

What Do We Do Now?

New ways to look at and productize
your IP and core expertise



I C M A

Making classified media work better!
International Classified Media Association

APART FROM
**BEING
SEXY**
WHAT DO YOU
DO FOR A
LIVING?

Over here.

Wp-Admin Home Post New Blog MyAccount Log Out



Begin to search by typing here...

Select



Start Search

Advanced Search

Post New Ad



this is another test
Charlotte
120,999.00 \$



test
Los Angeles
5,000,000.00 \$



Volkswagen Beetle
Nevada, Reno
5,600.00 \$



BMW M3 Hamman
California, San Francisco
56,000.00 \$



Lamborghini Murcileago SV
Dallas, Texas
120,000.00 \$

First Previous Next Last

Featured Ads



this is another test
Posted in Ferrari
Location: Charlotte



test
Posted in BMW
Location: Los Angeles

Browse Ads by Location

California(12) Florida(0) N. Carolina(0)

Burbank (1) Boca Raton (0) Charlotte (0)

Los Angeles (1) Brandon (0) Durham (0)

San Diego (1) Fort Lauderdale (0) Greensboro (0)

San Francisco (3) Hollywood (0) Raleigh (0)

San Mateo (1) Jacksonville (0) Winston-Salem (0)

Mountain (1) Miami (0)

About the Classified Theme

ClassifiedTheme is a Premium WordPress theme that lets you transform your wordpress or blog website into a genuine classified website. It has a lot of new and very usefull features, like PayPal integration, autodelete old posts, set ad period and lots more.

You can turn your blog into any classified ads

Online classified life would be great



...if the going classified rate weren't free!

You can make some money here



Memberships

Paid listings

Pay to view

Bump ads

Display ads

Banner ads

Featured ads

Affiliate marketing

Sponsorships



you make a lot

Beating Craigslist with Reg DeRosiers



CEO, ZipZoon.com

Personalize

- Get to know your customers
- Customize search options
- Tailor the experience to personal needs



Social Recommendations

- Leverage UGC
- Targeted reviews
- Connect to the usual sites...



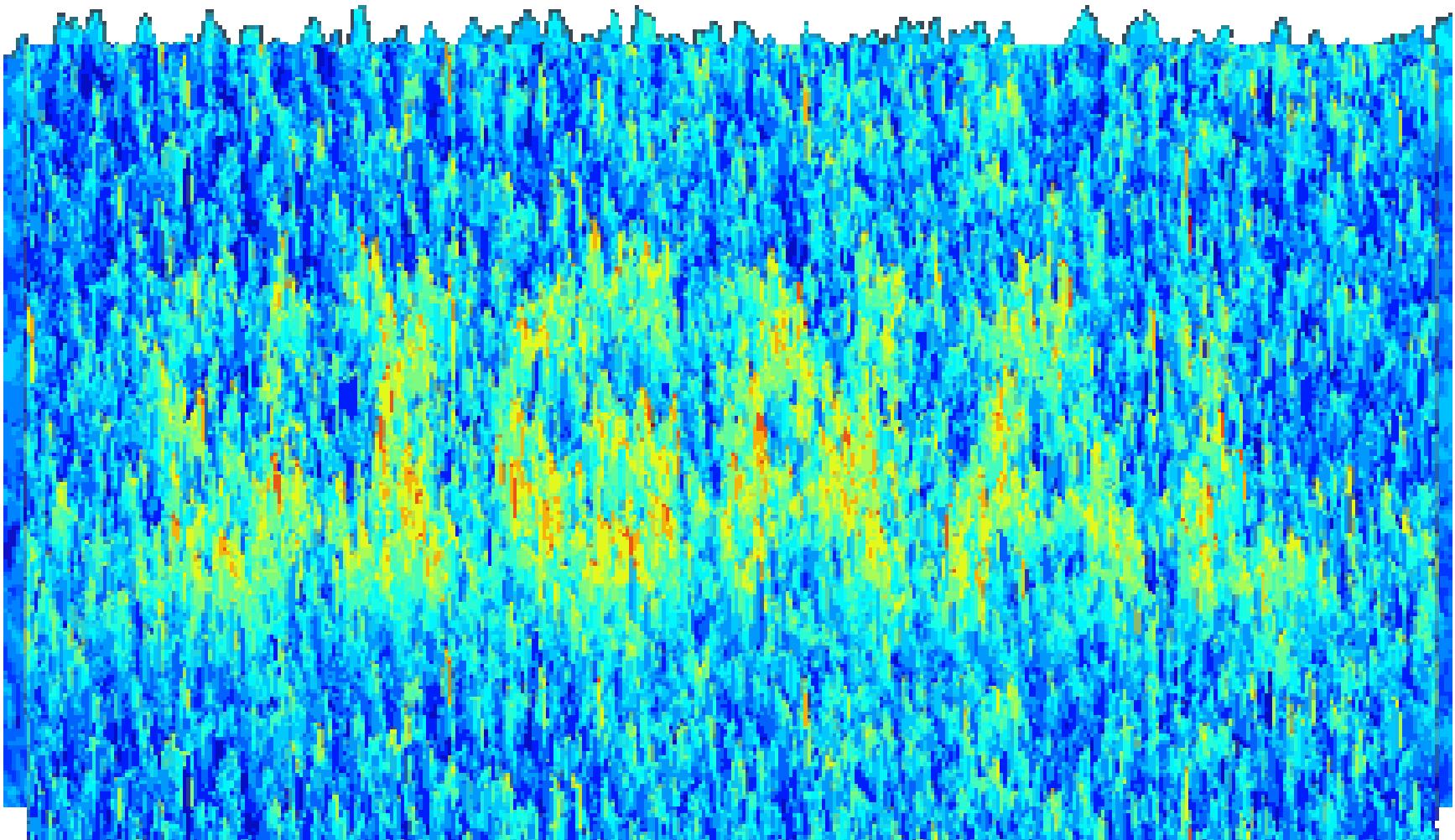
Smarter Search & Organization

- Narrow results
- Find and connect
- Silo target B2B markets

Connection Infrastructure

- Ongoing communications
- Campaign tracking and management

Filter the chaos



Brilliant!



But let's look deeper



How Cool Is That?



gillianmue

Patents

[Find prior art](#)[Discuss this patent](#)

Method for converting a text classified ad to a natural sounding audio ad

US 5832432 A

ABSTRACT

A method of updating or expanding an audio classified ad database with text ads obtained from the databases of print media organizations such as newspapers is disclosed. Ads from a print media ad database are downloaded to a host processor that identifies relevant ads, such as those dealing with autos, and converts the abbreviated text of the print ad to an expanded version of the ad. The words and phrases of the expanded version are parsed and stored in appropriate fields of a relational database. A sequenced play list of audio file numbers corresponding to the words and phrases contained in a database record is created along with "glue" words and phrases that are added to produce a more natural sounding audio. The sequenced list is stored in an audio ad database and is retrieved and assembled to play the audio version of the ad in response to a command from a remote user.

Publication number US5832432 A
Publication type Grant
Application number US 08/584,414
Publication date Nov 3, 1998
Filing date Jan 9, 1996
Priority date Jan 9, 1996
Fee status Paid

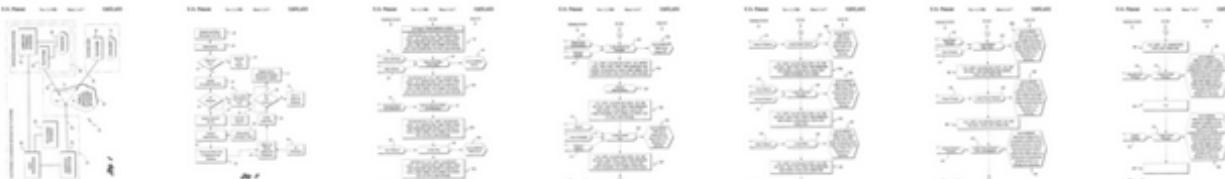
Inventors Michael J. Bishara, 5 More »

Original Assignee Mediaone Group, Inc., Us West, Inc.

Patent Citations (6), Non-Patent Citations (4), Referenced by (27), Classifications (10), Legal Events (9)

External Links: [USPTO](#), [USPTO Assignment](#), [Espacenet](#)

IMAGES (7)



And there's magic underneath

gillianmue

Google

Patents

Find prior art

Discuss this patent

Method for converting a text classified ad to a natural sounding audio ad

US 5832432 A

ABSTRACT

A method of updating or expanding an audio classified ad database with text ads obtained from the databases of print media organizations such as newspapers is disclosed. Ads from a print media database are downloaded to a host processor that identifies relevant ads such as those dealing with autos, and converts the abbreviated text of the print ad to an expanded version of the ad. The words and phrases of the expanded version are parsed and stored in appropriate fields of a relational database. A sequenced play list of audio file numbers corresponding to the words and phrases contained in a database record is created along with "glue" words and phrases that are added to produce a more natural sounding audio. The sequenced list is stored in an audio ad database and is retrieved and assembled to play the audio version of the ad in response to a command from a remote user.

External Links: USPTO, USPTO Assignment, Espacenet

Publication number: US5832432 A

Publication type: Grant

Application number: US 08/584,414

Publication date: Nov 3, 1998

Filing date: Jan 9, 1996

Priority date: Jan 9, 1996

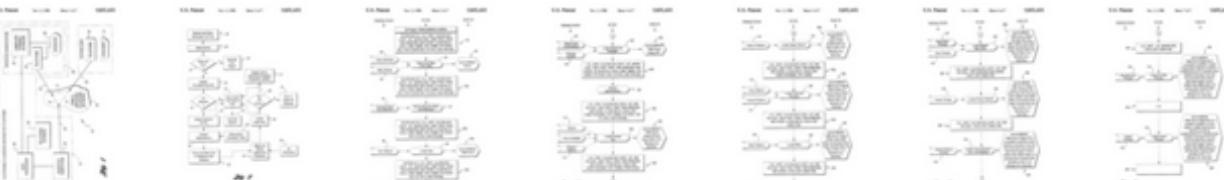
Fee status: Paid

Inventor: Michael J. Balar, et al. (more)

Original assignee: Indiana Bell Telephone Group, Inc., Us West, Inc.

Patent Citations (5), Non-Patent Citations (4), Referenced by (27), Citations (10), Legal Events (9)

IMAGES (7)



AW, snap!

The question is: it axle grease?



...or peanut butter?



What do you REALLY do for a living?



Applications for Classified IP



Clearing House



AHTOHOB



SAAB



MOONEY

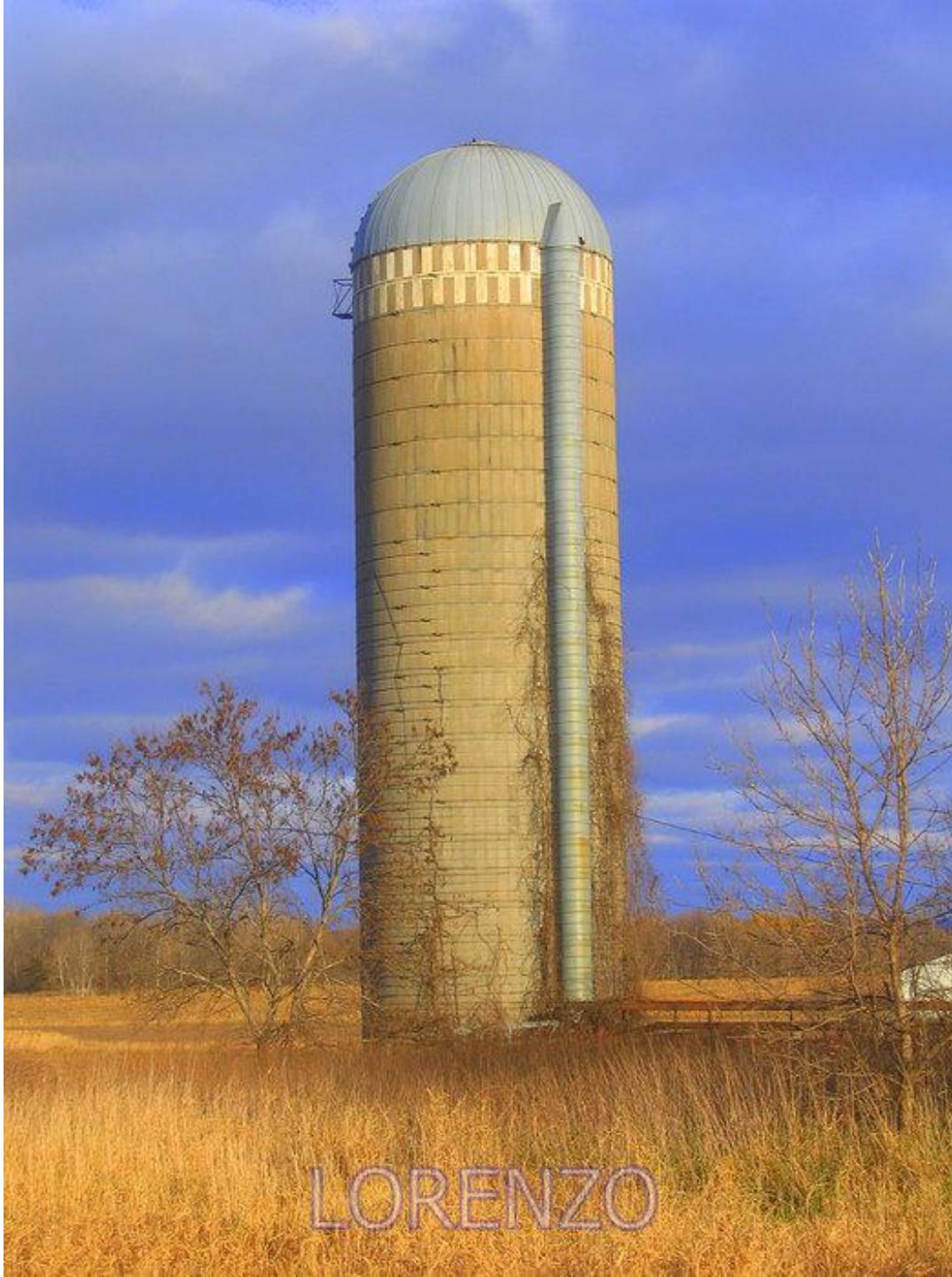


AIRBUS



PIAGGIO AERO





LORENZO



B2B – go mobile!



B2C – go mobile!

shop

past purchases

help

sign out

AmazonFresh

shop picks

DURELL'S PICKS
THE BEST IN MEAT, SEAFOOD, DELI, AND ARTISAN CHEESES

MIKE'S PICKS
PEAK-OF-SEASON HIGHLIGHTS

featured

BEVERAGES
Refreshing drinks for summer

LOCAL PRODUCTS
Our version of your local market

NY TIMES BESTSELLERS
Browse the latest in books

spotlight

Cupcake Royale
Delicious, old-fashioned cupcakes made from scratch

Macrina Bakery
Your fresh, local, artisan bakery

Magnum Ice Cream Bars
At last! The international ice cream sensation has come to America!

Smoked Fish
Smoked over slow-burning native alder wood

STRICTLY ORGANIC
Dairy, produce, meats, and more

TOYS & GAMES
Fun for all ages

Subtotal
Your Current Cart
0 items \$0.00

C2C – go mobile!



Get dressed for the dance



Organize a disorganized market



A close-up photograph of a baby lying on its back. The baby's legs are pulled up towards its chest, and its arms are wrapped around its legs. The baby has a wide-eyed, surprised expression, with its mouth slightly open. The background is a soft, out-of-focus yellow.

Look at it from another angle



Classified 1.0

The New York Times
Saturday, November 2, 2013

Classifieds Marketplace

Search

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE OBITUARIES JOBS REAL ESTATE

AUTOS

CLASSIFIEDS MARKETPLACE Business Directory Camps & Schools Home & Garden Director Vacation Rentals & Inns Weddings Directory

Browse Classifieds Listings

See listings from each of the categories below.

· Autos

· Home & Garden Director

Residential Real Estate

· Business Directories

· Jobs

· Vacation Rentals & Inns

· Camps & Schools

· Paid Death Notices

· Weddings Directory

· Commercial Real Estate

Place a Classified Ad...

On NYTimes.com

Ads placed in the online classifieds will not appear in the newspaper edition of The New York Times, except where noted.*

In the Newspaper

Call the appropriate number below or use the Ad Portal to have your classified ad appear in the print edition of The New York Times.

Jobs

Unlimited text
60 days online
*Print add-on option

Place Ad
from \$395

800-AD-TIMES (classified)
212-556-8034 (display)
800-421-4574 (display out of NY)

Residential Real Estate

45 lines of text 10
photos/floorplans
2 weeks
*Print add-on option

Place Ad
from \$125

800-AD-TIMES (classified)
212-556-1581 (display)
800-843-3113 (display out of NY)

YOU CAN SKIP THIS AD IN 01 SECONDS.



YOUR AD LOOKS GOOD
IN PRINT

PLACE YOUR CLASSIFIED AD IN THE PRINT
EDITION OF THE NEW YORK TIMES.

Call 1-800-AD-TIMES

OR USE THE ONLINE AD PORTAL. [GO](#)

Paid ad placement

Classified 2.0

craigslist cz

[post to classifieds](#)

[my account](#)

[search craigslist](#)

[for sale](#) ▼ [>](#)

[event calendar](#)

M	T	W	T	S	S
4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30
					1

[Translation Forum](#)

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

[terms of use](#)

[system status](#)

[about craigslist](#)

prague w

community

activities local news
artists lost+found
childcare musicians
classes pets
events politics
general rideshare
groups volunteers

housing

apts / housing
housing swap
housing wanted
office / commercial
mailing / storage
real estate for sale
rooms / shared
sublets / temporary
vacation rentals

jobs

accounting / finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security

for sale

antiques appliances
baby+kid arts+crafts
barter atv/utv/sno
bikes auto parts
boats beauty+hlth
books cars+trucks
business cds/dvd/vhs
computer cell phones
free clothes+acc
furniture collectibles
general electronics
household farm+garden
jewelry garage sale
materials heavy equip
real estate

services

beauty automotive
computer farm+garden
creative household
cycle labor/move
event real estate

europe

amsterdam
berlin
brussels
budapest
copenhagen
cotedazur
dublin
edinburgh
florence
london
munich
oslo
oxford
paris
prague
rome
stockholm
venice

us/ca

cl worldwide

Free to advertise

Classified 2.1

craigslist cz

[post to classifieds](#)

[my account](#)

[search craigslist](#)

[for sale](#) ▼ [>](#)

[event calendar](#)

M	T	W	T	F	S	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

[Translation Forum](#)

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

[terms of use](#)

[system status](#)

[about craigslist](#)

prague w

community

activities local news
artists lost+found
childcare musicians
classes pets
events politics
general rideshare
groups volunteers

housing

apts / housing
housing swap
housing wanted
office / commercial
parking / storage
real estate for sale
rooms / shared
sublets / temporary
vacation rentals

jobs

accounting+finance
admin / office
arch / engineering
ad / media / design
biotech / science
business / mgmt
customer service
education
food / bev / hosp
general labor
government
human resources
internet engineers
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security

for sale

antiques appliances
baby+kid arts+crafts
barter atv/utv/sno
bikes auto parts
boats beauty+hlth
books cars+trucks
business cds/dvd/vhs
computer cell phones
free clothes+acc
furniture collectibles
general electronics
household farm+garden
jewelry garage sale
materials heavy equip
real estate

services

beauty automotive
computer farm+garden
creative household
cycle labor/move
event real estate

europe

amsterdam
berlin
brussels
budapest
copenhagen
cotedazur
dublin
edinburgh
florence
london
munich
oslo
oxford
paris
prague
rome
stockholm
venice

us/ca

cl worldwide

Mostly free

Classified 3.0

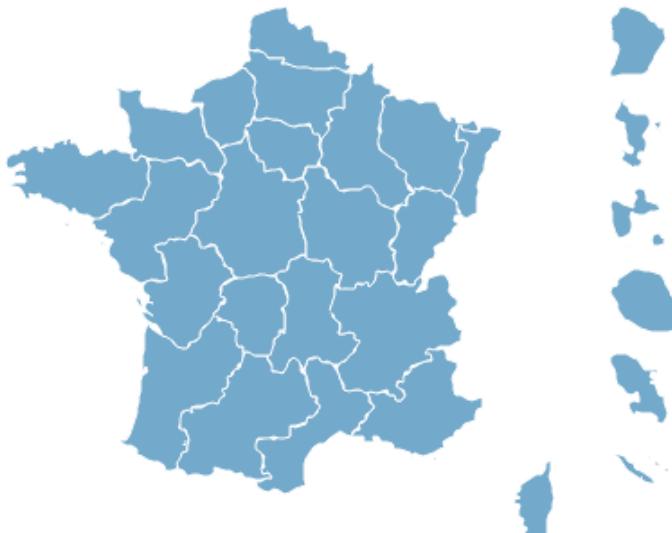
Classifieds w/friends

Language: French

Yakaz Rechercher   

sale home aytré dofus 200 jiva dofus Rhone Alpes offers food use Barber Learning dofus account house for sale

Local exchange network - France
Share, sell and chat with your neighbors.



E-mail
Mot de passe
Login
 Stay connected (e)
[Forgot your password?](#)

Publish immediately, free
 **Post**

Easy sign in one click
 **Facebook**
 **Google**

This is your first visit? [Join](#)

Classified 3.0 OfferUpNow

OfferUp keeps on growing, thanks to you!



Classified 4.0

Targeted, curated connections
w/ratings, reviews, 1-click to
commerce, and a robust
communications management
platforms



thredUP®



HOW DOES IT WORK?



1



2



3

Order a thredUP Clean Out bag and then fill it with like-new quality women's and kids' clothes. No sorting required. [Order Your Bag here.](#)

Place the bag outside for FREE pick-up or drop it off at a Fedex store. Shipping is pre-paid and always free for you however you choose to get your bag to us.

Our resale professionals inspect your clothing and we pay up to 40% of the resale value in cash. If we don't accept your items, request [Return Assurance](#) and have them returned to you.

Protective social club + classifieds

BabyJunk

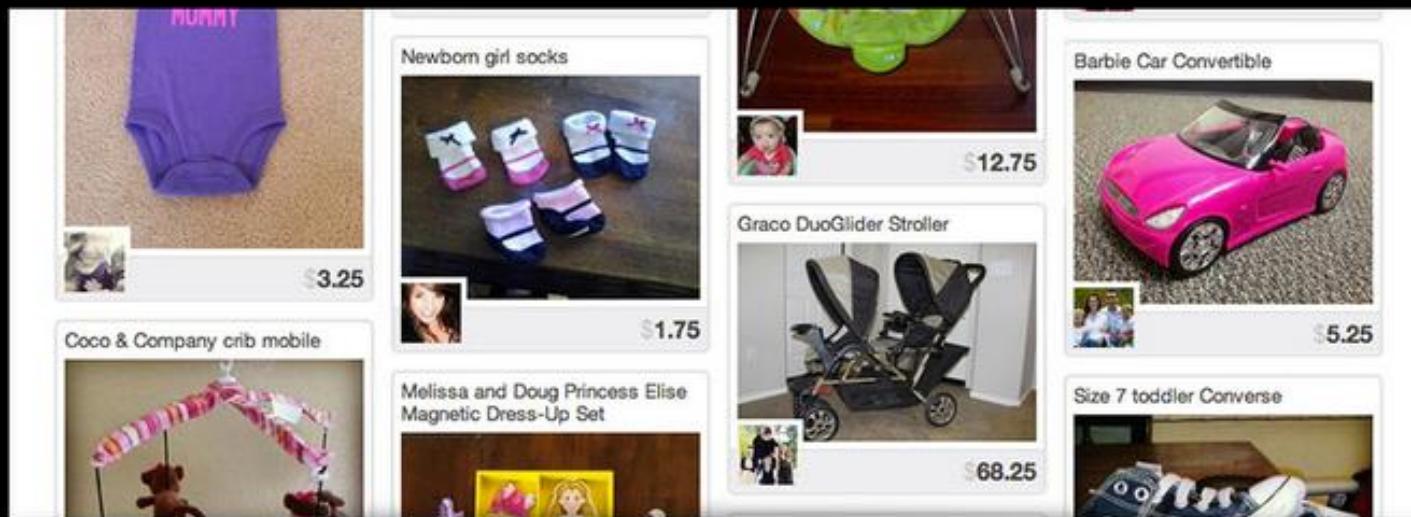
Already a member?

Signin

[Facebook Like](#) 1.2 [Twitter Tweet](#) 53

Ready to get started? [See what's on BabyJunk](#)

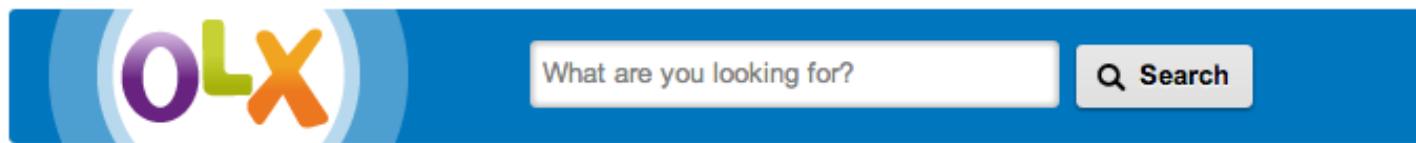
Great deals on new and gently used kid's stuff.



Quickly search through hundreds of items.

BabyJunk helps you connect with other parents in your local community interested in buying and selling kid's stuff. Find items to carry your child from infancy to middle school.

OXL made the leap



Find ads in **United States** Change



For Sale

- [Animals](#)
- [Art - Collectibles](#)
- [Books - Magazines](#)
- [Business - Industrial](#)
- [Cameras - Camera Accessories](#)
- [CDs - Records](#)
- [Cell Phones - Accessories](#)
- [Clothing](#)
- [Computers - Hardware](#)
- [DVD](#)
- [Electronics](#)
- [For Babies - Infants](#)
- [Garage Sale](#)
- [Health - Beauty](#)
- [Home - Furniture - Garden](#)
- [Sporting Goods](#)

Vehicles

- [Cars](#)
- [Car Parts](#)
- [Motorcycles](#)
- [Boats - Ships](#)
- [RVs - Campers - Caravans](#)
- [Trucks - Commercial Vehicles](#)
- [Other Vehicles](#)

Real Estate

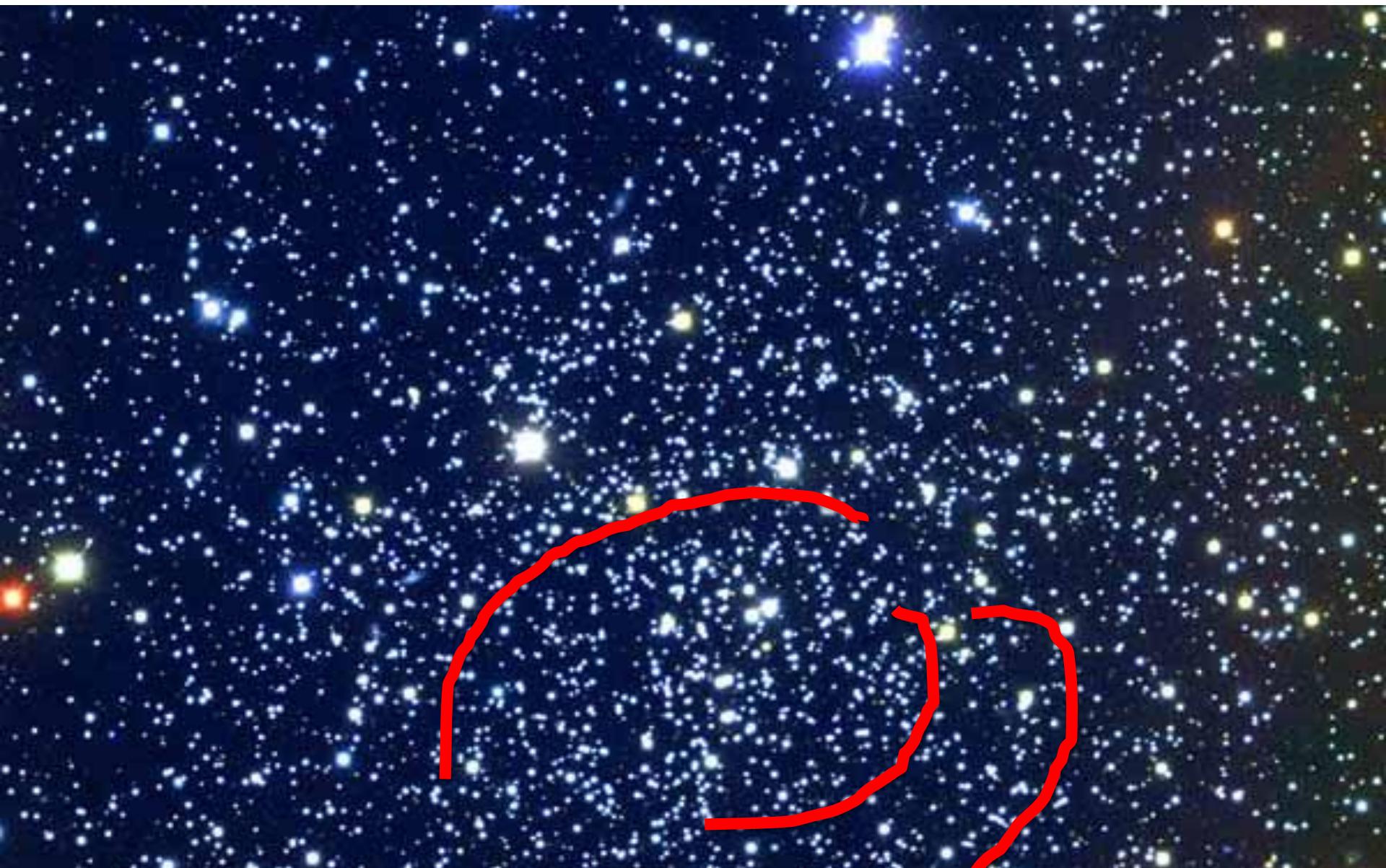
- [Houses - Apartments for Sale](#)
- [Houses - Apartments for Rent](#)
- [Rooms for Rent - Shared](#)
- [Housing Swap](#)
- [Vacation Rentals](#)
- [Parking Spots](#)

Jobs

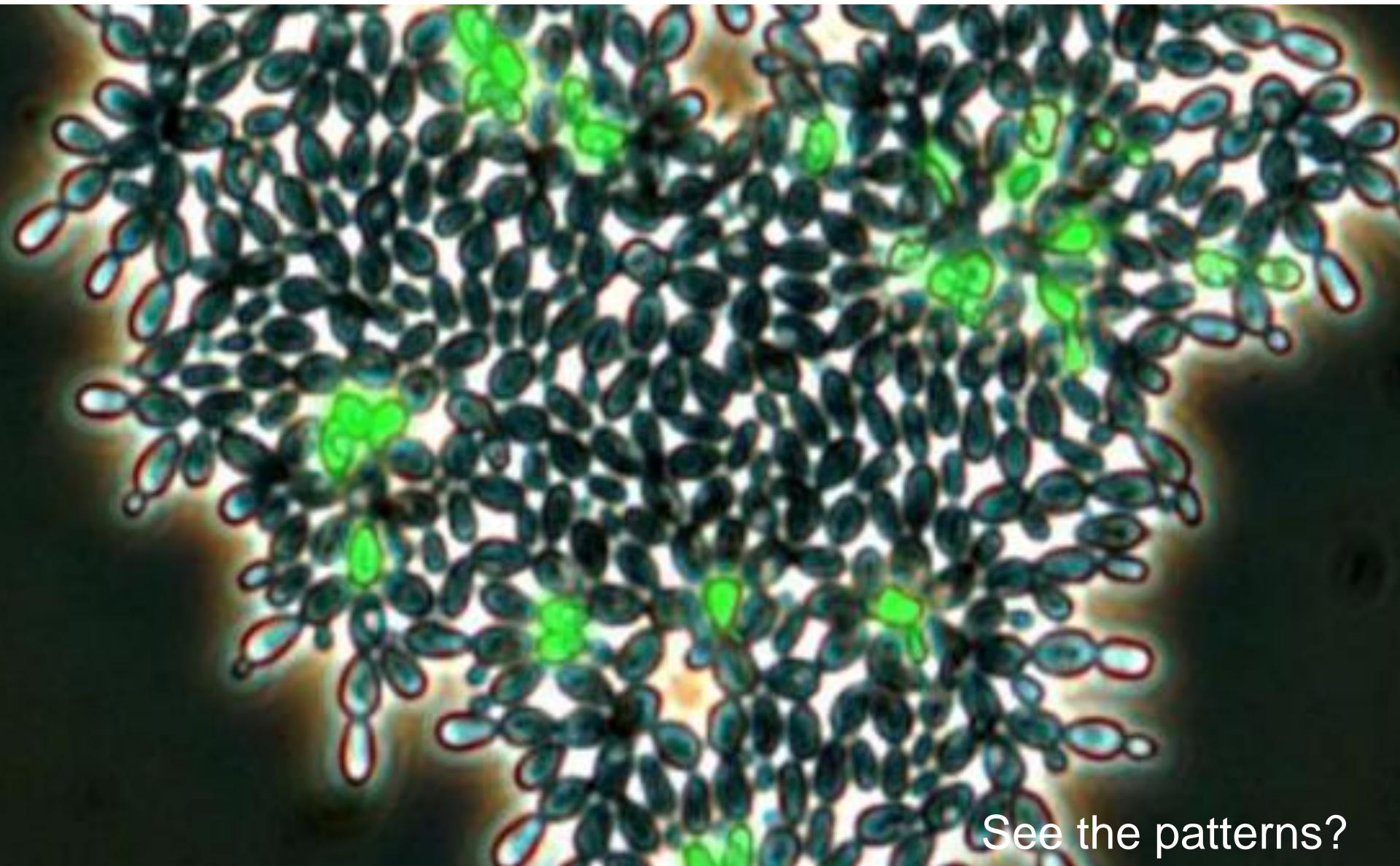
- [Accounting Jobs - Finance Jobs](#)
- [Advertising Jobs - Public Relations Jobs](#)
- [Jobs](#)
- [Arts Jobs - Entertainment Jobs - Publishing Jobs](#)
- [Clerical Jobs - Administrative Jobs](#)
- [Customer Service Jobs](#)
- [Education Jobs - Training Jobs](#)
- [Engineering Jobs - Architecture Jobs](#)
- [Healthcare Jobs](#)
- [Hotel Jobs - Travel Jobs](#)
- [Human Resource Jobs](#)
- [Internet Jobs](#)
- [Legal Jobs](#)
- [Manual Labor Jobs](#)

Parting thoughts on the nature of
communities

Cosmic cluster



Single cell cluster



See the patterns?

Aspen tree cluster



Many tree tops; single root structure

School of fish

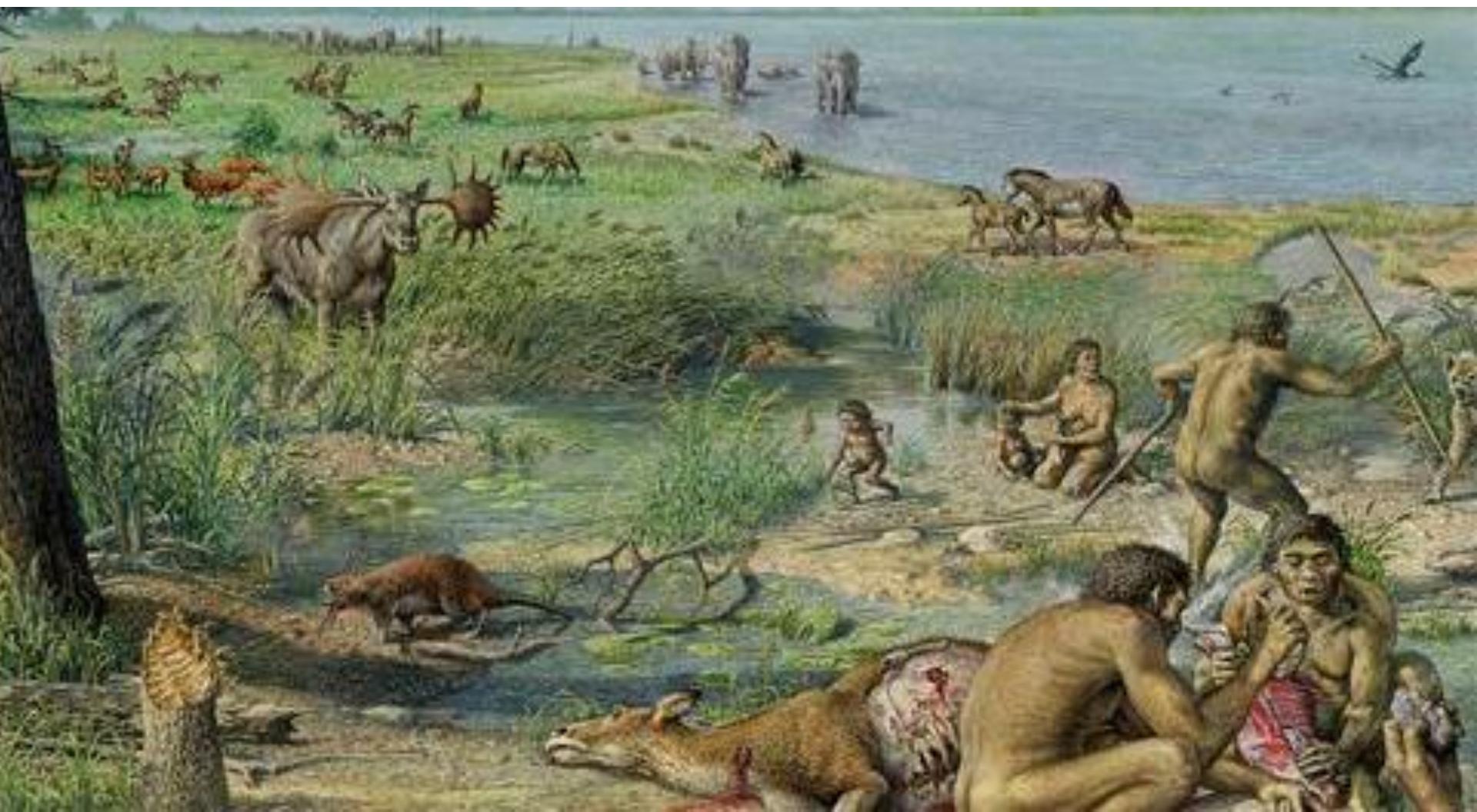


School of fish

Flock of pink flamingos



Human cluster



Human cluster



Human cluster



Clusters ≠ Communities

Interest Groups

Interest Group



Brand “community” (group)



Gaming “community”



Industry Community



Event Community



Tech Corporate Community

100 Reasons To Choose Manila For The Next
SEOMoz Family MozCation



#ItsMozFunInManila

Citylights Photo By Jayson Bagio, Seoteky.com

Political Community



Social Community Platforms



Anthropology of Communities

Shared Values

Shared Goals

Shared Experience

Shared Values

Transparent & Authentic

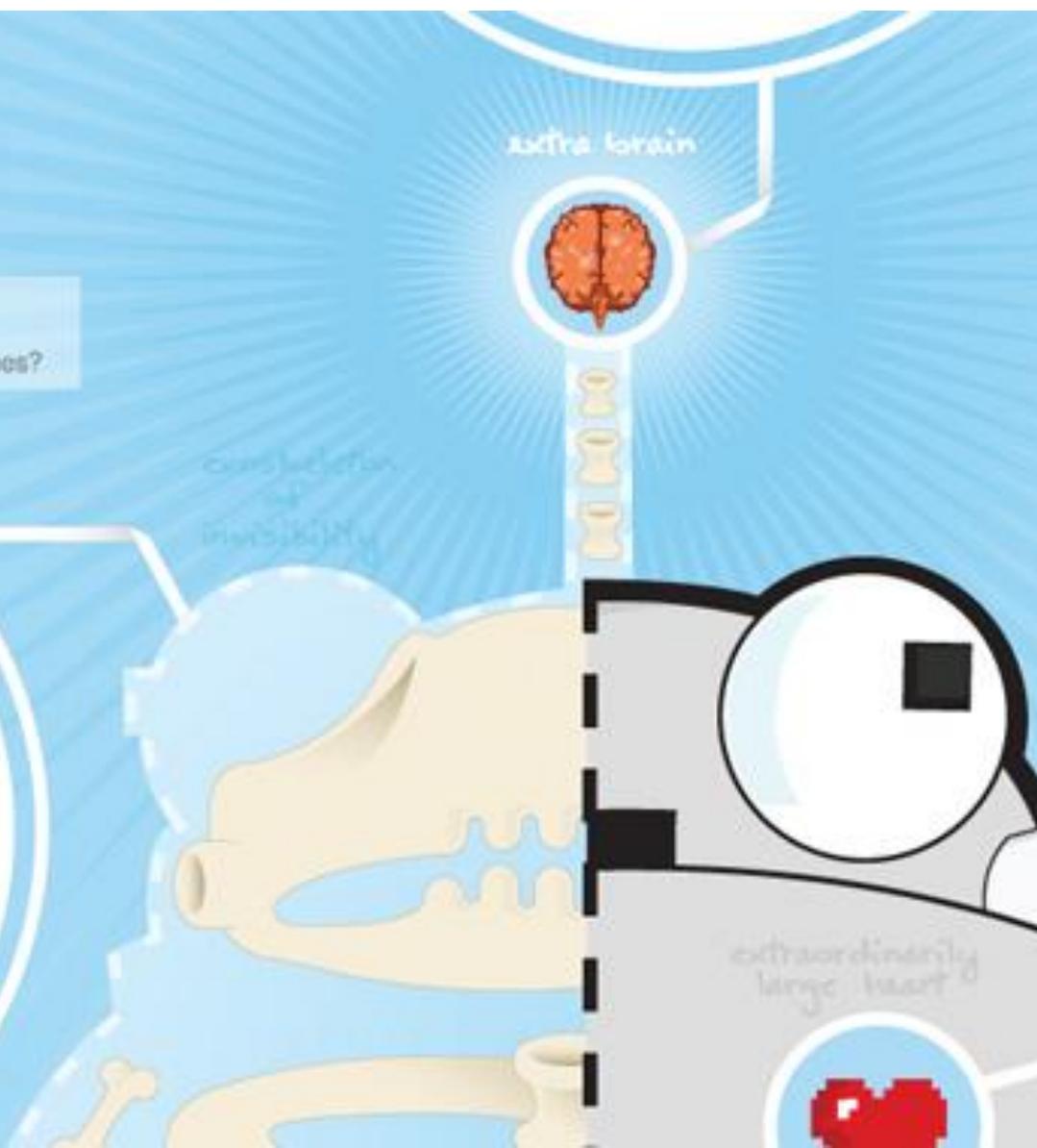
Criteria.

Am I being as open and honest as possible (without causing any harm)?

Am I accurately representing my opinions and my values?

Tenets

- We share the inner-workings of our company - both the good and bad - openly with our community.
- We take responsibility for our mistakes and will do what we can to rectify them.
- We will represent ourselves and our intentions honestly to our co-workers and our clients.
- We will be ourselves, even if that means being occasionally silly, a little less than perfect, and (at times) more than a little dorky.



Shared Goals



Enter your email address, let's be friends!

Go!

About

Down Syndrome Resources

Milestones

Parenting

Therapy

Family

Archives

RECENT POSTS

OCT
31
2013

By [Rick Smith](#)

95 Comments



Share A Picture Of Your Child's Halloween Outfit And Be A Part Of An Upcoming Blog Post!



« **Joss & Main** »

A grid of four modern chandeliers with multiple light fixtures and thin, curved arms. The top two are larger and the bottom two are smaller. A "SHOP NOW" button is at the bottom right.

Most Popular Stories

[Why Does My Child Always Stick Their Tongue Out? 6 Causes of Tongue Protrusion](#)

[12 Things I Wish I Knew When I Found Out Our Child Has Down Syndrome](#)

Shared Experience



Shared Experience



Shared Experience



People - Personas



Faster



Communities in context



Online comm
of the social & political

They connect the unconnected



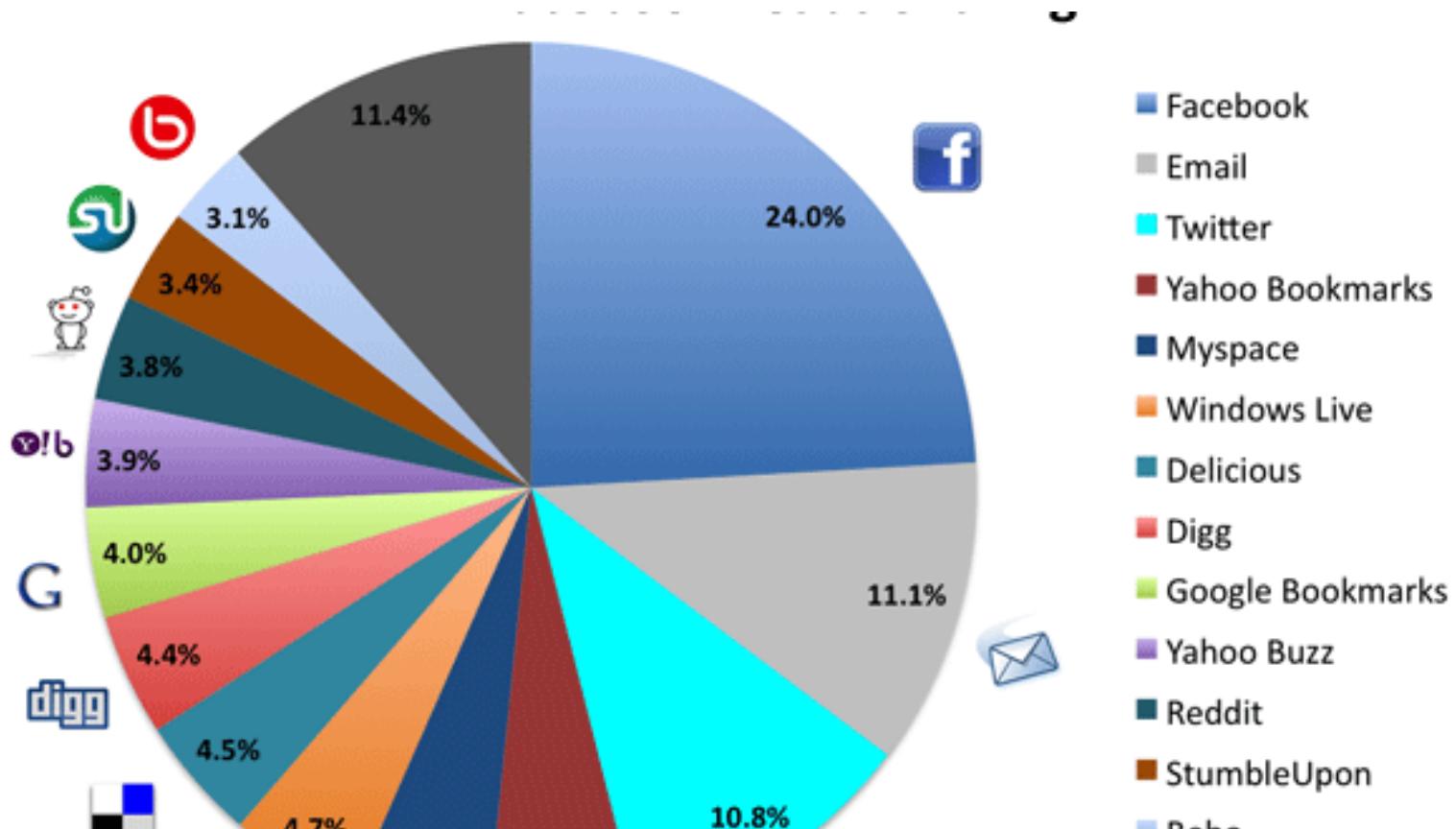
Community Binds Us



Support us when we grieve



Enables Us to Share Interests



And like fire...



Social Communities require care



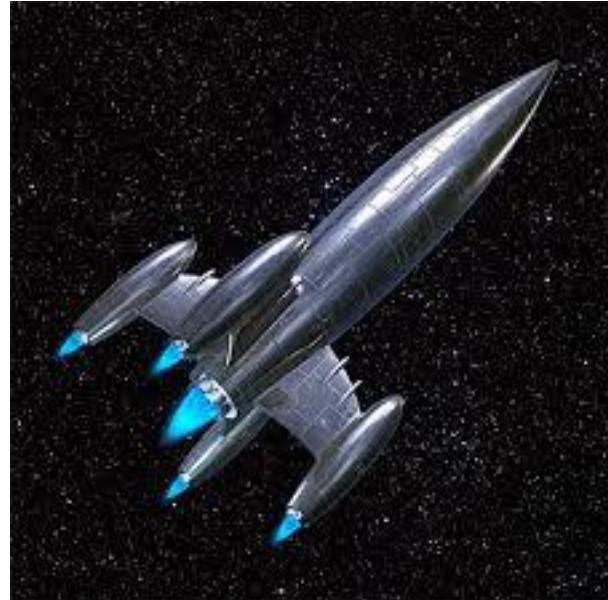
and vigilance in handling

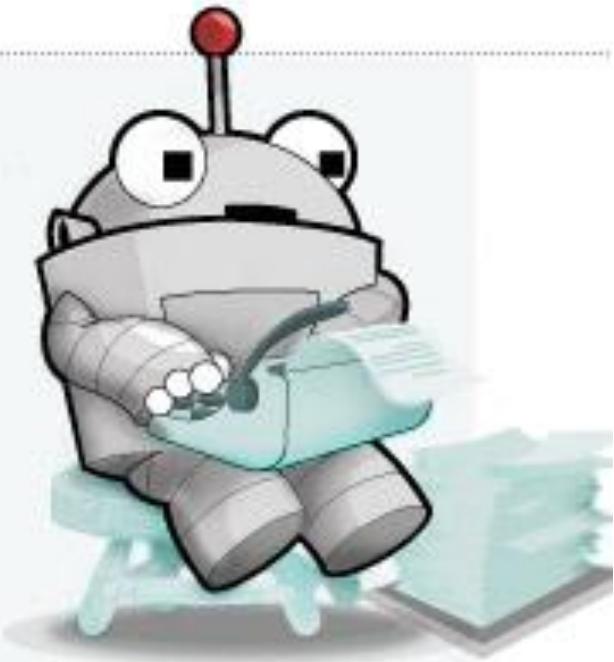


Every One of These Marketing Tactics



Parting Thoughts





Gillian Muessig
Co-founder, Moz
gillian@moz.com

drop us a line... we're listening