
- Tethering
- App Store



Rotate to type using a larger keyboard.

Tap a phone number to call it

Send photos, video, audio, and more

Messages

With a chat-style view and an intelligent Multi-Touch keyboard that predicts and suggests words as you type, iPhone texts smarter than any smartphone.



Sending SMS and MMS Watch the video >

Text like you talk.

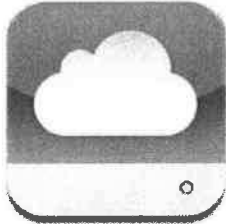
Messages appear on your iPhone as an ongoing conversation, so it's easy to pick up where you left off. You can even forward one or more messages to others.

Take suggestions.

Send MMS.

Take a photo or shoot some video, then send it via Messages. You can also send audio recordings from Voice Memos, contact information from Contacts, and locations from Maps.*

How to send photos and video

MARK Status**ASSIGNMENT****TDR****CLASS Status***(Use the "Back" button of the Internet***Browser to return to TESS)**

Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computer software for remote management of user-provided data, text, images, video and audio over a global computer network and the internet. FIRST USE: 20090729. FIRST USE IN COMMERCE: 20090729
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	01.15.06 - Advertising, skywriting; Clouds; Fog 26.01.21 - Circles that are totally or partially shaded. 26.11.21 - Rectangles that are completely or partially shaded
Serial Number	85019838
Filing Date	April 21, 2010
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	September 21, 2010
Owner	(APPLICANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Lisa G. Widup
Prior Registrations	3470983
Description of Mark	The color(s) blue, white, yellow and gray is/are claimed as a feature of the mark. The mark consists of a gray, white and blue rectangle with rounded corners depicting a stylized white cloud. In the bottom right of the rectangle is a yellow and gray circle.
Type of Mark Register	TRADEMARK PRINCIPAL
Live/Dead Indicator	LIVE

App Store > Productivity > Apple Inc.

MobileMe iDisk

Description

With MobileMe iDisk, you can view and share the files on your iDisk right from your iPhone or iPod touch.

Log in with your MobileMe username and password (MobileMe subscription required) and you'll see a list of the folders and files on your iDisk. Select a file to view it on your iPhone. To share a

[Apple Inc. Web Site >](#) [MobileMe iDisk Support >](#) [Application License Agreement >](#)

What's New in Version 1.1.1

- Resolves an issue that prevented viewing documents on iPod touch while offline.
- Various stability improvements.

iPhone Screenshots

Customer Ratings

Current Version: 2704 Ratings

★★★★★	1120
★★★★	354
★★★	348
★★	213
★	628

All Versions: 10968 Ratings

More iPhone Apps by Apple Inc.

- Remote
- MobileMe Gallery
- TeX as HTML
- Keynote Remote

Customer Reviews | Current Version (75) | All Versions (851)

Sort By: Most Helpful

Write a Review >

[TARR Status](#)
[ASSEMBLY STATUS](#)
[TDR](#)
[E-IAB Status](#)
 (Use the "Back" button of the Internet Browser to return to TESS)



Goods and Services	IC 009. US 021 023 026 036 038. G & S: Computer software for managing user system settings and preferences sold as a feature of computers and hand-held mobile digital devices comprised of mobile phones, digital audio and video players, hand-held computers, personal digital assistants, and electronic personal organizers. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	15.07.01 - Cog wheels; Gears 26.09.02 - Plain single line squares; Squares, plain single line 26.09.05 - Squares made of broken or dotted lines 26.09.21 - Squares that are completely or partially shaded
Serial Number	85020006
Filing Date	April 21, 2010
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	September 28, 2010
International Registration Number	1040849
Owner	(APPLICANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record	Thomas R. La Perle
Prior Registrations	3470983;3586577
Description of Mark	The color(s) gray, white, silver and black is/are claimed as a feature of the mark. The mark consists of partial images of three gears shown in gray, white and silver, on a background of gray with black dots, all contained within a rectangular gray and white frame with rounded corners.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

iPhone How To



- ✓ Airplane Mode
- ✓ Wi-Fi
- ✓ VPN
 - Notifications
 - Carrier
 - Sounds and the Ring/Silent ...
 - Brightness
 - Wallpaper
- ✓ **About**
- Usage
- Network
- Bluetooth
- Location Services
- Auto-Lock
- Passcode Lock
- Restrictions
- Home
- Date and Time
- ✓ Keyboard
 - International
 - Accessibility
 - Resetting iPhone
- ✓ Accounts
 - Fetch New Data
 - Mail
 - Contacts

About

Choose General > About to get information about iPhone, including:

- Name of your phone network
- Number of songs, videos, and photos
- Total storage capacity
- Space available
- Software version
- Serial and model numbers
- Wi-Fi and Bluetooth addresses
- IMEI (International Mobile Equipment Identity) and ICCID (Integrated Circuit Card Identifier, or Smart Card) numbers
- Modem firmware version of the cellular transmitter
- Legal information
- Regulatory information

Exhibit D

CNET News
The Open Road
April 22, 2008 2:17 PM PDT

Random sampler: Web 2.Doh! and eBay sues Santa Claus

by [Matt Asay](#)

Two random stories struck me as odd today.

The first is **Forrester's contention that spending on Web 2.0 will grow 43 percent each year to hit \$4.3 billion in 2013**. What does this *mean*? How does one purchase Web 2.0? Tim O'Reilly, who coined the term, has repeated over and over what **Web 2.0 is and what it isn't** (and **recently gave InformationWeek props** for getting it right). Forrester seems to be quantifying what it isn't.

It's not blogs and wikis, Forrester. Those may be means to the end, but they're not the end. They're not Web 2.0. Web 2.0 is all about data. You can't buy that. You have to grow it. If that's what you meant, good for you. But skip the headline next time and strive for accuracy. (I'm very good at that one. :-)

The second news item is that **eBay is suing Craig Newmark and other directors of Craigslist** for allegedly unfairly diluting eBay's interest in the Craigslist. If you've ever met the Craigslist guys or heard them speak, they seem about as unconcerned with making a buck as anyone I've met. I remember Tim O'Reilly at OSCON a few years back trying to glean the secrets of their success. The Craigslist CEO kept deadpanning, "We just give it all away and don't try to make money. We don't have a strategy."

It took eBay this long to figure out that its interest in Craigslist wasn't going to appreciate in value, even as the Craigslist service explodes in consumer value? The corporate logo is a peace sign, for heaven's sake!

All I can say is, suing Craig Newmark is like suing Santa Claus. Shame on you, eBay.



Matt Asay brings a decade of in-the-trenches open-source business and legal experience to The Open Road, with an emphasis on emerging open-source business strategies and opportunities. Matt is vice president of business

development at Alfresco, a company that develops open-source software for content management. He is a member of the CNET Blog Network and is not an employee of CNET. Disclosure. You can follow Matt on Twitter @mjasay.

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Craig's Quiet Revolution

<http://www.fool.com/investing/high-growth/2004/12/30/craigs-quiet-revolution.aspx>

Alyce Lomax
December 30, 2004

What's black and white and read all over? The Internet has changed the punch line to that old riddle, and forget about newsprint on your hands. Further, one might argue that a small, private, no-frills operation called craigslist is changing even more of the rules.

A recent report from Classified Intelligence, a consulting firm, claims craigslist has sapped up to \$65 million in classified advertising revenues -- specifically employment-related revenues -- from San Francisco-based newspapers alone. It stands to reason this is the tip of the iceberg.

Here at the Fool we tend to occupy ourselves with publicly traded companies, but we also ponder [Rule Breakers](#). Craigslist may be private, but it's notable -- instead of an explosion in venture capital and in-your-face marketing, craigslist grew almost without notice.

These days, when it comes to buying, selling, renting, and trolling, it's hardly uncommon to hear someone say, "Go check craigslist." According to *USA Today*, craigslist's audience grew a staggering 800% from August 2001 to August 2004 -- with no marketing to speak of, save word of mouth.

Its impact isn't a concern only for newspaper companies such as Hearst Corp., **New York Times** (NYSE: [NYT](#)), and **Tribune** (NYSE: [TRB](#)), but also for other companies that offer classified advertising, such as **Yahoo!** (Nasdaq: [YHOO](#)).

Indeed, Internet-based job sites such as **Monster.com** (Nasdaq: [MNST](#)) could also suffer, and even online dating services. With people using craigslist as a way to meet others in their neighborhood (for free, too), it has an impact on those trying to profit off the idea, such as Yahoo!, **InterActiveCorp's** (NYSE: [IAC](#)) Match.com, and private sites like eHarmony.

Of course, you can sell your stuff on craigslist, too. Which brings us to the big heavyweight in community-based buying and selling, **eBay** (Nasdaq: [EBAY](#)). Both eBay and craigslist boast loyal communities, although craigslist's can be described as grassroots. Is eBay worried? Well, it did take a [25% stake](#) in craigslist this past summer.

It's not like eBay hasn't been known to break a few rules itself. Its own [recently announced purchase](#) of Rent.com shows that it's already seeing the sensibility in craigslist's simple model, which also includes real estate listings.

What's the secret? Craigslist appeals to the young and hip. It's rebelliously anti-corporate; eBay purchased its stake from a former employee, and craigslist's official response was that it doesn't seek money from outsiders. The site lacks pop-ups and banner ads, and it has no graphics and hardly even any color on the site. It's not even a dot-com; it's a dot-org. Its browser icon is a peace symbol. It's perceived as cool, and most importantly of all, it's free.

The small crew that works for craigslist, which includes of course the list guru himself, Craig Newmark, doesn't seem too worried about making millions, though it appears the service is making millions happy. Those who might want to worry are some of the companies that thrive off communities and classifieds. It seems there may be a new star in *your* town, and his name is Craig.

Craigslist may have broken rules, but it's a private company. David Gardner's been picking out stocks that defy conventional wisdom and promise heated growth in [Motley Fool Rule Breakers](#). To take a 30-day free trial, [click here](#).

[Alyce Lomax](#) does not own shares of any of the companies mentioned.

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Business Spectator

COMMENTARY

7:34 AM, 2 Feb 2009

ALAN KOHLER

Strong silent type

What if the collapse of the credit bubble is not the only reason capitalism is under threat?

This morning's interview with the CEO of Craigslist, Jim Buckmaster, is a must-read for anyone interested in the future of the media – and the future of capitalism itself for that matter.

Craigslist is a classified advertising website that employs about the same number of people as Business Spectator – 28 – and gets about 15 billion page views a month. We get about one 2,500th of that, which we're pretty happy with after 14 months.

Obviously we're rather different creatures: Craigslist is an automated bulletin board; *Business Spectator* publishes carefully produced original content, and we don't rely on classified advertising.

But most of the great newspapers of the world do, and for them Craigslist is incredibly destructive. It's almost entirely free and, according to Buckmaster, always will be.

In fact none of the big new global websites, apart from search engines like Google, make money and they don't look like doing so. All the dreams of huge wealth from accumulations of internet traffic have come to nothing so far.

The owners of Facebook, MySpace, YouTube, Wikipedia and Twitter are all either struggling to make any money or not trying to, even though hundreds of millions of people around the world use them every minute of every day.

MySpace's owner, News Corporation, has failed to turn its 106 million active accounts (increasing at 230,000 new ones every day) into serious revenue and the business has consistently run behind budget. Instead of making a fortune on the internet, Rupert Murdoch has returned to newspapers and the *Wall Street Journal*.

In the past few days the other big social networking site, Facebook, which is still mostly owned by venture capital and staff, has come up with what it thinks might be a way finally to make some money out of its 150 million active users: it says it will allow multinational companies to selectively target members to research new products.

It's not advertising, but it might produce some money. But the founder and CEO of Facebook, Mark Zuckerberg, said a few months ago: "I don't think social networks can be monetised in the same way that search was."

The same applies to Twitter, a much more immediate social networking site on which users constantly "tweet" each other. Google will probably have more success monetising YouTube because there are signs that online video advertising is going to take off.

Google's success in monetising its search engine and then floating at a market cap of \$US23 billion, enriching its founders, encouraged online entrepreneurs everywhere to think the internet

RECENT KOHLER

Obama's perilous protectionism Sep 15

The Lehman lesson is ongoing Sep 14

From monopolist to little Aussie battler Sep 11

Greed is good again Sep 10

Gold fever looks incurable Sep 9

was the road to vast riches.

But it has not turned out to be that easy, partly because of people like Craig Newmark, the founder of Craigslist, and its CEO Jim Buckmaster.

As Buckmaster explains in our interview, it is an astoundingly simple but subversive idea: a classified bulletin board that the users basically operate themselves. The company charges \$25 each for job ads (and \$75 in San Francisco for some reason) and they charge for "erotic services" ads (all of which goes to charity), but that's it – everything else is free.

Ebay bought 25 per cent of Craigslist, having also bought Skype in 2005 for \$US2.6 billion, but there is no sign of the investment ever paying off.

Buckmaster says Craigslist does absolutely no marketing and has just one office – in San Francisco. The people in it are not going to work each day trying to meet sales targets. And the company doesn't need to open new offices in order to expand into new markets because the service goes everywhere all at once and can be managed from one place.

It is not as well known in Australia yet as it is in the United States, but Australians are beginning to use it to list their houses, jobs, items for sale, and themselves. For example, seven Sydney houses were put up yesterday.

In the US Craigslist is the silent newspaper killer, and is undoubtedly one reason why newsrooms in that country have been cut back more dramatically than they have been here.

More broadly, the internet is bleeding away the traditional media's monopoly rents, without replacing them with new ones.

The key exception is Google, a money-making machine that uses constant innovation to stay ahead of the hounds of competition and maintain its market power.

Perhaps the other big sites will one day do the same, but there's no sign of that yet. And even if they do, it's unlikely that the great family fortunes that were made by newspaper and television owners will ever be repeated.

Online advertising is too accountable (there is no wastage) and the barriers to entry are too low.

So while the threat to the foundations of capitalism from the credit crisis are noisily occupying the public debate at the moment, there is another quieter one going on: the hippies are back and they're taking over the internet. Craigslist even has a peace sign as its symbol.



EUREKA report

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[http://www.businessspectator.com.au/bs.nsf/Article/Strong-silent-type-\\$pd20090202-NURNJ?OpenDocument&src=s&cat=it-al](http://www.businessspectator.com.au/bs.nsf/Article/Strong-silent-type-$pd20090202-NURNJ?OpenDocument&src=s&cat=it-al)



Comments 0 | Recommend 0

Christine Rosen: Craigslist is classifying the unclassifiable

12:10 PM CST on Sunday, February 17, 2008

Classified advertisements are a catalogue of our everyday desires. If they reflect a culture's sensibilities, then it is only natural that the ads of the 21st century have migrated online. The most popular online ad site is [Craigslist](#), which grew out of an e-mail list of local events started by San Franciscan [Craig Newmark](#) in 1994. The site officially launched in 1995, incorporated in 1999 and today is one of the world's most popular Web sites.

The design of the site is starkly utilitarian, with straightforward lists of links for users to peruse, free of any apparent graphic design or glitter. Best of all, it's free – free of commercial advertising and free for most users to post classifieds at no cost. The site has no pop-up or banner ads and doesn't even require users to register. The company's revenue comes from the fees it charges employers who list job openings and [real estate](#) brokers who list apartments for rent.

Like traditional classified ads, the listings on Craigslist showcase a wildly diverse range of needs and wants. Craigslist includes traditional personal ads, but there is a subcategory for bolder individuals. Called "Casual Encounters," it functions as a virtual parlor for people seeking nearly anonymous, commitment-free sex. This part of the site has recently received attention for facilitating prostitution.

Delving into Craigslist would keep a sociologist (or perhaps a behavioral psychologist) busy for years. Judging by the majority of the postings, what users most want and need is great real estate and lots of sex.

Erotic services aside, Craigslist is something of an anomaly in the dot-com world. By its founder's admission, the company is not interested in maximizing profits. It pours money into a Craigslist Foundation that trains leaders for work in the nonprofit sector. Even its address bar icon – a purple peace sign – signals a distinct point of view.

In short, Craigslist is not just a company; it's a philosophy. And that philosophy has many appealing qualities: a resistance to excessive advertising, a sincere commitment to making the minutiae of daily life in the wired world a little easier to manage and a sensibility that places a great deal of trust and optimism in one's fellow human beings. The oft-touted Craigslist mantra is "people helping people."

But online communities face peculiar challenges. Communities, after all, can thrive only when trust is a shared value among members and when violations of trust are not widespread or are effectively penalized. Unlike other online sites such as [eBay](#), Craigslist has no reputation-ranking system to assess the trustworthiness, let alone the identity, of its users. Anyone can pretend to be anyone and sell just about anything.

As a result, when you agree to barter with Miss Kinky Boots, you have no idea if she is an honest broker of services, or even if she is really a she. Since Craigslist is not legally liable for the misrepresentations of those

who place ads on the site, and since it has fewer than 30 employees monitoring millions of advertisements, users assume a certain level of risk with every one of their transactions. Examples of fraud on Craigslist abound – and in a few notorious cases, users have suffered much worse than fraud.

Still, there are clearly many people who take solace in the sense of community they find in their interactions on Craigslist. As *Wired* noted in a story about the documentary *24 Hours on Craigslist*, the filmmakers "interviewed one woman who said she interacts with other posters so much that she feels a greater sense of community on the site than on the neighborhood block where she lives."

Yet for all the talk of Craigslist's aim to be community-centered and "noncommercial," and for all of the site's inclusive, soft-socialist sensibilities, the fact remains that its *raison d'être* is facilitating commerce, not community. Craigslist is less a genuine community than simply a new kind of counterintuitive brand. It is a hive of micro-capitalism, with people buying and selling from one another – and scamming one another, too.

"People helping people" is an inspiring motto, to be sure. But until we understand more about how social behavior is altered by the medium of online technology, a better mantra might be *caveat emptor*.

Christine Rosen is a senior editor of The New Atlantis and a fellow at the Ethics and Public Policy Center. E-mail her at crosen@thenewatlantis.com. A longer version of this essay appears at thenewatlantis.com.



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Online Classifieds Junky: Confessions of a Craigslist Addict

Nicki Arnold / Online Columnist

Published Tuesday, January 29, 2008

[Issue 65](#) / [Volume 88](#)

Sometimes I waste away entire afternoons on the Internet.

“Sometimes” is every day I have an Internet connection. Facebook is my primary distraction, but because I refuse to add Jetman or Oregon Trail or whatever other crazy apps Zuckerberg allows, I get bored pretty easily. I can only look at pictures and status updates for so long.

So in the last few months, I have been forced - ha, forced...like it's been so bad - to browse the Web for some other distractions. My roommates and I were all abroad for the last quarter and in need of an apartment. A friend suggested craigslist, and I was getting desperate enough to try anything.

As it turns out, that friend is absolutely brilliant. Not only did we find an apartment, but couches to furnish the place, too! They're not even from I.V., so they're not gross, either. Now I'm utterly fascinated by the site. Anybody can post anything they have? And this is all free?

Okay, I admit I'm a little behind the times. Craigslist was put online in 1997 by Craig Newmark of San

Francisco and has since become the 58th most visited site in the U.S., according to Alexa.com. About 450 cities in 50 different countries have their own craigslist pages. Obviously, there are millions of people who have already discovered craigslist's wonders. But better late than never, right?

On craigslist, I can shop for a new house, furniture for my living room, pots and pans for my kitchen, old DVDs to watch because there are no new shows on anymore, and one link even says I can look for "baby+kids." Insta-family! The "free" area is the best. For some reason, there is always free dirt. If I were ever in a dirt-related emergency, craigslist would be the first place I would go.

Buying stuff is only half the site. There is a whole services section where I can look for someone to fix my car or edit my thesis - but I suppose I'd have to write one of those first. Up top there's a community section, where I could find out about happenings in the area, create a post about my lost dog (awwwwww) or find a nanny for those kids I just bought. Over on the side there's a job section with about 33 different career areas I can browse, from spa to the "et cetera" category, which is really just full of those scam jobs, like selling magazines door-to-door.

Now with a furnished apartment, kids and a babysitter to watch the them while I'm out selling copies of Fishermen's Voice Monthly, I only need one thing: my true love. Or maybe just some sex for the night. Well, what do you know, craigslist even has a personals section! There's a discussion section, too, but I'm not quite as interested in that one. Why's that? Because one of the comments in the political discussion says "waterboard his willie!"

I've been sarcastic, but really, I think craigslist has done a lot of good. Admittedly, there are things wrong with it. Because anybody can post fairly anonymously, there's the whole credibility factor, and this weighs heavily against the site. There's also a ton of spam, especially in the job section. Though the site itself looks like crap, it's straightforward and doesn't take my computer an hour to load, so I'm not complaining about the ugliness too much.

There has also been talk about how craigslist is killing newspapers because it's taking away money from the classified section. I don't think we should blame Craig for this, though. If he hadn't done it, someone else would have made a similar Web site. Our world is getting online, so our personal ads should too.

Verdict: Craigslist is awesome. It's giving Facebook and even my e-mail quite a run for their money on my list of bookmarks (yeah, I rank my bookmarked pages). It beats out its competitors, if only because it uses the peace symbol in my URL bar.

Online Columnist Nicki Arnold has just posted a personal ad under the name "Sweet Cheeks."

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7/8/09 Fresh Air (Pg. Unavail. Online)
2009 WLNR 13014035

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July 8, 2009

The New Price Point? 'Free'

TERRY GROSS, host:

This is FRESH AIR. I'm Terry Gross. Google announced yesterday that it's developing an operating system for PCs that will be tied to the Web browser released last year. The operating system will be free.

How can companies give things away on the Web, yet make a profit? That's what Chris Anderson tries to answer in his new book, "Free." Anderson is the editor-in-chief of Wired Magazine. In "Free," Anderson says that despite giving most of its services away for free, Google has found a way to become one of the most profitable companies in America. Chris Anderson, welcome to FRESH AIR. Why did you want to look at how free could actually be a good business model?

Mr. CHRIS ANDERSON (Author, "Free: The Future of a Radical Price"): You know, it came from this reflection on the paradox that is our modern age. It seems that almost everything online is available for free in one form or another, and yet we're trained to believe that there's no such thing as a free lunch, and you get what you pay for. And in this confusion over the meaning of free and the economics of free, I thought there was something changing, and that deserved a deeper look.

GROSS: Now you talk about the paradox of free, that people are making lots of money charging nothing. Give us an example of, you know, a company or a Web site that succeeds in doing that.

[shortened to emphasize relevant content]

GROSS: If you're just joining us, my guest is Chris Anderson. He's editor-in-chief of Wired Magazine and author of a new book called "Free: The Future of a Radical Price," and it's all about the model of giving away things for free on the Internet and more-nuanced versions of that model and how those models are doing.

In your book "Free," you mention that Craigslist, which has all these free classified ads, has helped either put out of business or diminish the size of a lot of newspapers that rely on classified ads for revenue. But Craigslist itself, you point out in your book, generates just enough profit to pay the server costs and the salaries of a few-dozen staff.

And so the paradox here to me is that you have all these, like, local papers that are struggling, in part because of things like Craigslist, but Craigslist itself, it seems in some ways utopian to have this kind of free listing, but at the same time, it's so centralized. It's like a group of 12 people, as opposed to this network of newspapers around the country.

Mr. ANDERSON: Yeah, Craigslist is fascinating. I think the fact that their little icon is a peace symbol should tell you a lot. I mean, I think what you're seeing with Craigslist is, you know, some unambiguous goods and some things that are really worrying, and you point out a few of them.

You know, one of the myths is that they, quote-unquote, you know, "demonetized" the newspaper classified business without – you know, they traded pennies for dollars. So where did that money go? Where did that value go? And the answer is it kind of went to all of us. We all saved, you know, a few bucks when we posted our classified ads, and perhaps we got a slightly higher price or a quicker sale because of the volume of people that go through Craigslist.

[shortened to emphasize relevant content]

---- INDEX REFERENCES ----

COMPANY: ROY OBRIEN INC; YOUTUBE INC

NEWS SUBJECT: (Sales & Marketing (1MA51); Prices (1PR65); Economic Indicators (1EC19); Major Corporations (1MA93); Economics & Trade (1EC26); Corporate Financial Data (1XO59); Business Management (1BU42))

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Language: EN

OTHER INDEXING: (CONDE NAST; FORD; MADISON AVENUE; MCDONALD'S; SONY; STARBUCKS; YOUTUBE) (Anderson; CHRIS; Chris Anderson; Craigslist; Google; John Battelle; Lyme; Mr .ANDERSON; Soundbite; Terry; Terry Gross; Twitter; Vanity Fair; Web)

Word Count: 6808

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7/23/08 Chi. Trib. 44
2008 WLNR 13776603

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July 23, 2008

Can't buy it? Then trade for it

MCT

Reverting to the barter system may be one way to beat high prices in these tough times, and the Internet provides abundant ways to find trading partners in the neighborhood -- or across the globe.

Barter ads

CRAIGSLIST.ORG

"I need clothes and stuff," was one pathetic plea under the barter category on craigslist. Here, where the logo is a hippie peace sign, you pick your city or state and see what's being offered. Items for barter are listed separately under the "for sale" link. Here's an offer: "Trade Trumpet Lessons for Babysitting, Hoola Hoop Lessons, Cleaning."

Business help

BARTERNEWS.COM

Well, here's an "official journal of the reciprocal trade industry." It aims to help businesses use bartering to increase the bottom line. Trading products and services isn't just for neighbors who want to swap eggs and sugar. According to the site, even major corporations and governments are involved in trading that reaches a global scale and is worth tens of billions of dollars.

Place to browse

TRADESTUFF.COM

An antique Jim Beam bottle, vintage Dictaphone equipment and the ubiquitous old National Geographic magazines were among the items for trade here. This doesn't look like the busiest site in the world, but it is fun to browse through, and you might just find something you need/want.

Taxing issues

NATE.ORG

The National Association of Trade Exchanges, an organization that facilitates non-cash trading among about 50,000 businesses, has information on the tax rules that cover bartering.

Perfect match

SWAPTREE.COM

The nifty idea at this site is that it does the hard work of matching what you have with all the things other people would give up for it. Users fill out "have it" and "want it" lists, and some complicated algorithm does the rest. The people running the relatively new site said it had 50,000 users as of last month. Use of the advertising-supported site is free. You can listen to audio clips of the music CDs being offered for trade.

Photo (color): National Geographic magazine

Photo (color): SWAPTREE.COM web page

---- INDEX REFERENCES ---

COMPANY: NATIONAL GEOGRAPHIC

Language: EN

OTHER INDEXING: (BABYSITTING; BARTERNEWS; CRAIGSLIST ORG; HOOLA HOOP LESSONS; NATE ORG; NATIONAL ASSOCIATION OF TRADE EXCHANGES; NATIONAL GEOGRAPHIC; SWAPTREE; TRADESTUFF) (Jim Beam; Perfect; Photo)

KEYWORDS: PRODUCT; CHANGE; TECHNOLOGY; GUIDELINE; LIST (POP WEB)

EDITION: RedEye

Word Count: 406

7/23/08 CHICAGOTR 44

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7/20/08 Phila. Inquirer E02
2008 WLNR 13529248

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July 20, 2008

Section: BUSINESS

Web Winners:

Reid Kanaley

Reverting to the barter system may be one way to beat high prices in these tough times, and the Internet provides abundant ways to find trading partners in the neighborhood, or across the globe.

BarterNews. Well, here's an "official journal of the reciprocal trade industry." It aims to help businesses use bartering to increase the bottom line. Trading products and services isn't just for neighbors who want to swap eggs and sugar. According to the site, even major corporations and governments are involved in trading that reaches a global scale and is worth tens of billions of dollars.

www.barternews.com/

Barter tax. The National Association of Trade Exchanges, an organization that facilitates non-cash trading among about 50,000 businesses, has information on the tax rules that cover bartering.

www.nate.org/

Trade stuff. An antique Jim Beam bottle, vintage Dictaphone equipment, and the ubiquitous old National Geographic magazines were among the items for trade when we looked at TradeStuff.com. This doesn't look like the busiest site in the world, but it is fun to browse through.

<http://tradestuff.com/>

Clothes and stuff. "I need clothes and stuff," was one pathetic plea under the barter category on the popular craigslist site. Here, where the logo is a hippie peace sign, you pick your city or state and see what's being offered. Items for barter are listed separately under the "for sale" link. Here's an offer: "Trade Trumpet Lessons for Babysitting, Hoola Hoop Lessons, Cleaning."

www.craigslist.org

Swaptree. The nifty idea at this site is that it does the hard work of matching what you have with all the things other people would give up for it. Users fill out "have it" and "want it" lists, and some complicated algorithm does the rest.

The people running the relatively new site said it had 50,000 users as of last month. Use of the advertising-supported site is free. You can listen to audio clips of the music CDs being offered for trade.

www.swaptree.com/

Contact staff writer Reid Kanaley

at 215-854-5114 or orrrkanaley@phillynews.com.

---- INDEX REFERENCES ---

COMPANY: NATIONAL GEOGRAPHIC

Language: EN

OTHER INDEXING: (BABYSITTING; HOOLA HOOP LESSONS; NATIONAL ASSOCIATION OF TRADE EXCHANGES; NATIONAL GEOGRAPHIC; TRADE TRUMPET LESSONS) (BarterNews; Jim Beam; Reid Kanaley; Web Winners)

KEYWORDS: (P-com Biz)

EDITION: CITY-D

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2 posts - 1 author

Answer **Toolbar icon changes to craigslist peace sign on Internet Explorer.** Wednesday, June 16, 2010 2:04 PM gettingannoyed123 Users Medals. Sign In to Vote ... social.answers.microsoft.com/.../039bab07-1d9d-4ad2-a22e-d8517ba96b19 - Cached

Purple Peace signs replacing my icons

5 posts - 3 authors - Last post: Apr 9

I believe the problem is associated with **craigslist** because it is their icon ... social.answers.microsoft.com/.../eac2e8ff-f254-48be-a391-ddc93e403d87 - Cached

Digg - No Wonder Craigslist Uses a Peace Sign as it's Favicon!

Aug 5, 2008 ... I was just posting my motorcycle for sale on the local **Craigslist**, and was hit with a dose of ole' Craig's political views.

digg.com/.../No_Wonder_Craigslist_Uses_a_Peace_Sign_as_it_s_Favicon - Cached

200 minutes: Firefox: Craigslist favicon is a peace sign

Dec 1, 2005 ... It's a refreshing brand reminder that **Craigslist's icon** is a peace sign: I can't wait until either eBay makes dramatic improvements to his ...

200minutes.blogspot.com/.../firefox-craigslist-favicon-is-peace.html - Cached - Similar

iCons :: Craigslist Logo/Icon picture by losrac - Photobucket

Photobucket The **Craigslist Peace** logo/icon with transparent background. picture, this photo was uploaded by losrac. Browse other The **Craigslist Peace** ...

s589.photobucket.com/albums/ss340/.../iCons/?...craigslist...1 - Cached

Top Android App: CraigsNotifica Craigslist | Best Android Apps Review

Feb 27, 2010 ... Lastly, the purple peace sign icon will take you to the official posting on the **Craigslist** website. If you'd like to share the post with a ...

www.bestandroidappsreview.com/.../top-android-app-craigsnotifica-craigslist.html - Cached

Category: Shopping | Best Android Apps Review

Lastly, the purple peace sign icon will take you to the official posting on ...

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Show more results from bestandroidappsreview.com

The Rise of Craigslist and How It's Killing Your Newspaper -- New ...

Newmark was uncomfortable about having a purple peace sign as the **Craigslist favicon**, Buckmaster went ahead and wrote the code, and now Newmark is okay with ...

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Why Does FreeRepublic have a Peace Sign on the URL? Hacked by ...

50 posts - 27 authors - Last post: Jul 18

Been to **Craigslist** lately? The purple peace sign in CL's favicon. ... To: Chickensoup. Purple **Peace Sign** is the favicon for **Craigslist**. ...

www.freerepublic.com/focus/f-news/2555012/posts - Cached

Craigslist Icon - Craigslist Photos

No comments added yet. BE THE FIRST! Add Comment. Find related content. Tags for this entry; **craigslist** (20) · **icon** (1) · **peace** (1) · **symbol** (1) ...

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Craigslist Peek extension | Tech4computer's Blog

Jan 4, 2010 ... Please try installing Forum Preview and visit advrider forum to see if it shows the **peace icon** in address bar. Also try **Craigslist Car ...**
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Oct 20, 2010 ... Lastly, the purple **peace sign icon** will take you to the official posting on the **Craigslist** website. If you'd like to share the post with a ...
desirehd.org/?p=77 - Cached

Why do I keep getting a peace sign when I try to log on to ...

May 15, 2010 ... The **icon** to the left of the specific page that I have saved to my Favorites is also the "**Peace Sign**" symbol. I too wondered why they chose ...
answers.yahoo.com/question/index?qid... - Cached

How to put symbols in craigslist - Adding apple symbol to ...

Your browser is incorrectly showing the **Craigslist peace symbol icon** instead of the Wikipedia "W"; **icon**. Craig Newmark of **Craigslist** (yes, the "Craig" of ...
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The Worst Web Design on the Most Popular Websites - Flash Web ...

Apr 4, 2010 ... And yet, **Craigslist's** design doesn't seem to be keeping the users away. The fonts, that grey, not to mention the **peace-sign favicon** ...
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The New Atlantis » Unclassifiable

It pours money into a **Craigslist** Foundation that trains leaders for work in the non-profit sector. Even its address bar **icon**—a purple **peace sign**—signals a ...
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Aside from the name of my site, and saying "all of **craigslist**", the spinning **peace sign**, along with the **favicon**, give allofcraigs some extra ...
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Bookmark favicons get corrupted/mixed up • mozillaZine Forums

3 posts - 2 authors
For some reason, my bookmark icons often get mixed up. For example, several of my bookmarks now display the **craigslist peace sign** as their **icon** even though ...
forums.mozillazine.org/viewtopic.php?f=9&t=588327&start... - Cached

Craigsphone brings Craigslist to the iPhone

Jan 2, 2009 ... Why not use the Purple **peace sign**? Shout me a holler when you add personals AND change the **icon** to something more, I don't know, ...
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Christine Rosen: Craigslist is classifying the unclassifiable ...

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The Peace sign icon in our location bar - Backyard Theater Forums

4 posts - 4 authors - Last post: Jan 16, 2006
I've had a few folks ask via email about the **Peace sign icon** in the ... I like the **peace icon**. I also like the ideal of a projector **icon**. ...
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Jim Buckmaster - .net magazine

Oct 12, 2008 ... Online classified advertising site Craigslist is run more as a public ... even have a logo, but instead uses the peace sign as a favicon. ...
www.netmag.co.uk > Discover > Interview - Cached

Posting Resumes on Craigslist | Resources for Web Development ...

Oct 18, 2005 ... Making Your Resume Stand Out on Craigslist With over 6000 resumes ... Who noticed the "peace sign" favicon? See my Doodles for 13 Feb 2005 ...
www.robinsblog.com/.../posting-resumes-on-craigslist/ - Cached - Similar

Use Google Reader to follow Craigslist: How to | Aweigh

Aug 3, 2009 ... RSS icon large Recently I was looking for a new (to me) sailboat and Craigslist was an obvious site to visit. Living in Charleston, SC I ...
www.aweigh.com/use-google-reader-follow-craigslist-how - Cached

does anyone use craigslist? - Afghanistan Forum By AfghanSite.com

5 posts - 3 authors - Last post: Oct 21, 2008
craigslist is supposed to be the biggest classifieds site. now there is a tool ... peace. 0.
Back to top of the page up there ^; Reply Icon ...
afghanforum.afghansite.com/index.php?showtopic=4589 - Cached - Similar

The Mysterious Purple Peace symbol - Zealot Hobby Forum

Sep 10, 2008 ... The Mysterious Purple Peace symbol Getting Started. ... Yeah, its just Craigslist's Favicon. As to how it got to all of your bookmarks? ...
www.zealot.com/forum/showthread.php?t=162596 - Cached

YouTube - 24 hours on craigslist: flashmobs

Oct 14, 2006 ... Alert icon. Upgrade to Flash Player 10 for improved playback performance. ... 1 year ago. craigslist is for piece, not peace, retard ...
www.youtube.com/watch?v=ZLaDxD-Dbqw - Cached

little icon on location bar: HOW?? - HTML / CSS answers

Jul 20, 2010 ... how do you put a little icon on the left of location bar, where url is?? for example peace sign at http://www.craigslist.org/ ...
bytes.com/topic/html-css/.../97276-little-icon-location-bar-how - Cached

Anti-Trafficking Protest at Craigslist | Sisters of the Holy ...

Jul 2, 2010 ... Email Newsletter icon, E-mail Newsletter icon, Email List icon, E- ... " Craigslist is the new stroll where pimps traffic, johns buy and ...
blog.holyfamilysisters.org/2010/.../anti-trafficking-protest-at-craigslist/ - Cached

MacThemes Forum / [Theme] Faust

25 posts - 13 authors - Last post: May 11, 2009
i love nano icons smile request: iPhlix. Loopt Flashlight MySpace (don't like the one posted, sorry!) Craigslist Mobile (Peace sign) ...
macthemes.net/forum/viewtopic.php?pid=469574 - Cached

Remix: making art and commerce thrive in the hybrid economy - Google

Books Result

Lawrence Lessig - 2008 - Art - 327 pages
When you navigate to **craigslist**, you're presented with a screen of blue text, ... On the URL bar in your browser, the **icon** for the site is a **peace** sign. ...
books.google.com/books?isbn=1594201722...

Icons in IE Favorites

7 posts - 3 authors - Last post: Nov 16, 2007
Ok, I've done that, and the unwanted **icon** remains. To be more specific, it's that so-called "**peace**" symbol that **Craigslist** uses. ...
www.softwaretipsandtricks.com > ... > Internet - Cached - Similar

Wakefield Classifieds - Search Craigslist for Wakefield RI Rhode ...

Nov 2, 2010 ... Rhode Island **Craigslist** Classifieds Use **Craigslist** for the Wakefield ... Wakefield Welcomes. Welcome **Icon**. **Peace** Dale First Church of God ...
www.americantowns.com/ri/wakefield-classifieds - Cached

"Must Have" apps for Droid... - Page 3 - Glock Talk

May 23, 2010... ScoreMobile for sports scores and stats, and Craigsphone (**Craigslist** app... even though it has a hippy rainbow **peace** symbol **icon**). ...
www.glocktalk.com/forums/showthread.php?t=1222950&page... - Cached

Craigslist - Firearms for sale - Calguns.net

Jan 27, 2009 ... Originally Posted by doughboy334 View Post. I like using **craigslist** but i dislike the hippy **peace** symbol as their web address **icon** ...
www.calguns.net > ... > Commercial Sales & Good Deals - Cached - Similar

virus on craigslist? - Paulding.com

Mar 2, 2010 ... BIL just called saying that he was in **craigslist** when he got stuck and virus ... **Icon**; Pip. View gallery. Group: +Member plus pink; Posts: 2404; Joined: 17-May 05 ... May they rest in **Peace**, |-- PCOM COMMUNITY CHEST ...
paulding.com/forum/index.php?/topic/238682-virus-on-craigslist/ - Cached

Craigslist shuts down metasearch tool

Jun 28, 2005 ... (And how can you not like a site that uses a **peace** sign as its **favicon**?) So, I was surprised to find out that **Craigslist** has strong-armed a ...
www.downloadsquad.com/2005/06/28/craigslist-shuts-down/ - Cached - Similar

Category: Articles

Jul 12, 2010... you're likely nervously watching the battery **icon** in the corner of your screen. ... The forum is centered on building **peace** through communication and ... Investigating **Craigslist**: Should your business use it? ...
mediag.com/news/category/articles/ - Cached

Frum Frenzy | Singles | Jewish Journal

Aug 12, 2004 ... Visitors trolling for casual sex on **Craigslist.org** last week were left scratching their ... del.icio.us **Favicon** del.icio.us · Digg **Favicon** ...
www.jewishjournal.com/articles/.../frum_frenzy_20040813/ - Cached - Similar

Finally: People Speaking Up About How Censoring Craigslist Helps ...

Sep 7, 2010 ... **icon** Chronno S. Trigger (profile), Sep 7th, 2010 @ 1:20pm. After all the news about how **Craigslist** is destroying humanity, I decided to ...
www.techdirt.com/articles/20100906/22301010917.shtml - Cached

Man who posted fake Craigslist ad arrested - News - West Hartford News

Apr 13, 2010 ... Man who posted fake Craigslist ad arrested ... reckless endangerment, disorderly conduct, criminal trespass, breach of peace and is being held criminally liable for sexual assault. ... Return to Story «. story Idea icon ...
www.westhartfordnews.com/.../doc4bc3a0972cd45277252657.txt - Cached

How to Make Keyboard Bullets, Stars, Hearts, French Accents ...

Feb 13, 2008... the baby part of craigslist & want this in my posting title. can anyone help? ... DOES ANYONE KNOW HOW 2 MAKE A PEACE SIGN ASLL OF MY FRIENDS KNOW HOW 2 BUT I CAN NOT how do u make a stupid peace sign ugggggg ...
www.allgraphicdesign.com/.../how-to-make-keyboard-bullets-stars-hearts-french-accents-copyright-symbols-more-with-the-alt-key/ - Cached

Maxt Out DANCE Competition - Craigslist

Nov 8, 2010 ... ·ICON Show – Honoring a new ICON each year. This year's ICON is: Janet ... Dance For Peace Charity - Dance For Peace is a philanthropic ...
losangeles.craigslist.org/sgv/evs/2049072291.html

Davey Wavey Daily: The Hot Factor of the Craigslist Killer / Queerty

May 1, 2009 ... Accused Craigslist Killer Philip Markoff showed he doesn't just go after ... Thousands of years later all was at peace by until Endings were ...
www.queerty.com/davey-wavey-daily-the-hot-factor-of-the-craigslist-killer-20090501/ - Similar

IE favorites icons changing

Jun 22, 2010 ... They dont usually change to one different icon, when they change, ... Craigslist is usually a Peace symbol, but ive seen it change to ...
www.evga.com/forums/tm.aspx?m=430827&mpage=1 - Cached

Web Design: Why You Should Have An Ugly Website by Peter Brittain ...

Feb 17, 2010 ... Craigslist especially deserves honorable mention; their favicon is a purple peace sign (the sixties! yeah!) and when you go to the 'best of ...
searchwarp.com/swa569125-Web-Design-Why-You-Should-Have-An-Ugly-Website.htm - Cached

Hossli.com » 50 Years of Symbolic Peace

Feb 16, 2008 ... Today, it is most commonly seen as the favicon of global classified ads giant Craigslist. Find many variations of the peace symbol in ...
www.hossli.com/observations/.../50-years-of-symbolic-peace/ - Cached - Similar

Firefox Favicon Display Bug « Tikun Olam תיקון עולם: Make the World ...

Essays on politics, culture and ideas about Israeli-Arab peace and Double Life: Pimping for Israel, Trolling Craigslist for Gay Sex ...
www.richardsilverstein.com/.../firefox-favicon-display-bug/ - Cached - Similar

1 2 3 4 5 6 7 8 9 10 **Next**

craigslist AND peace AND (favicon OR icon) Search

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Web Design: Why You Should Have An Ugly Website

by Peter Brittain

[Slinky Web Design](#)

Look through the conventional wisdom of today in web design. Web hosting companies, and website customers, are inundated with tutorials and design galleries all devoted to making everything color-coordinated, shiny, glossy, glassy... and "Web 2.0" style!

Now, we're not going to say that *everybody* should follow our advice. Hardly! Instead, only a select few should follow this advice, because it takes a special kind of personality to make an ugly website thrive.

Let's see some examples: Digg.com, Craigslist.org, and Reddit.com. Each of these are hugely successful sites drawing millions of visits per day from all over the world. Now visit each of these domains and ask yourself: "Is this how I'd design a website if I were starting one?" No, of course not! Each of these sites uses big, blocky squares of color, minimal graphic elements, and worst of all, they all use color palettes from Hell!

Digg is loud and clashing with green, blue, and yellow, Reddit is mostly light blue with sharp red and pink highlights, and Craigslist is dull gray with blue and red. Craigslist especially deserves honorable mention; their favicon is a purple peace sign (the sixties! yeah!) and when you go to the 'best of Craigslist' page you are greeted by a pure ASCII banner (the nineties! yeah!). Additionally, their logos are minimalist; Digg's mascot is a faceless stick-figure composed of boxes, the Reddit alien is a similar blob composed of ovals, and Craigslist just uses a bare font.

Yet all three of these sites are hugely successful. We could go on and on with examples: Wikipedia looks like somebody slapped together a prototype layout and stopped right there, BoingBoing uses a logo font that was apparently drawn in MS Paint and a pixelized mascot, and even Google's home search page is almost barren. And have you taken a look at the home page for your web hosting company lately?

This tells us some important lessons: If you have great content, nobody will care if your site design makes their eyes water. Sites that don't knock themselves out with superficial flash and glamor are saying, "We're all about the substance, not the style." In fact, you could draw a corollary between web sites and services with an ugly face and the engineering behind these sites. To make a car analogy, if your engine is getting 100 miles to the gallon and can do zero to sixty in a second, you'll drive it no matter what it looks like.

The important part of an ugly design is that it sticks in the mind. When you happen upon Craigslist, you immediately know that no other site on Earth looks exactly like this. Google's logos are so distinct, you can even pick a Google logo that just uses the colors without the letters. Each of these sites cashes in on brand name recognition, making themselves stand out in sharp contrast to the sea of look-alike sites on the web.

Seth Godin, a prominent marketing blogger, has also made a case for standing out. His own logo is a photo of the crown of his bald head (on a bright yellow background, yet) and his book covers are a symphony of bold primary colors together with jumbled styles and striking images. In his book "Purple Cow: Transform Your Business by Being Remarkable," he makes a case for standing out, clashing with the crowd, and daring to be different.

Like we said, not everybody should do this. A nonconformist style demands a nonconformist personality behind it to live up to the expectation. Just as celebrities accentuate their ugliest physical features as a kind of trademark, making yourself stand out in a noticeable way is a means to make your impression stick in the audience's mind for a good long time.

Peter Brittain is the owner of [Perth Web Design](#) company, Slinky Web Design in Western Australia. Peter also writes a great [Web Design Blog](#). Originally published on [SearchWarp.com](#) for Peter Brittain Wednesday, February 17, 2010
Article Source: [Web Design: Why You Should Have An Ugly Website](#)

2

No Wonder Craigslist Uses a Peace Sign as it's Favicon!

theapachecommunity.com — I was just posting my motorcycle for sale on the local Craigslist, and was hit with a dose of ole' Craig's political views. No wonder Craigslist uses a peace sign as it's favicon! Aug 5, 2008

Share

Tweet

Email

via [fadingfastsd](#)

Save

Bury

Firefox: Craigslist favicon is a peace sign

Mouth, you remember Foot? Foot, you remember Mouth? Great.

I've switched to Firefox, against my previous postings, and one side result is that now I see multi-tabs of each site's favicons. It's a refreshing brand reminder that Craigslist's icon is a peace sign:



I can't wait until either eBay makes dramatic improvements to his already-great site, or Microsoft Fremont renders it obsolete, so we can see what else he has to offer when he's not watching the servers.

Craigslist



To tell you the truth, I don't remember how Craigslist looked like when it first came online in 1996, but I have a feeling it wasn't much different from nowadays. And yet, Craigslist's design doesn't seem to be keeping the users away. The fonts, that grey, not to mention the peace-sign favicon – Craigslist must really be amazing if it gets away with these crimes.

02-01-2009, 3:39 AM



doughboy334 ●
Senior Member

Join Date: Mar 2008
Location: South San Francisco
Posts: 1,959
Trader: **56** / 100%



I like using craigslist but i dislike the hippy peace symbol as their web address icon ☹



50 Years of Symbolic Peace

16 FEBRUARY 2008



Pacifists and war protesters all over the world wear peace signs on shoulder bags and jeans jackets. But only few know what the symbol really means, and where it came from. ☺

Exactly fifty years ago British designer Gerald Holtom created what would become the international peace symbol. On February 21, 1958 the Royal College of Art trained artist designed a logo for the Campaign for Nuclear Disarmament, the start of the British peace movement. ☺

While it looks like a stylized B-52 bomber or a chicken's foot, Holtom said the symbol was inspired by the semaphoric signals for the letters "N" and "D". They stand for "Nuclear Disarmament". The symbol was first used on Trafalgar Square during a peace march in London. ☺



During the 1960s the symbol became a unifier among protesters against the war in Vietnam. It appeared on the walls of Prague when the Soviet tanks invaded in 1968. People painted it on the Berlin Wall. During the 1990s t-shirts sporting the symbol could be seen in Sarajevo and Belgrade. After 9/11 and the many anti-war marches that followed the attacks the symbol had another revival. ☺

Today, it is most commonly seen as the favicon of global classified ads giant Craigslist. ☺

Find many variations of the peace symbol in this tribute. Check out a brief history of the peace symbol. ☺

I love the Craigslist avatar (3+ / 0-)

that remains in your dropdown address bar and favorites folders.....a purple peace sign, very cool!

Exhibit E

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Serial Number: 77944232 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3856547

Mark



Standard Character claim: No

Current Status: Registered.

Date of Status: 2010-10-05

Filing Date: 2010-02-24

Transformed into a National Application: No

Registration Date: 2010-10-05

Register: Principal

Law Office Assigned: LAW OFFICE 115

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-10-05

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. CRAIGSLIST, INC.

Address:
CRAIGSLIST, INC.
1381 9TH AVENUE
SAN FRANCISCO, CA 94122

United States
Legal Entity Type: Corporation
State or Country of Incorporation: Delaware

GOODS AND/OR SERVICES

International Class: 009

Class Status: Active

Downloadable software for use in viewing and posting classified advertising, consumer product and service information, product and service rental information and advertising, and consumer information on a wide variety of topics of general interest to the consuming public; downloadable software for use in accessing electronic mail services and for electronic transmission of messages, data and images

Basis: 1(a)

First Use Date: 2009-09-30

First Use in Commerce Date: 2009-09-30

ADDITIONAL INFORMATION

Color(s) Claimed: Color is not claimed as a feature of the mark.

Description of Mark: The mark consists of a peace symbol.

Design Search Code(s):

24.17.20 - Peace symbol

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-10-05 - Registered - Principal Register

2010-07-20 - Notice Of Publication E-Mailed

2010-07-20 - Published for opposition

2010-06-15 - Law Office Publication Review Completed

2010-06-15 - Assigned To LIE

2010-05-30 - Approved for Pub - Principal Register (Initial exam)

2010-05-23 - Assigned To Examiner

2010-03-03 - Notice Of Design Search Code Mailed

2010-03-02 - New Application Office Supplied Data Entered In Tram

2010-02-27 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Grace Han Stanton

Correspondent

GRACE HAN STANTON

PERKINS COIE LLP

1201 3RD AVE STE 4800

SEATTLE, WA 98101-3099

Phone Number: 206-359-8000

Fax Number: 206-359-9000 (Attn: G. St
