

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?**

CLASSIFIED

TUESDAY, DECEMBER 19, 2000

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202 Merchandise Mart

EXER EQUIP—Treadmill DP 2HP, 9 mph, excel cond. \$250. Rarely used. 301-579-6217

EXERCISE—Soloflex, hardly used, w/ butterfly complete. \$400. Call 1-703-730-8156 after 6pm Mon/Tue

FOX FUR COAT—Long, med sz, rarely worn, elegant chandisier. ask \$1500/obo. 703-385-6882

FUR COAT—Persian lamb with mink trim & mink hat. Size 14/16. \$795. 703-573-5937

FURN—2 sofas, Crate & Barrel, beige. Glass & wrought iron coff & end table. Bk tr reclr glass & marble din table w/4 chrs. 202-237-2925

FURN—BR, DR & Bk. Everything must go. Good Condition. 703-263-1103/703-402-4886

FURN—In, dm, tble, Hepple white, oval, in-laid, mahog, good cond., \$450/obo. 301-652-1226

FURN—Executive office desk by Scan, teal, large, \$1500/obo. On sz Rosewood platform bed, Scan, w/matt. \$1500/obo. 202-678-2697

FURN—glass & brass DR table w/6 matching chairs, nr Manassas. Best offer 703-330-0544

FURN—Light oak w/metal base computer workstations (2) \$300/obo for both. 202-678-2697

FURN—Moving Sale. Armoire \$300, lg ent crt, like new \$800 stand alone bk shx (2) \$125 ea. 301-260-1991

FUTON—blk, grey sofa, \$100/ea. Queen sz, zmo.-old, \$200. 703-385-6882

GOLF—MOTOROLA & GOLF. 2000. 301-773-6443

ITEMS—SALE—100% cash. 301-773-6443

JEWELRY—18" 7/8mm Pearl necklace \$1000; 34ct Aqua Marine \$2500; 15mm Black earring \$450; 10mm Black Black earring \$700. Call 703-787-3321

KITTINGER DESK—Model/CW1-0 Williamsburg reproduction. Beautiful condition. \$7500. 301-786-8779

PINBALL MACHINE—Bally Odds n' Evns. \$500. 703-803-0373

PINBALLS, CD JUREKOS—Pac Man, neon signs, memorabilia, best selection of 50% jukeboxes, slot machines, videos, and signs. Amusement Depot 703-257-5883

PITCHING MACHINE FOR SALE—Jugs' combo, incl 18 ea. jugs softball & baseballs, 110V power cord & orig paper. bal of gear transfr. \$1590. 703-938-7216

PLAY STATION 2—never opened, \$895/obo. 540-569-6130

PLAY STATION 2—Sony Never used. Sealed box \$500. 703-929-7665

202 Merchandise Mart

POOL TABLE—Connally 8' slate, in storage. \$2000/negot. 703-318-0311

REFRIG/RANGE—Ref from \$85-\$145. Range, \$95. Guar. 703-442-0470

REFRIG/RANGES OPEN 7 DAYS Best prices in town! Warr/Delivery Allstate Appliance Ctr 301-589-0555

REFRIG/RANGES/WASHERS/DRYERS SHOWROOM OUTLET GUARANTEED LOWEST PRICES Universal Appliance 301-773-3400

REFRIGERATOR—GE White, 18 cu ft w/cemaker, 4 years old, perfect cond, like new. \$175. 703-793-9061

SCOOTER—3 wheel, pace saver plus, like new asking \$1500/neg. 301-622-3102

SILK EMBROIDERY—Dividing screens, carvings, painted pottery for Xmas sale. 301-838-8728

SLEEP SOFA—Nearly new & in ex cond with name brand mattress. Will sell at the best price offered. 202-583-1151

SNOWBOARD—Sims, blue, 125 cm, Rossignol bind, Airwalk sz 5 boots. \$400, new sell \$240. 540-349-8328

TV—LCD PROJECTOR (\$4500); set \$2395, great for home theatre or presentations. 703-304-3344

WASH/DRYER—W. \$145. D. Like new. \$270/obo. 703-442-4444

WASHER/DRYER—W. \$145. D. Like new. \$270/obo. 703-442-4444

WATCHES—Men's \$5 Omega Seamaster, ref. \$400; Ladies Ge-neve 14K1 and band 1/2 retail like new \$550. 703-415-0890

WEIGHT-NYORK BARBELL Factory Outlet Store. 301-948-5725

WEIGHTS & EQUIP—BIG Moving Sale! All kinds. Outlet, 703-335-1785

220 Merchandise Wanted

A CASH BUYER! We buy all Diamonds, Jewelry, Watches. TOP \$ PAID. TYKONS JEWELRY 703-893-0666

GOLF CART/USED—Gas or elec. For apt. complex. 703-361-1492

IN CELEBRATING OUR 20TH ANNIVERSARY WE ARE PAYING MORE THAN EVER FOR YOUR GOODS. Jewelry, Cameras, Musical Instruments, Laptops etc. Call 886 at (301) 439-4116. www.wepaymore.com

TOYS & TRAINS—Old. Wanted by a cash buyer. 301-621-7328, 410-451-5638

202 Merchandise Mart

234 Art

ART-OILS & LITHOS—Impressionism & Realism, famous & appr. Individual has too much 703-415-0890

ERTE BRONZE—Feather Gown, Pristine & elegant. \$2500. 301-946-1185

235 Antiques

JEWELRY—Vintage pins, necklaces, earrings — antique, beaded, like beaded necklaces. 301-946-5249

236 Collectibles

BEANIES—Hard to find, OO-Peanut, Bears, Dinosaurs etc. half retail prices. Must sell. 301-540-7833

Candle Old town 16" Otca model hand bit 1962. Copy of old outlining orig constr. dats. #17212. Exc cond, garage kept. \$2000. 410-269-6742

CLINTON/GORE—Posters, pictures, buttons, bumper stickers, tickets, credentials etc. 240-447-0812

MACHINE—Real casino slot, like new. 703-385-6882

237 Art & Antiques

ANNA—MUSIC & ART. TV. 301-540-7833

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275 Tickets-Entertainment

TOP CENTRE TICKET SERVICE Backstreet Boys REDSKINS * RAVENS WIZARDS * CAPS * TERPS 202-628-5555 BUYERS www.topcentreticket.com

THE TICKET SERVICE BACKSTREET BOYS WIZARDS * CAPS * TERPS 202-628-5555 BUYERS www.topcentreticket.com

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THE TICKET SERVICE BACKSTREET BOYS WIZARDS * CAPS * TERPS 202-628-5555 BUYERS www.topcentreticket.com

280 Musical Instruments

DRUMS—Pearl Select spc, emerald mist lacquer, like new, \$850. Extra goodies. 703-853-4399

MIXER/SOLO—16 ch, microphns, cables & accessories. \$1200/www-networkaotics.com 301-260-0000

ORGAN HAMMOND-LESUE NEW & USED SO TO CHOOSE FROM LEASE TO OWN starting @ \$5495 12 mos starting @ \$1295 Year Pay Labor Warranty MUSIC OUTLET 703-631-2111

PIANO ANNOUCEMENT! And Shoppers check out

PIANO SELECT—127-37-4900

PIANO—127-37-4900

PIANO—127-37-4900

PIANO—127-37-4900

PIANO—127-37-4900

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305 Dogs - Kennels

ENGLISH BULLDOG PUPS—Champ bloodlines, brindle & wht, shots, wormed. 11 wks. 804-589-8323

ENGLISH BULLDOGS—AKC. 2 Males, red brindle, ready to go, 1st shots. \$1300 each. 410-257-9589

GERM SHEP PUP PUPS—Adorable M/F great w/kids, shots & wormed. \$200. 301-977-0682

GERM SHEP PUP (White) Female & AKC. OPA, parents on prem. Shots, wormed. Vet cked. 540-825-6386

GERM SHEP PUP—AKC, shot, dewormed, parents on prem. \$1200. 540-825-6386

GERM SHEP PUP—AKC & S, Yr old, shot, dewormed, parents on prem. \$1200. 540-825-6386

GERM SHEP PUP—AKC & S, Yr old, shot, dewormed, parents on prem. \$1200. 540-825-6386

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GERM SHEP PUP—AKC & S, Yr old, shot, dewormed, parents on prem. \$1200. 540-825-6386

310 Cats

ADOPT 24 hr Hotline lists cats/kits DC Shelter. DC-Va-Md welcome. 202-529-7634. www.washington.org

ADOPT A CAT/KITTEN—Vet checked. Call Felina Foundation 703-920-8665. www.felina.org

ADOPT A CAT OF WITEN M/F choose from. 703-703-703

ADOPT All Breeds young cats. Bar. 703-703-703

CATS/DOGS/ADOP—Adorable cats, kittens & puppies. 703-703-703

CATS/DOGS/ADOP—Adorable cats, kittens & puppies. 703-703-703

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CATS/DOGS/ADOP—Adorable cats, kittens & puppies. 703-703-703

CATS/DOGS/ADOP—Adorable cats, kittens & puppies.

Over here.



ClassifiedTheme
wordpress classifieds theme

[Wp-Admin](#)[Home](#)[Post New](#)[Blog](#)[MyAccount](#)[Log Out](#)

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 Murcielago 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)

[Burbank \(1\)](#)

[Los Angeles \(1\)](#)

[San Diego \(1\)](#)

[San Francisco \(3\)](#)

[San Mateo \(1\)](#)



Florida(0)

[Boca Raton \(0\)](#)

[Brandon \(0\)](#)

[Fort Lauderdale \(0\)](#)

[Hollywood \(0\)](#)

[Jacksonville \(0\)](#)



N. Carolina(0)

[Charlotte \(0\)](#)

[Durham \(0\)](#)

[Greensboro \(0\)](#)

[Raleigh \(0\)](#)

[Winston-Salem \(0\)](#)

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!

The image is a screenshot of the Craigslist website for the Boston area. The layout is organized into several sections:

- Header:** The word "craigslist" is in a large, stylized font on the left. To its right, "boston" is displayed in a smaller font, followed by a list of nearby cities: apt, metro, jersey, new, rock.
- Left Sidebar:** Contains links for "post to classifieds", "my account", "help, faq, about, legal", a "search craigslist" button, a search input field with the text "for sale", an "event calendar" showing the current date (27) highlighted, and links for "social issues & fraud" and "personal safety tips".
- Main Content Area:** Divided into several columns of category links.
 - community:** art, artclasses, classes, classes, events, general, groups, jobs, justice, activities, children, local news, lost-found, music/dance, outdoors, volunteers.
 - housing:** apts / housing, housing swap, housing wanted, office / commercial, parking / storage, real estate for sale, rooms / shared, sublets / temporary, vacation rentals.
 - jobs:** teacher, tutors, books, business, computer, free, general, jewelry, medical, retail, sales, sports, travel, arts/crafts, auto parts, baby/kids, cars/trucks, college/uni, clothes-wash, employment, electronics, farm/garden, furniture, games-toys, garage sale, house/apts.
 - 2004:** accounting/finance, admin / office, arch / engineering, art / media / design, biotech / science, business / mgmt, customer service, education, food / farm / house, general labor, government, human resources, internet engineers, legal / paralegal, manufacturing, marketing / pr / ad, medical / health, nonprofit sector, real estate, retail / wholesale, sales / bar/club, salon / spa / fitness, security, skilled trade / craft.
 - Other categories:** alabama, alaska, arizona, arkansas, california, colorado, connecticut, dc, delaware, florida, georgia, hawaii, idaho, illinois, indiana, iowa, kansas, kentucky, louisiana, maine, maryland, massachusetts, michigan, minnesota, mississippi, missouri, montana, nebraska, nevada, new hampshire, new jersey, new york, north carolina, north dakota, ohio, oklahoma, oregon, pennsylvania, rhode island, south carolina, south dakota, tennessee, texas, utah, vermont, virginia, washington, washington dc, west virginia, wisconsin, wyoming, alberta, british columbia, manitoba, ontario, quebec, saskatchewan, nova scotia, prince edward island, newfoundland and labrador.

You can make some money here



Memberships
Paid listings
Pay to view
Bump ads
Display ads
Banner ads
Featured ads
Affiliate marketing
Sponsorships



Beating Craigslist with Reg DeRosiers



CEO, ZipZoon.com

Personalize

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



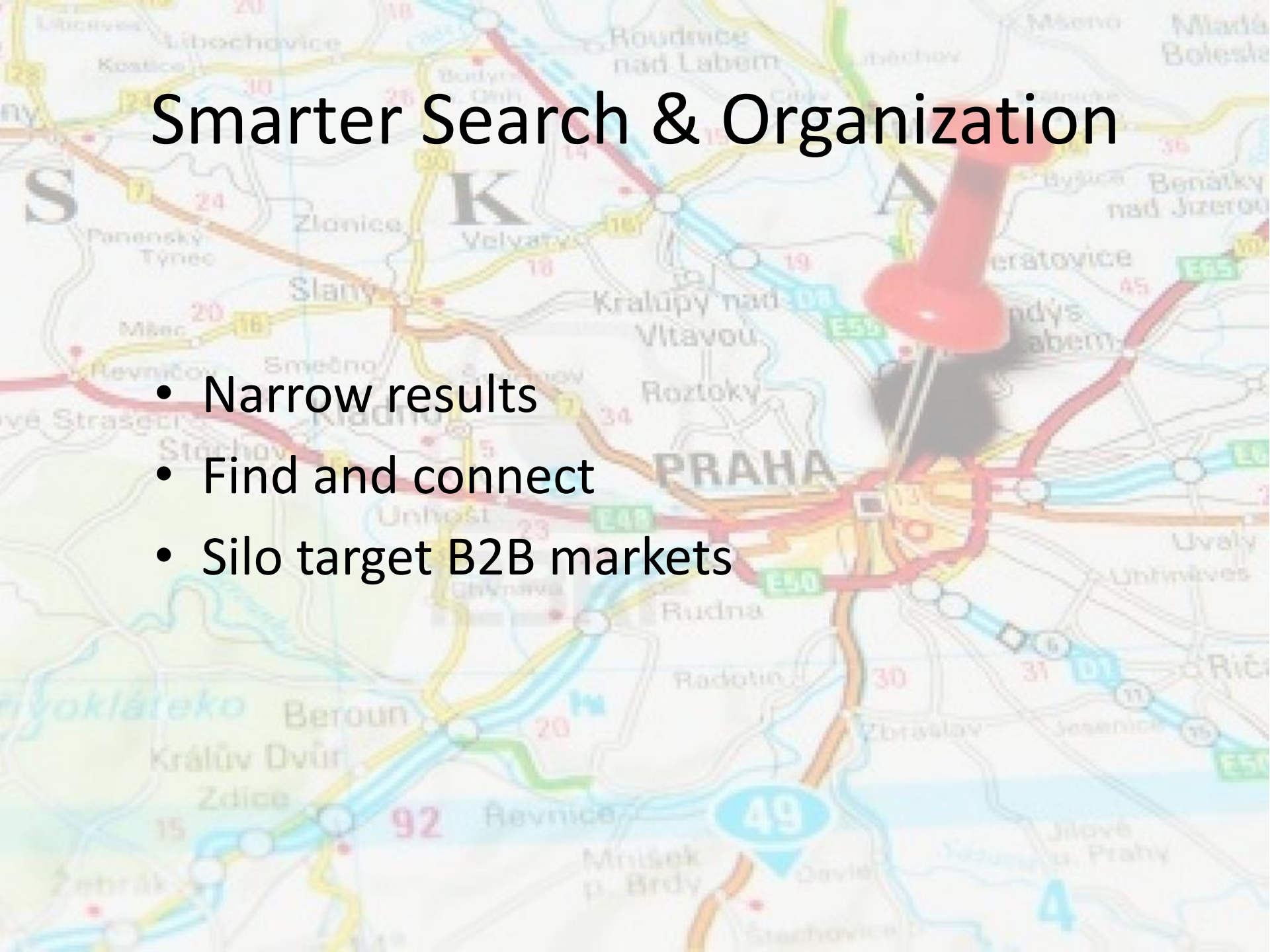
Social Recommendations

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



Smarter Search & Organization

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

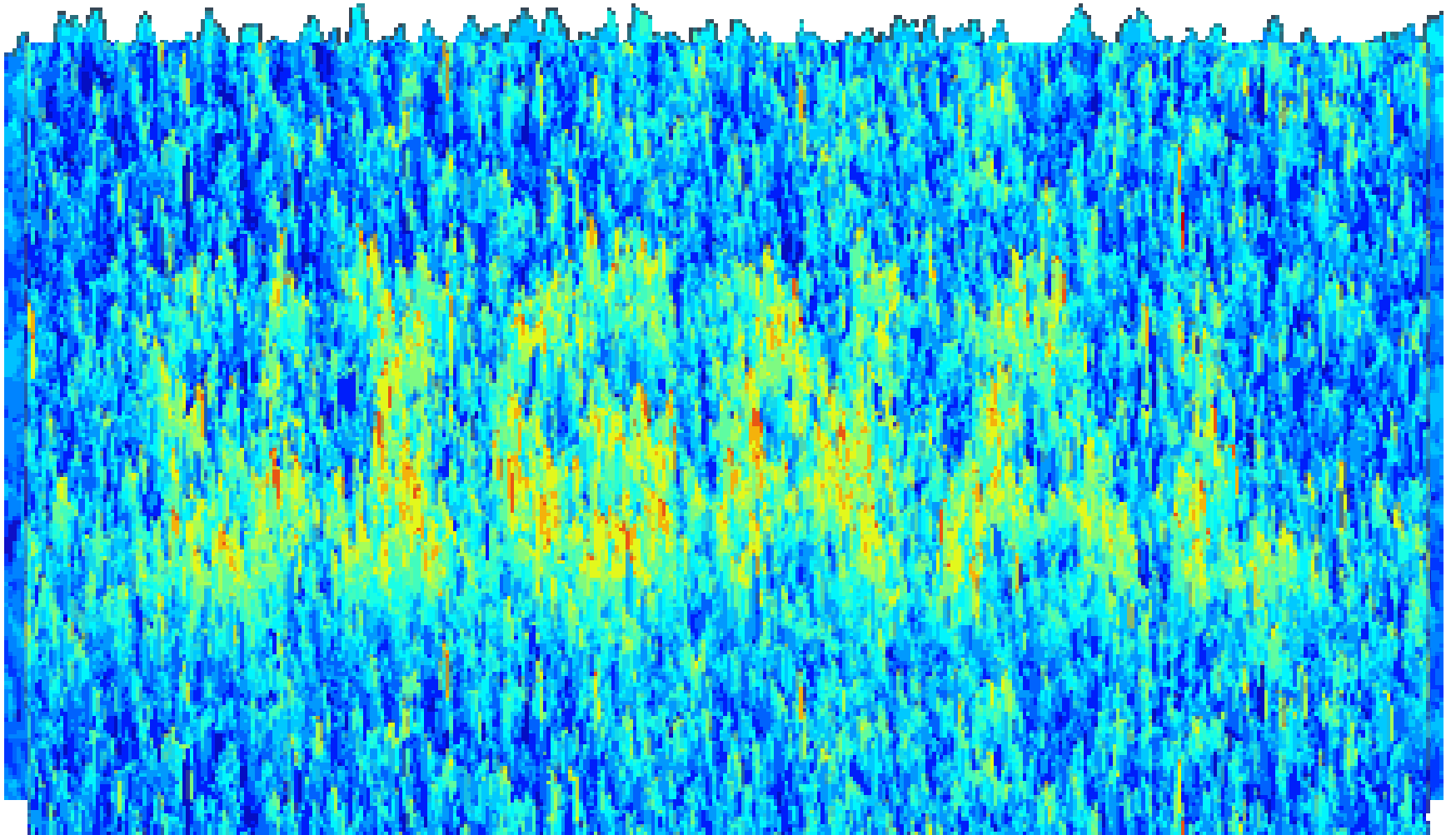


Connection Infrastructure

- 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

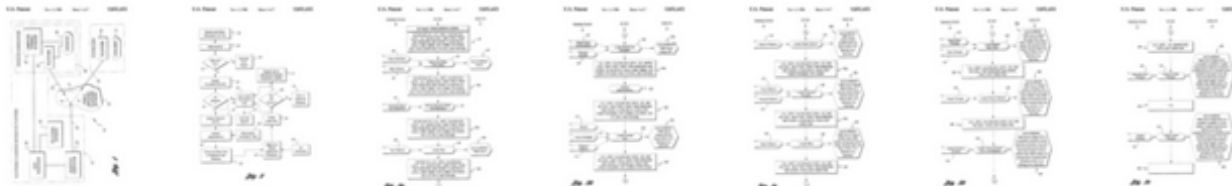
Inventors [Michael J. Bishara](#), [5 More »](#)

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



Patents

gillianmue

Find prior art

Discuss this patent

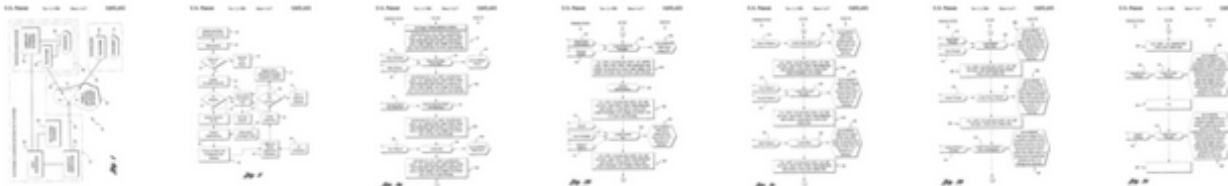
Method for converting a text classified ad to a natural sounding audio ad

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IMAGES (7)



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Publication type Grant
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Publication date Nov 3, 1998
Filing date Jan 9, 1996
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Fee status ? Paid

Inventor Michael J. B. ... More »

Original assignee ... Group, Inc., Us West, Inc.

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

External Links: USPTO, USPTO Assignment, Espacenet

Aw, snap!

The question is: it axle grease?



...or peanut butter?



What do you REALLY do for a living?

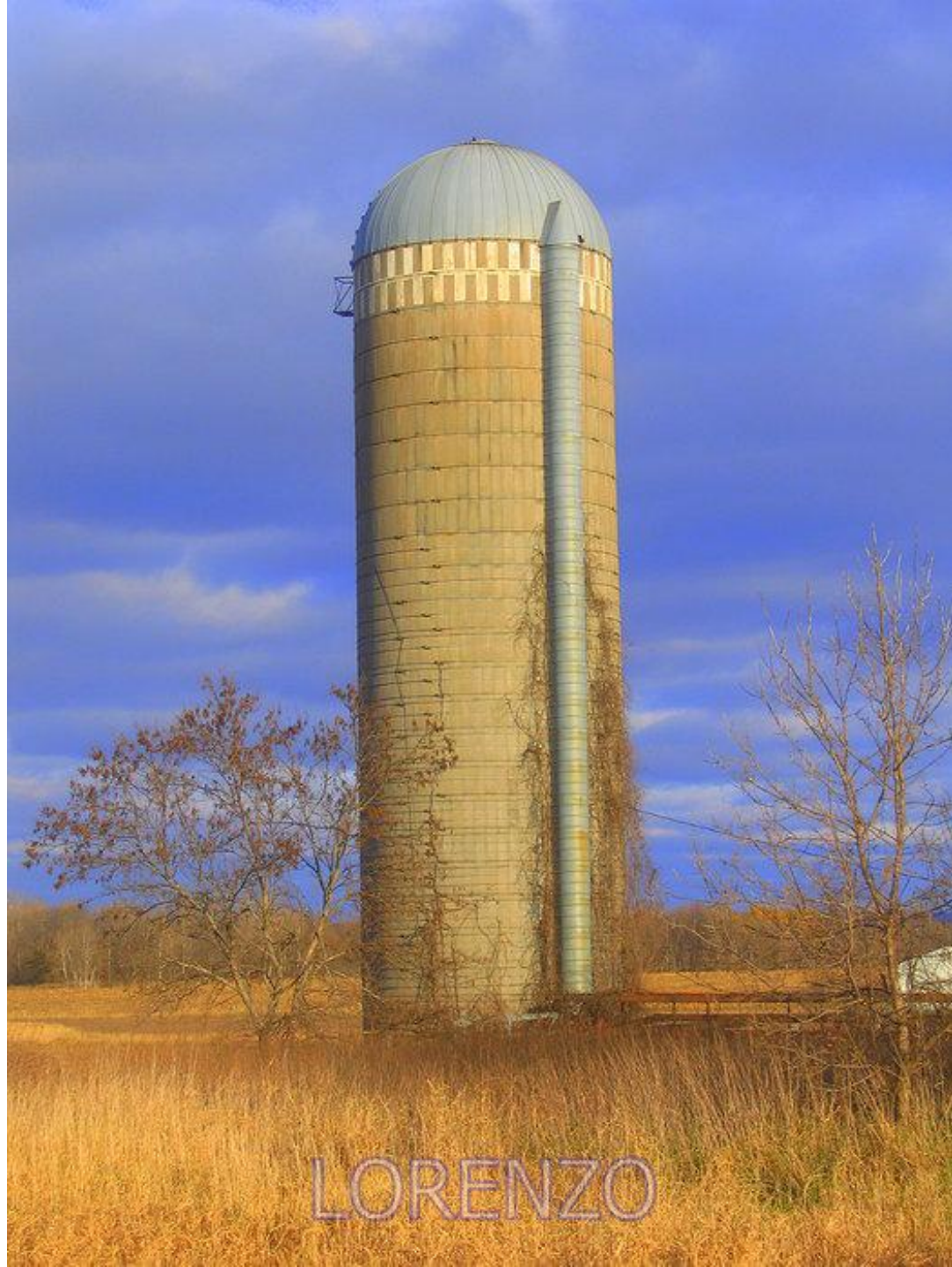


Applications for Classified IP



Clearing House





LORENZO



B2B – go mobile!



B2C – go mobile!



C2C – go mobile!



Get dressed for the dance



Organize a disorganized market



Look at it from another angle





Classified 1.0

The New York Times
Saturday, November 2, 2013

Classifieds Marketplace

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

AUTOS

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

Browse Classifieds Listings


See listings from each of the categories below.

- Autos
- Business Directory
- Camps & Schools
- Commercial Real Estate
- Home & Garden Directory
- Jobs
- Paid Death Notices
- Residential Real Estate
- Vacation Rentals & Inns
- Weddings Directory

Place a Classified Ad...

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**

Classified 2.0

craigslist ^{cz}

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event calendar

M	T	W	T	F	S	S
4	5	6	7	8	9	10
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25	26	27	28	29	30	1

Translation Forum

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prague ^w

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us/ca

cl worldwide

Classified 2.1

craigslist ^{cz}

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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

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us/ca

cl worldwide

Classified 3.0

Classifieds w/friends

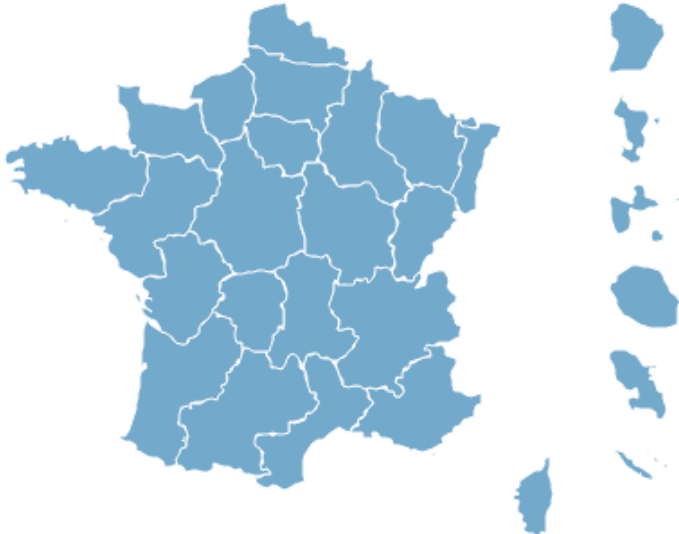
Yakaz

Language: French

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Local exchange network - France

Share, sell and chat with your neighbors.



☒ Stay connected (e)
[Forgot your password?](#)

Publish immediately, free

Easy sign in one click

This is your first visit? Join

Classified 3.0

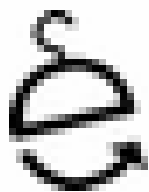
OfferUpNow

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



SELL or DONATE, EARN CASH

HOW DOES IT WORK?



1

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.](#)



2

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.



3

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

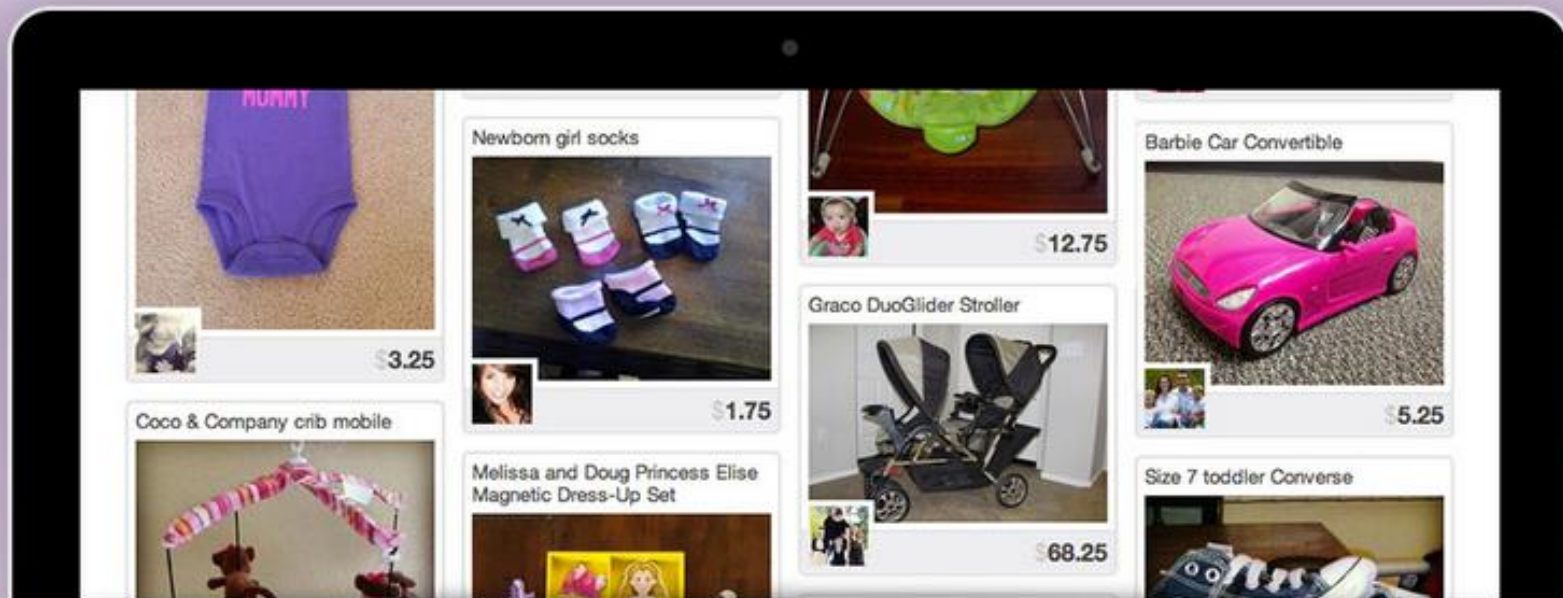
BabyJunk

Already a member? [Signin](#)

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

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

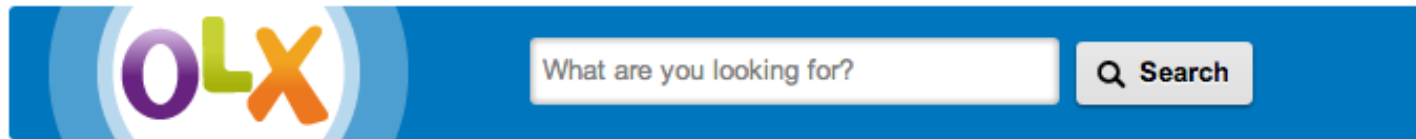
Great deals on new and gently used kid's stuff.



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.

OLX 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
- Supplies

Vehicles

- Cars
- Car Parts
- Motorcycles
- Boats - Ships
- RVs - Campers - Caravans
- Trucks - Commercial Vehicles
- Other Vehicles

Real Estate

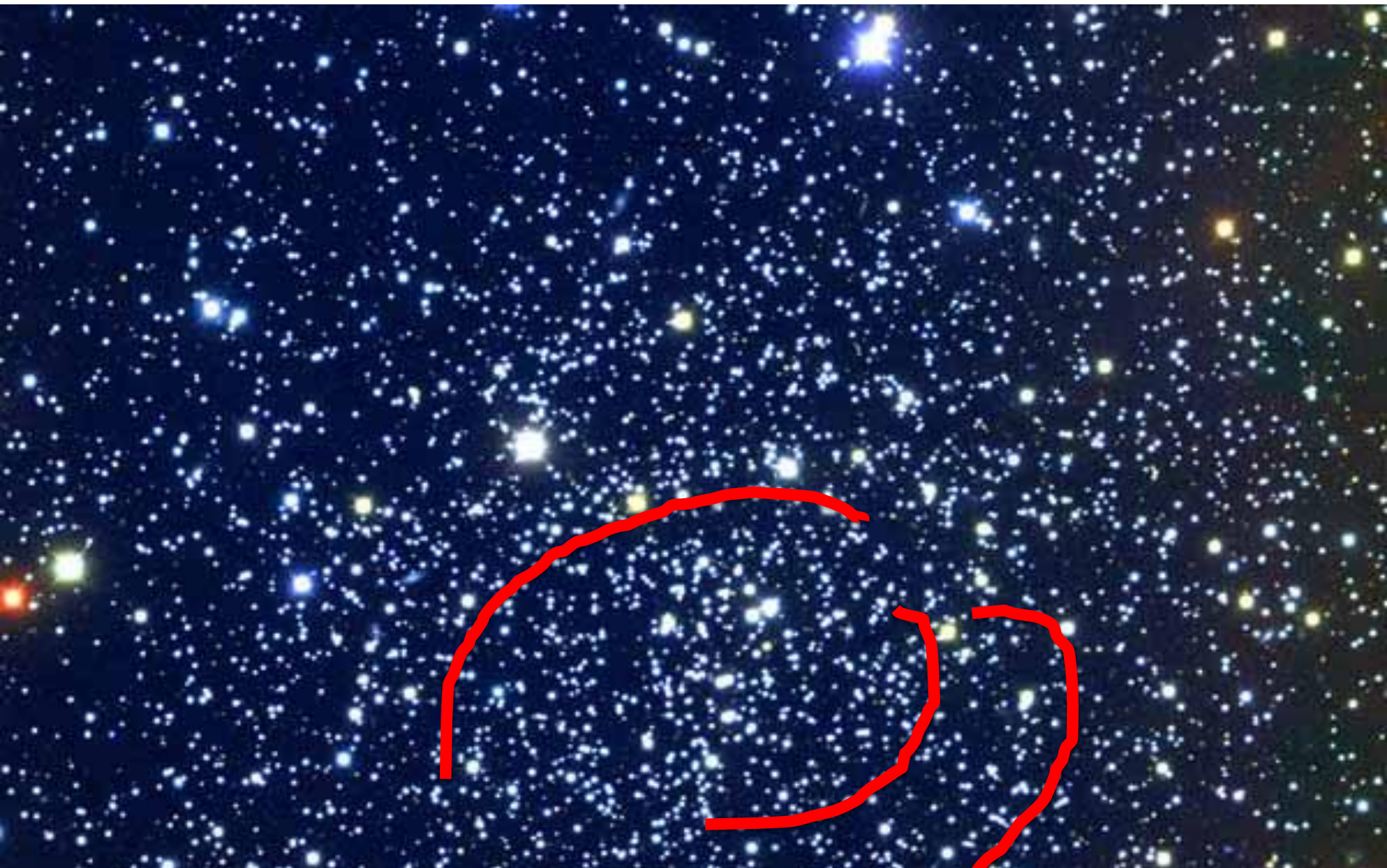
- Houses - Apartments for Sale
- Houses - Apartments for Rent
- Rooms for Rent - Shared
- Housing Swap
- Vacation Rentals
- Parking Spots

Jobs

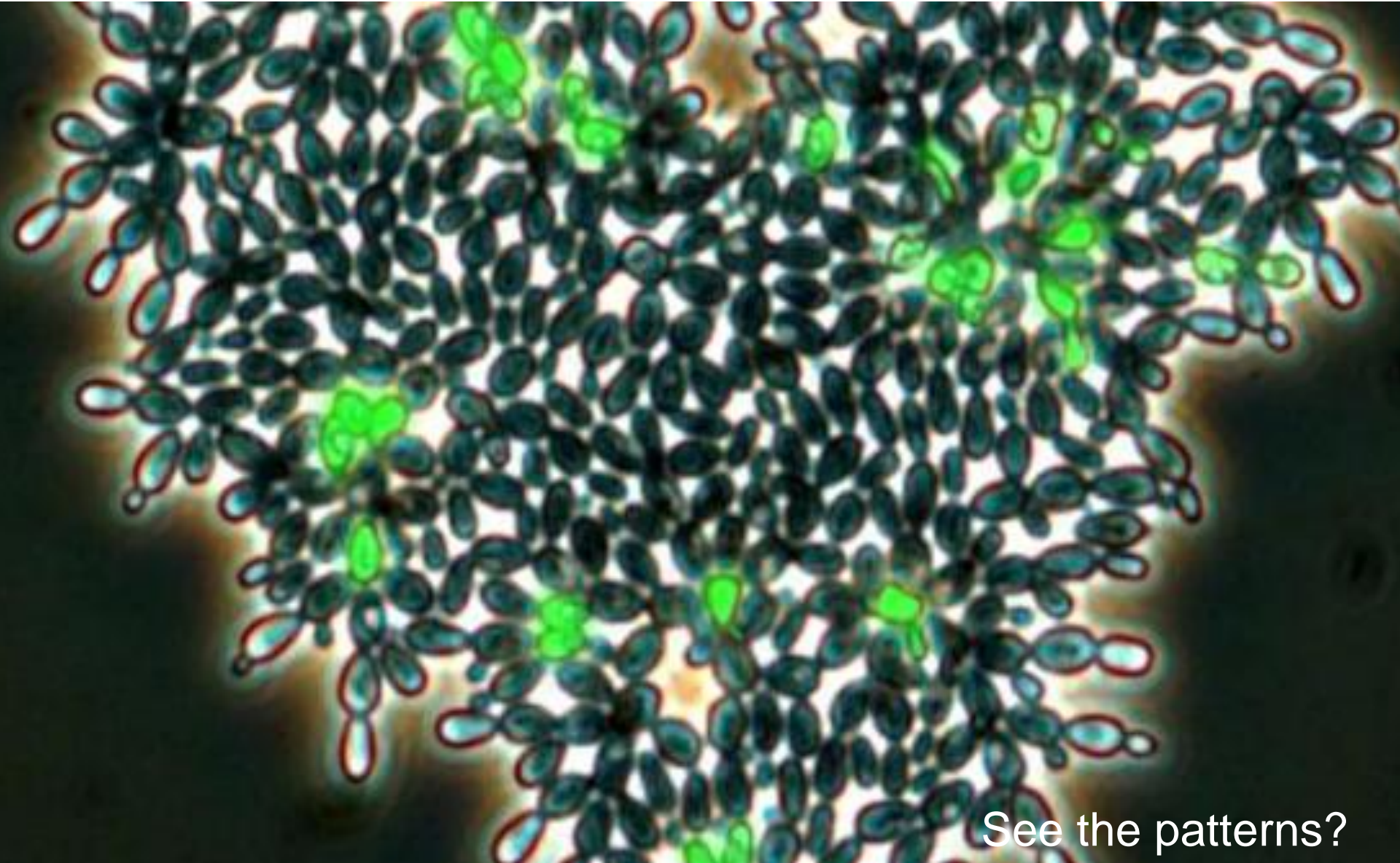
- Accounting Jobs - Finance Jobs
- Advertising Jobs - Public Relations Jobs
- Arts Jobs - Entertainment Jobs - Publishing Jobs
- Clerical Jobs - Administrative Jobs
- Customer Service Jobs
- Education Jobs - Training Jobs
- Engineering Jobs - Architecture Jobs
- Healthcare Jobs
- Hotel Jobs - Travel 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

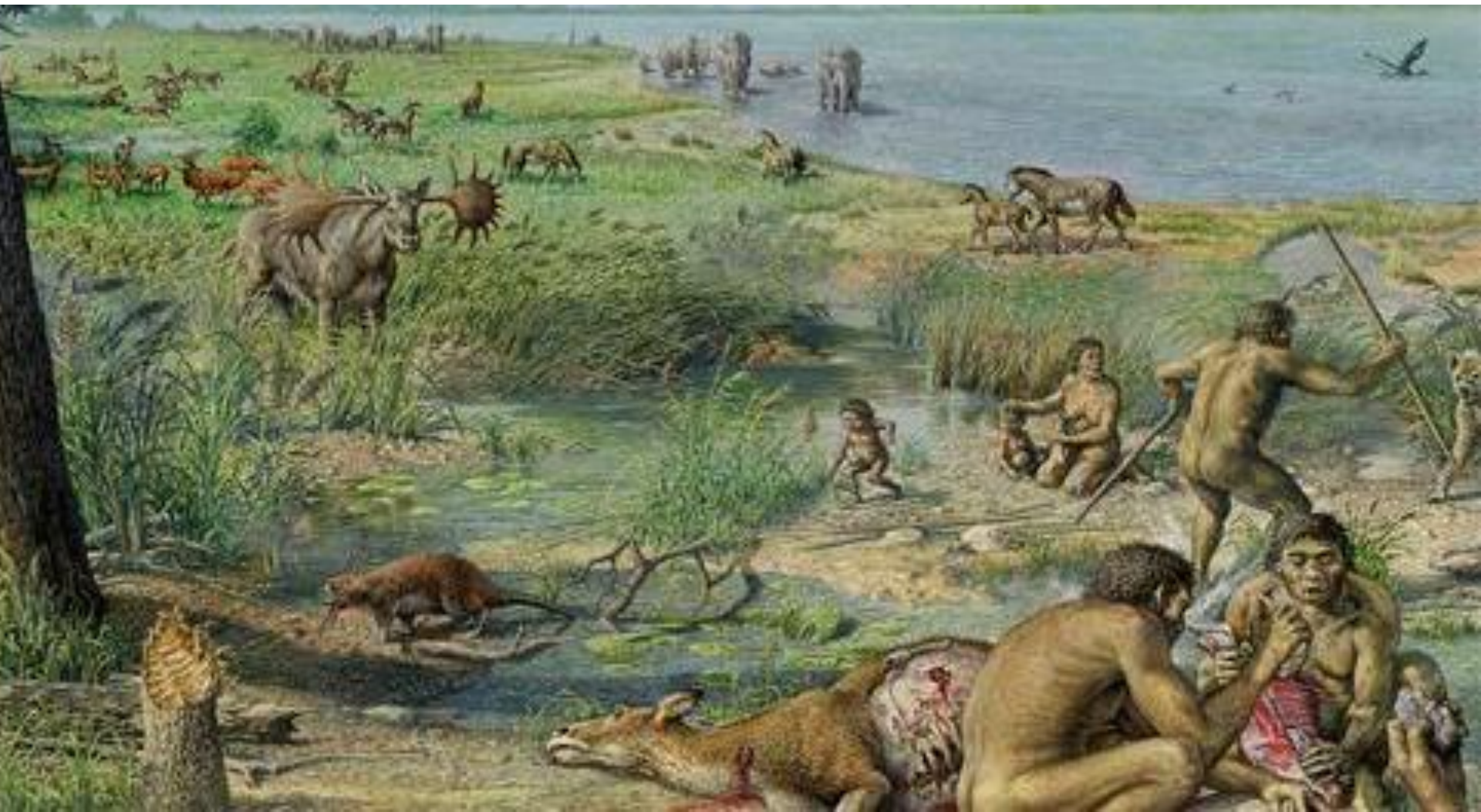


School of fish

Flock of pink flamingos



Human cluster



Human cluster



Human cluster



Clusters \neq 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

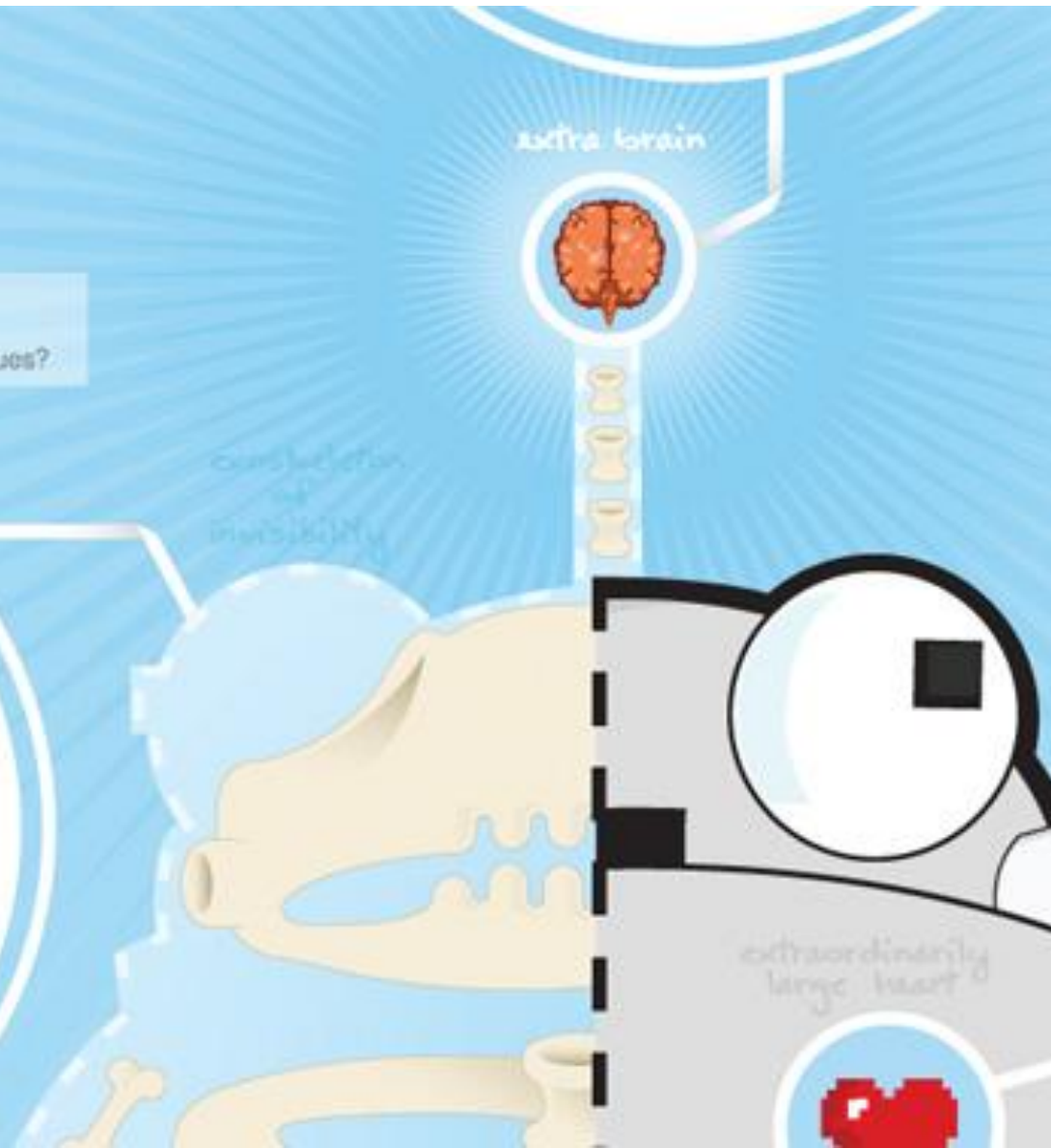
Criteria.

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



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Shared Experience



Shared Experience



Shared Experience



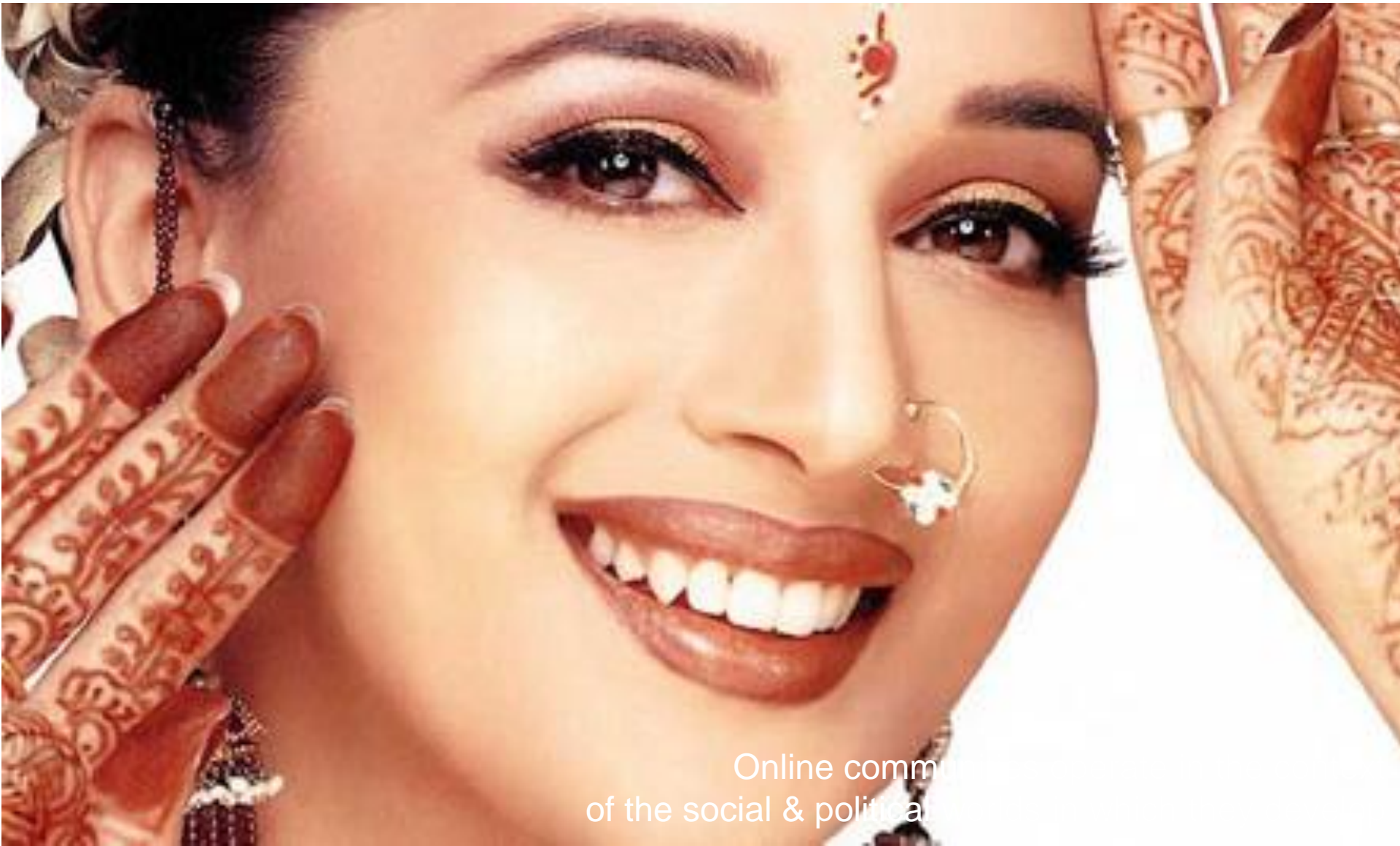
People - Personas



Faster



Communities in context



Online community
of the social & political

They connect the unconnected



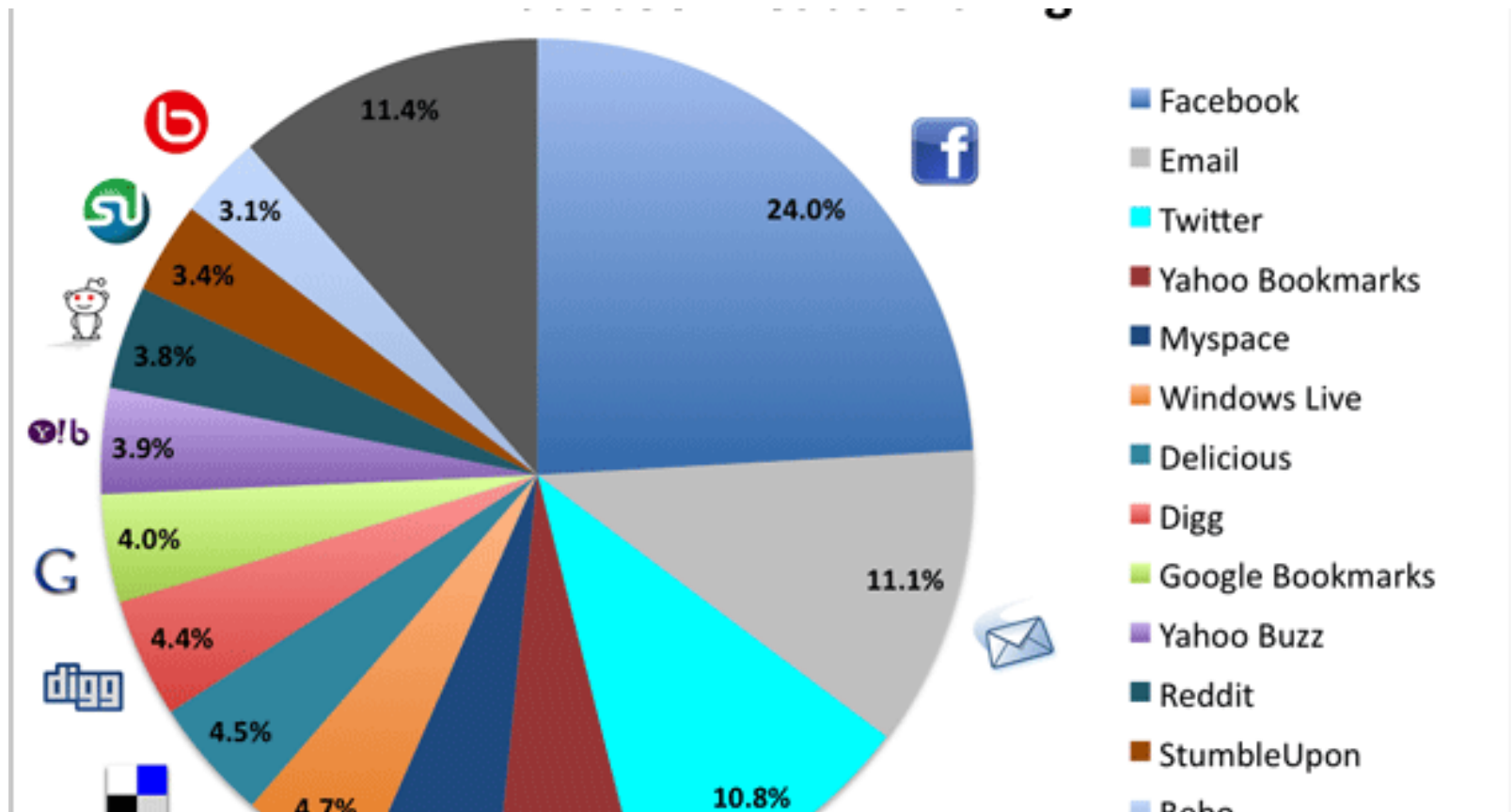
Community Binds Us



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