

1
2
3
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

Deborah Bailey-Wells (114630)
Kevin C. Trock (161787)
Harold H. Davis, Jr. (235552)
KIRKPATRICK & LOCKHART NICHOLSON GRAHAM LLP
Four Embarcadero Center, 10th Floor
San Francisco, CA 94111
Telephone (415) 249-1000
Fax: (415) 249-1001
dbaileywells@klnq.com
ktrock@klnq.com
hdavis@klnq.com

Attorneys for HELIO LLC

UNITED STATES DISTRICT COURT FOR THE
NORTHERN DISTRICT OF CALIFORNIA – SAN FRANCISCO DIVISION

HELIO LLC,

Plaintiff,

vs.

PALM INC.

Defendant.

Case No. _____

DECLARATION OF KATHYRN M. WHEBLE IN SUPPORT OF PLAINTIFF HELIO LLC'S APPLICATION FOR TEMPORARY RESTRAINING ORDER AND FOR ORDER TO SHOW CAUSE WHY A PRELIMINARY INJUNCTION SHOULD NOT ISSUE

Date Filed: December 19, 2006

1 I, Kathryn M. Wheble, declare as follows:

2 1. I am a member of the law firm Kirkpatrick & Lockhart Nicholson Graham LLP.

3 I make these statements based on my personal knowledge, except for those based on
4 information and belief.

5 2. Helio has sought registration of DON'T CALL IT A PHONE and DON'T CALL
6 US A PHONE COMPANY (collectively the "Marks") with the United States Patent and
7 Trademark Office ("PTO").

8 3. On or about October 18, 2005 Helio filed in the PTO applications to register
9 the Marks.

10 4. The following is a list of the applications for the Marks identified by application serial
11 number and by the goods and services covered by said application:

12
13 DON'T CALL IT A PHONE, Application serial number 78/735,805, for
14 computer software programs for use in wireless communication devices for
15 creation and delivery of voice, visual images, audio content, video content and
16 data; computer software for the transmission of voice, visual images, audio
17 content, video content and data; computer software for conducting
18 commercial and financial transactions over electronic communications
19 networks; computer software for providing access to advertising, news,
20 information and entertainment over electronic communications networks;
21 computer game software; word processing software, computer software for
22 global mapping; computer search engine software; computer software utility
23 programs which enhance computer operating system software; consumer
24 electronics devices, namely personal digital assistants (PDAs), telephones,
25 headsets for telephones, computers and cameras.

26
27 DON'T CALL IT A PHONE, Application serial number 78/735,810, for
28 communications services, namely transmission of voice, audio content, video
content, visual images and data by telecommunications networks, wireless
communication networks, global communications networks, information
service networks and data networks; providing multiple user access to a
global computer network; email services; text and numeric wireless digital
messaging services; providing information in the field of electronic messages
via the Internet; electronic commerce services, namely dissemination of
advertising for others; electronic retail services in the field of software,
consumer electronics and mobile telephones; financial information processing.

1 DON'T CALL IT A PHONE, Application serial number 78/735,812, for audio
2 broadcasting and video broadcasting via telecommunications networks,
3 wireless communications networks, global communications networks,
4 information service networks and data networks for entertainment and
5 education purposes.

6 DON'T CALL US A PHONE COMPANY, Application serial number
7 78/735,814, for computer software programs for use in wireless
8 communication devices for creation and delivery of voice, visual images,
9 audio content, video content and data; computer software for the transmission
10 of voice, visual images, audio content, video content and data; computer
11 software for conducting commercial and financial transactions over electronic
12 communications networks; computer software for providing access to
13 advertising, news, information and entertainment over electronic
14 communications networks; computer game software; word processing
15 software, computer software for global mapping; computer search engine
16 software; computer software utility programs which enhance computer
17 operating system software; consumer electronics devices, namely personal
18 digital assistants (PDAs), telephones, headsets for telephones, computers
19 and cameras.

20 DON'T CALL US A PHONE COMPANY, Application serial number
21 78/735,817, for communication services, namely transmission of voice, audio
22 content, video content, visual images and data by telecommunications
23 networks, wireless communication networks, information service networks and
24 data networks; providing multiple user access to a global computer network;
25 email services; text and numeric wireless digital messaging services;
26 providing information in the field of electronic messages via the Internet;
27 electronic commerce services, namely dissemination of advertising for others;
28 electronic retail store services in the field of software, consumer electronics
and mobile telephones; financial information processing.

DON'T CALL US A PHONE COMPANY, Application serial number
78/735,819, for audio broadcasting and video broadcasting via
telecommunications networks, wireless communications networks, global
communications networks, information service networks and data networks for
entertainment and education purposes.

Attached as Exhibits A and B are copies of records printed from the PTO website
reflecting the status of the applications for the marks DON'T CALL IT A PHONE and DON'T
CALL US A PHONE COMPANY, respectively.

5. The applications for the Marks have been reviewed by examiners at the PTO.
The PTO examiners did not object to registration of the Marks on the ground that they are

1 generic or merely descriptive of Helio's goods and services. The PTO examiners required
2 no disclaimers of any portion of the Marks.

3 6. Application serial numbers 78/735,805 and 78/735,812 for DON'T CALL IT A
4 PHONE have been "allowed."

5 7. Application serial number 78/735,810 for DON'T CALL IT A PHONE has been
6 approved for publication.

7 8. Application serial number 78/735,814 for DON'T CALL US A PHONE
8 COMPANY was published for opposition on September 26, 2006.

9 9. Application serial number 78/735,817 for DON'T CALL US A PHONE
10 COMPANY is in the process of examination, but registration has not been refused because
11 the Mark lacks distinctiveness.

12 10. Application serial number 78/735,819 for DON'T CALL US A PHONE
13 COMPANY was published for opposition on October 3, 2006.

14 11. On December 18, 2006 a statement of use was filed for DON'T CALL IT A
15 PHONE, Application serial number 78/735,805, for consumer electronics devices, namely
16 personal digital assistants (PDAs), telephones, headsets for telephones, computers and
17 cameras reflecting a first use date of November 9, 2006.

18 12. On December 18, 2006 a statement of use was filed for DON'T CALL IT A
19 PHONE, Application serial number 78/735,812, for audio broadcasting and video
20 broadcasting via telecommunications networks, wireless communications networks, global
21 communications networks for entertainment and education purposes reflecting a first use
22 date of May 2, 2006.

23 13. Attached as Exhibit C is an article from *The Sherman Foundation*, an online
24 "blog", entitled "Helio. Not your mobile Oldsmobile?"

25 14. Attached as Exhibit D is a true and correct copy of a Palm Inc. press release
26 dated March 27, 2006.

27 15. Attached as Exhibit E is a true and correct copy of a Palm Inc. press release
28 dated November 24, 2003.

1 16. Attached as Exhibit F is a true and correct copy of a Palm Inc. press release
2 dated December 11, 2006

3 17. Attached as Exhibit G is a screen shot of the blog entry of William Lozito, Palm
4 Treo and Helio Follow Same Road, <http://www.namedevelopment.com/blog/>, dated
5 December 12, 2006.

6 18. Attached as Exhibit H is a true and correct copy of an article by Michael Kwan,
7 Palm Goes viral, markets the new Treo 680 smartphone, Mobile Magazine, December 11,
8 2006 (www.mobilemag.com/content/100/333/C10874).

9 I declare under penalty of perjury under the laws of the United States that the
10 foregoing is true and correct. Executed at San Francisco, California, this 18 day of
11 December, 2006.

12
13 
14 _____
15 KATHRYN M. WHEBLE

12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

Exhibit A

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

This page was generated by the TARR system on 2006-12-18 14:40:29 ET

Serial Number: 78735805 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark

DON'T CALL IT A PHONE

(words only): DON'T CALL IT A PHONE

Standard Character claim: Yes

Current Status: Opposition period completed, a Notice of Allowance has been issued.

Date of Status: 2006-12-12

Filing Date: 2005-10-18

The Notice of Allowance Date is: 2006-12-12

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
FISHER LA TONIA M Employee Location

Current Location: 700 -Intent To Use Section

Date In Location: 2006-12-12

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

1. HELIO LLC

Address:
HELIO LLC
10960 WILSHIRE BLVD. SUITE 600
LOS ANGELES, CA 90024

United States

Legal Entity Type: Ltd Liab Co**State or Country Where Organized:** Delaware

GOODS AND/OR SERVICES

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

Computer software programs for use in wireless communication devices for creation and delivery of voice, visual images, audio content, video content and data; computer software for the transmission of voice, visual images, audio content, video content and data; computer software for conducting commercial and financial transactions over electronic communications networks; computer software for providing access to advertising, news, information and entertainment over electronic communications networks; computer game software; word processing software, computer software for global mapping; computer search engine software; computer software utility programs which enhance computer operating system software; consumer electronics devices, namely personal digital assistants (PDAs), telephones, headsets for telephones, computers and cameras

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-12-12 - Notice of allowance - mailed

2006-09-19 - Published for opposition

2006-08-30 - Notice of publication

2006-08-08 - Law Office Publication Review Completed

2006-08-07 - Assigned To LIE

2006-07-22 - Approved for Pub - Principal Register (Initial exam)

2006-07-03 - Teas/Email Correspondence Entered

2006-06-26 - Communication received from applicant

2006-06-26 - TEAS Response to Office Action Received

2006-04-27 - Non-final action e-mailed

2006-04-27 - Non-Final Action Written

2006-04-20 - Assigned To Examiner

2005-10-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Kathryn M. Wheble

Correspondent

KATHRYN M. WHEBLE

KIRKPATRICK & LOCKHART NICHOLSON GRAHAM

4 EMBARCADERO CTR LBBY 10

SAN FRANCISCO, CA 94111-4114

Phone Number: (415) 249-1045

Fax Number: (415) 249-1001

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

This page was generated by the TARR system on 2006-12-18 14:40:50 ET

Serial Number: 78735810 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark

DON'T CALL IT A PHONE

(words only): DON'T CALL IT A PHONE

Standard Character claim: Yes

Current Status: Final review prior to publication has been completed, application will be published for opposition.

Date of Status: 2006-12-14

Filing Date: 2005-10-18

The Information will be/was published in the Official Gazette on (DATE NOT AVAILABLE)

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
FISHER LA TONIA M Employee Location

Current Location: M40 -TMO Law Office 113

Date In Location: 2006-12-14

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

1. HELIO LLC

Address:
HELIO LLC
10960 WILSHIRE BLVD. SUITE 600

LOS ANGELES, CA 90024

United States

Legal Entity Type: Ltd Liab Co**State or Country Where Organized:** Delaware

GOODS AND/OR SERVICES

International Class: 035**Class Status:** Active

Electronic commerce services, namely dissemination of advertising for others; electronic retail services in the field of software, consumer electronics and mobile telephones

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 036**Class Status:** Active

Financial information processing

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 038**Class Status:** Active

Communications services, namely transmission of voice, audio content, video content, visual images and data by telecommunications networks, wireless communication networks, global communications networks, information service networks and data networks; providing multiple user access to a global computer network; email services; text and numeric wireless digital messaging services; providing information in the field of electronic messages via the Internet

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-12-14 - Law Office Publication Review Completed

2006-12-13 - Assigned To LIE

2006-11-28 - Approved for Pub - Principal Register (Initial exam)

2006-11-07 - Teas/Email Correspondence Entered

2006-10-19 - Communication received from applicant
2006-10-19 - TEAS Response to Office Action Received
2006-04-27 - Non-final action e-mailed
2006-04-27 - Non-Final Action Written
2006-04-20 - Assigned To Examiner
2005-10-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Kathryn M. Wheble

Correspondent

KATHRYN M. WHEBLE

KIRKPATRICK & LOCKHART NICHOLSON GRAHAM

4 EMBARCADERO CTR LBBY 10

SAN FRANCISCO, CA 94111-4114

Phone Number: (415) 249-1045

Fax Number: (415) 249-1001

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

This page was generated by the TARR system on 2006-12-18 14:41:00 ET

Serial Number: 78735812 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark

DON'T CALL IT A PHONE

(words only): DON'T CALL IT A PHONE

Standard Character claim: Yes

Current Status: Opposition period completed, a Notice of Allowance has been issued.

Date of Status: 2006-12-12

Filing Date: 2005-10-18

The Notice of Allowance Date is: 2006-12-12

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 113

Attorney Assigned:
FISHER LA TONIA M Employee Location

Current Location: 700 -Intent To Use Section

Date In Location: 2006-12-12

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

1. HELIO LLC

Address:
HELIO LLC
10960 WILSHIRE BLVD. SUITE 600
LOS ANGELES, CA 90024

United States

Legal Entity Type: Ltd Liab Co**State or Country Where Organized:** Delaware

GOODS AND/OR SERVICES

International Class: 038**Class Status:** Active

Audio broadcasting and video broadcasting via telecommunications networks, wireless communications networks, global communications networks, information service networks and data networks for entertainment and education purposes

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-12-12 - Notice of allowance - mailed

2006-09-19 - Published for opposition

2006-08-30 - Notice of publication

2006-08-08 - Law Office Publication Review Completed

2006-08-07 - Assigned To LIE

2006-07-22 - Approved for Pub - Principal Register (Initial exam)

2006-07-03 - Teas/Email Correspondence Entered

2006-06-26 - Communication received from applicant

2006-06-26 - TEAS Response to Office Action Received

2006-04-27 - Non-final action e-mailed

2006-04-27 - Non-Final Action Written

2006-04-20 - Assigned To Examiner

2005-10-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Kathryn M. Wheble

Correspondent

KATHRYN M. WHEBLE

KIRKPATRICK & LOCKHART NICHOLSON GRAHAM

4 EMBARCADERO CTR LBBY 10

SAN FRANCISCO, CA 94111-4114

Phone Number: (415) 249-1045

Fax Number: (415) 249-1001

Exhibit B

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

This page was generated by the TARR system on 2006-12-18 14:41:09 ET

Serial Number: 78735814 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark

DON'T CALL US A PHONE COMPANY

(words only): DON'T CALL US A PHONE COMPANY

Standard Character claim: Yes

Current Status: Application has been published for opposition.

Date of Status: 2006-09-26

Filing Date: 2005-10-18

The Information will be/was published in the Official Gazette on 2006-09-26

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

Attorney Assigned:
TWOHIG SHANNON MARIE Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2006-08-16

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

1. HELIO LLC

Address:
HELIO LLC
10960 WILSHIRE BLVD. SUITE 600
LOS ANGELES, CA 90024

United States
Legal Entity Type: Ltd Liab Co
State or Country Where Organized: Delaware

GOODS AND/OR SERVICES

International Class: 009

Class Status: Active

Computer software programs for use in wireless communication devices for creation and delivery of voice, visual images, audio content, video content and data; computer software for the transmission of voice, visual images, audio content, video content and data; computer software for conducting commercial and financial transactions over electronic communications networks; computer software for providing access to advertising, news, information and entertainment over electronic communications networks; computer game software; word processing software, computer software for global mapping; computer search engine software; computer software utility programs which enhance computer operating system software; consumer electronics devices, namely personal digital assistants (PDAs), telephones, headsets for telephones, computers and cameras

Basis: 1(b)

First Use Date: (DATE NOT AVAILABLE)

First Use in Commerce Date: (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

- 2006-09-26 - Published for opposition
- 2006-09-06 - Notice of publication
- 2006-08-04 - Law Office Publication Review Completed
- 2006-07-28 - Assigned To LIE
- 2006-07-27 - Approved for Pub - Principal Register (Initial exam)
- 2006-07-11 - Teas/Email Correspondence Entered
- 2006-06-26 - Communication received from applicant
- 2006-06-26 - TEAS Response to Office Action Received
- 2006-04-25 - Non-final action e-mailed
- 2006-04-25 - Non-Final Action Written

2006-04-20 - Assigned To Exam

2005-10-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Kathryn M. Wheble

Correspondent

KATHRYN M. WHEBLE

KIRKPATRICK & LOCKHART NICHOLSON GRAHAM

4 EMBARCADERO CTR LBBY 10

SAN FRANCISCO, CA 94111-4114

Phone Number: (415) 249-1045

Fax Number: (415) 249-1001

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

This page was generated by the TARR system on 2006-12-18 14:41:20 ET

Serial Number: 78735817 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark

DON'T CALL US A PHONE COMPANY

(words only): DON'T CALL US A PHONE COMPANY

Standard Character claim: Yes

Current Status: An examiner's amendment has been mailed.

Date of Status: 2006-12-14

Filing Date: 2005-10-18

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

Attorney Assigned:
TWOHIG SHANNON MARIE Employee Location

Current Location: L5X -TMEG Law Office 105 - Examining Attorney Assigned

Date In Location: 2006-12-14

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

1. HELIO LLC

Address:
HELIO LLC
10960 WILSHIRE BLVD. SUITE 600
LOS ANGELES, CA 90024
United States

Legal Entity Type: Ltd Liab Co

State or Country Where Organized: Delaware

GOODS AND/OR SERVICES

International Class: 035**Class Status:** Active

Electronic commerce services, namely dissemination of advertising for others; electronic retail store services in the field of software, consumer electronics and mobile telephones

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 036**Class Status:** Active

Financial information processing

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)**International Class:** 038**Class Status:** Active

Communications services, namely transmission of voice, audio content, video content, visual images and data by telecommunications networks, wireless communication networks, global communications networks, information service networks and data networks; providing multiple user access to a global computer network; e-mail services; text and numeric wireless digital messaging services; providing information in the field of electronic messages via the Internet

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-12-14 - Examiner's Amendment Entered

2006-12-14 - Examiner's Amendment Entered

2006-12-14 - EXAMINERS AMENDMENT E-MAILED

2006-12-14 - Examiners Amendment - Written

2006-11-15 - Teas/Email Correspondence Entered

2006-10-24 - Communication received from applicant
2006-10-24 - TEAS Response to Office Action Received
2006-05-03 - Non-final action e-mailed
2006-05-03 - Non-Final Action Written
2006-04-20 - Assigned To Examiner
2006-04-20 - Assigned To Examiner
2005-10-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Kathryn M. Wheble

Correspondent

KATHRYN M. WHEBLE
KIRKPATRICK & LOCKHART NICHOLSON GRAHAM
4 EMBARCADERO CTR LBBY 10
SAN FRANCISCO, CA 94111-4114
Phone Number: (415) 249-1045
Fax Number: (415) 249-1001

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

This page was generated by the TARR system on 2006-12-18 14:41:27 ET

Serial Number: 78735819 Assignment Information

Registration Number: (NOT AVAILABLE)

Mark

DON'T CALL US A PHONE COMPANY

(words only): DON'T CALL US A PHONE COMPANY

Standard Character claim: Yes

Current Status: Application has been published for opposition.

Date of Status: 2006-10-03

Filing Date: 2005-10-18

The Information will be/was published in the Official Gazette on 2006-10-03

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: LAW OFFICE 105

Attorney Assigned:
TWOHIG SHANNON MARIE Employee Location

Current Location: 650 -Publication And Issue Section

Date In Location: 2006-08-22

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

1. HELIO LLC

Address:
HELIO LLC
10960 WILSHIRE BLVD. SUITE 600
LOS ANGELES, CA 90024

United States

Legal Entity Type: Ltd Liab Co**State or Country Where Organized:** Delaware

GOODS AND/OR SERVICES

International Class: 038**Class Status:** Active

Audio broadcasting and video broadcasting via telecommunications networks, wireless communications networks, global communications networks, information service networks and data networks for entertainment and education purposes

Basis: 1(b)**First Use Date:** (DATE NOT AVAILABLE)**First Use in Commerce Date:** (DATE NOT AVAILABLE)

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

2006-10-03 - Published for opposition

2006-09-13 - Notice of publication

2006-08-10 - Law Office Publication Review Completed

2006-08-04 - Assigned To LIE

2006-07-31 - Approved for Pub - Principal Register (Initial exam)

2006-07-20 - Teas/Email Correspondence Entered

2006-06-26 - Communication received from applicant

2006-06-26 - TEAS Response to Office Action Received

2006-04-28 - Non-final action e-mailed

2006-04-28 - Non-Final Action Written

2006-04-20 - Assigned To Examiner

2005-10-25 - New Application Entered In Tram

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record

Kathryn M. Wheble

Correspondent

KATHRYN M. WHEBLE

KIRKPATRICK & LOCKHART NICHOLSON GRAHAM

4 EMBARCADERO CTR LBBY 10

SAN FRANCISCO, CA 94111-4114

Phone Number: (415) 249-1045

Fax Number: (415) 249-1001

Exhibit C

The Sherman Foundation

MONDAY, AUGUST 07, 2006

Helio. Not your mobile Oldsmobile?

The advertising for mobile phone company [Helio](#) has done an impressive job creating awareness for the brand in a short time. I seem to run into the cool, blue flame logo everywhere I look (outdoor, print, tv spots).



The tagline for the campaign is "Don't call us a phone company. Don't call it a phone". (The old "This is not your father's Oldsmobile" approach.)

Its really a two part tag that addresses two distinct issues. The first part builds on the (obvious) insight that people are frustrated and dissatisfied with their mobile phone providers. Those frustrations center mainly around billing, plans and service. Real cred in this area (especially in this industry) needs to be earned and demonstrated not granted by demand. The tonality reminds me of Sprite's "Obey your thirst" spots and triggers the "don't tell me what to do" gland in my brain. I frequently called Verizon, who burgled me monthly, things other than "phone company" before switching to another provider. Only time will tell if they can live up to this brand promise.

The second part, "Don't call it a phone", seeks to highlight their feature rich mobile devices. Cool, defensible and real. Most of the product reviews I've seen score the devices good to above average. Helio has apparently done an amazing job building in MySpace integration. (They get penalized for no Bluetooth or IM integration). I am very curious to get my hands on one to see how well they deliver on the array of features offered (games, music and video). Content partnerships include MySpace, Yahoo, Fox Sports and MTV.

About Me



Name:
Thomas Sherman
Location:
New York, New York, US

Thomas Sherman. Creative Director, Playboy and International Man of Misery has been called "the most creative man alive" and "cougar bait" on more than one occasion. • • • The Sherman Foundation's Mission: to thicken the plot and to burn cigarette holes in the fabric of conventional, consensus-driven reality. • • • Topics Examined include: Advertising, New Media, Design, Digital Culture, Art and the Culture at Large. • • • The Sherman Foundation encourages you to never stop scraping the bottom.

[View my complete profile](#)

» [Blogs that link here](#)

» [View my profile](#)

 **Technorati**

Sherman Foundation T Shirts

[T Shirt #1](#) "I went to the light and all I got was this crap t-shirt"

[T Shirt #2](#)

[T Shirt #3](#)

Previous Posts

My favorite parts of the campaign are the print ads (take a look at the ad in the latest Rolling Stone) and the copy on the website. Both do a great job of branding Helio as a punky new upstart in the category. The tv spots fall short for me. They are basically setups to deliver the tag as a punchline.



Remember the ads the Sony PSP launched with. They did a great job of highlighting the PSP as a device with multiple features and they were way more cool.

Yahoo's Top Searches of 2006.

Oh my...

Muscle Cars Now Worth Millions

Indian athlete fails gender test

We won!

What about my big dog?

Macaca

The Beat on the Street

Foreign Policy's Top Ten

Overlooked Stories in 200...



The real challenge for Helio comes on Monday when [Apple](#) may announce the iPhone. They set the bars for product design and cool very high.

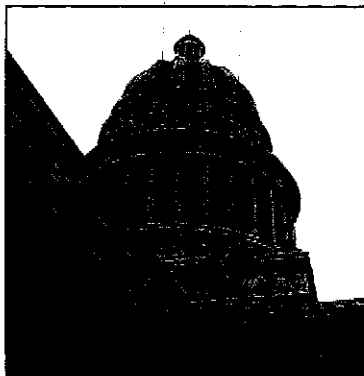
posted by Tom Sherman @ 12:14 AM

[0 comments](#)

0 Comments:

[Post a Comment](#)

[<< Home](#)



• SITE METER

Exhibit D

Press Room

Palm Celebrates 10-Year Anniversary of the Pilot, the Mobile Computer That Changed the Way People Work and Live

SUNNYVALE, Calif.--(BUSINESS WIRE)--March 27, 2006-- From Pilot Connected Organizer to Treo Smartphone, Company Remains Dedicated to Mobile Computing.

Ten years ago, Palm, Inc. (Nasdaq:PALM) captured the imagination of road warriors everywhere with the first Pilot connected organizer, a mighty 5.7-ounce combination of calendar, contacts, to-do lists and notes. Today, having shipped more than 34 million mobile-computing products, the company continues to improve the lives of people and businesses the world over, staying true to one guiding vision: The future of personal computing is mobile computing.

The original Pilot organizer, which sold for \$299, owed its success largely to two breakthrough features: Its ability to synchronize easily with a computer and its unprecedented ease of use -- something often called the Palm experience. As time went on, Palm stayed true to its design philosophy while continuing to innovate, adding numerous new functions such as email and wireless and multimedia capabilities, from images to music. Today's top-of-the-line product is the Treo™ smartphone, which combines the best of a handheld computer with a great phone and email experience on some of the world's largest carrier networks.¹

Over the past decade, Palmf products have collected data in space, survived a Mount Everest climb, closed million-dollar deals, entertained young and old, and won the hearts of customers around the globe. From doctors and real estate agents to students, celebrities and CEOs, people have grown to rely on Palm products in work and play.

Multimedia components -- including audio, photos, and a Palm timeline -- are available at www.palm.com/anniversary. The audio component includes reflections from Palm's founders, industry analysts, and long-time Palm employees.

"The first Pilot organizer was such a runaway success, even we were a bit surprised," said Ed Colligan, Palm president and chief executive officer. "But in one of my first conversations with Jeff Hawkins he convinced me that the future of personal computing -- REAL personal computing -- was going to be in these highly mobile devices. That's why he designed the Pilot. And that vision still holds today. The Pilot and its many Palm successors have become an extension of millions of people's lives -- keeping them connected to their work and home, letting them do email and browse the web on the go, allowing them to keep all their favorite files, music, photos and videos with them. I'm enormously proud of what we've accomplished, and I'm even more excited about what's yet to come."

Loyal Customers and Developers

Palm has many important constituencies to thank for its success, including:

- Customers, who have bought more than 34 million Palm devices over the years, including 3 million smartphones. Among these are individual consumers who stay organized and in touch with important information. For many of them, the Palm V handheld -- with sleek style as well as productivity capabilities -- was the first Palm product to charm gadget fans and trendsetters, marking a tipping point for mainstream market adoption. Other customers hail from business and service settings, such as doctors who use decision-support software to improve patient care at the point of care, at the patient's side.
- Developers, who support Palm products with innovative consumer and enterprise software applications that today number more than 29,000 for the Palm OS® platform alone, plus hardware peripherals such as keyboards, GPS devices and barcode readers. When Palm expanded its platform choices for smartphones to include the Windows Mobile® platform, its developer community grew again.
- Retail partners, distributors and resellers, who have sold Palm handheld computers and Treo smartphones the world over. Palm still works with many of the original retailers it began

working with in 1996, including Circuit City, CompUSA, J&R, Fry's and Staples. Palm also has a 10-year history with distributors Ingram and Tech Data, as well as resellers, such as CDW, PC Connection and PC Mall.

- Carrier partners, representing the largest mobile operators and distributors around the world.
- Employees, who have worked passionately to deliver on the company's vision that the future of personal computing is mobile computing.

All of these constituencies have inspired the company and helped it determine its product roadmap.

Today, while Palm continues to offer a wide range of mobile-computing products, from simple and inviting \$99 organizers to powerful mobile computers with wireless capabilities, it is focusing its investment in smartphones. These powerful phones let customers check email, access personal information such as contacts and calendar, listen to music and take and share photos, plus, with additional software, watch live television, listen to podcasts or post to personal blogs.

Palm also has attracted a growing number of enterprise users. More than 8,000 organizations have standardized on the Treo smartphone using GoodLink™ from Good Technology for email. Currently, 40 percent of the Fortune 1000 companies use Treo smartphones, and an additional 35 percent are in testing or trials. Frost & Sullivan recently found that mobile professionals are choosing Treo smartphones over competitive offerings for its abundant business-ready applications, high degree of flexibility, choice of operating systems, and power and convenience.

Palm Factoids

- Palm's early leaders remain involved in the company's success. Jeff Hawkins helps guide Palm's product roadmap. Donna Dubinsky is a board member. Colligan, now president and chief executive officer, was employee No. 20.
- Palm sold 1 million Pilot organizers in the product's first 18 months -- an adoption rate faster than the IBM PC, Macintosh and even the microwave oven.
- The original Pilot was the first mobile device that worked as a companion to a PC, so customers could synchronize their information and take it with them.
- The first Pilot was built on a processor similar to those used by standard traffic lights and was powered by two AAA batteries (which lasted three months).
- Palm products have touched people's lives, appearing in Broadway shows, major Hollywood movies, reality TV, New Yorker cartoons, and on the red carpet.
- Palm broke new ground, creating many industry product firsts -- including the industry's first integrated wireless handheld to provide email and Internet access, and the first color handheld under \$99.

(1) Within wireless service coverage area only. Availability and coverage depends upon carrier and the geographic scope of international roaming agreements. Email, messaging and web access requires data services from a mobile service provider at an additional cost.

About Palm, Inc.

Palm, Inc., a leader in mobile computing, strives to put the power of computing in people's hands so they can access and share their most important information. The company's products for consumers, mobile professionals and businesses include Palm@ Treo™ smartphones, Palm handheld computers, and Palm LifeDrive™ mobile managers, as well as software, services and accessories.

Palm products are sold through select Internet, retail, reseller and wireless operator channels throughout the world, and at Palm Retail Stores and Palm online stores (<http://www.palm.com/store>).

More information about Palm, Inc. is available at <http://www.palm.com>.

Palm, Palm OS, LifeDrive and Treo, are among the trademarks or registered trademarks owned by or licensed to Palm, Inc. All other brand and product names are or may be trademarks of, and are used to identify products or services of, their respective owners.

© Copyright 2006 Palm, Inc. All rights reserved. | [Legal Notices](#) | [Privacy Policy](#)
[Palm Worldwide](#) | [Contact Us](#) | [Search](#) | [Developers](#) | [About Palm, Inc.](#)



© Copyright 2006 Palm, Inc. All rights reserved.

Exhibit E



www.palm.com

Press Release

AT&T Wireless and palmOne, Inc. Deliver Treo 600 Smartphone to Customers Nationwide

Highly Anticipated Smartphone Combines Powerful Mobile Voice and Data Capabilities, Including Global Roaming and Access to Corporate and Personal Email
Offers Multimedia Applications, Including Built-in VGA Camera and MP3 Playback
REDMOND, Wash. and MILPITAS, Calif., Nov. 24 /PRNewswire-FirstCall/ -- AT&T Wireless (NYSE: AWE) and palmOne, Inc. (Nasdaq: PLMO) today announced the immediate availability of the Treo(TM) 600 smartphone, an integrated wireless smartphone with a built-in QWERTY keyboard that runs over AT&T Wireless Next Generation GSM(TM)/GPRS network. The Treo 600 smartphone combines a world-class phone, a Palm OS(R) organizer, messaging, email, and web-browsing capabilities into a single compact device.

The Treo 600 smartphone is available from AT&T Wireless for \$499.99, after a \$50 instant rebate, when customers purchase qualified service plans starting at \$12.99 per month. The Treo 600 smartphone is available through AT&T Wireless' various sales channels and online from Handspring.com.⁽¹⁾ For a limited time, palmOne is also offering all Treo communicator owners the ability to upgrade to a Treo 600 smartphone for only \$399 exclusively at www.Handspring.com.

"We are delighted to be working with AT&T Wireless to deliver this world-class smartphone to their customer base nationwide," said Joe Sipher, vice president of product and carrier marketing for palmOne. "Treo 600 represents a breakthrough in the design and functionality of a smartphone device, and we are working closely with AT&T Wireless to make sure our applications are seamlessly integrated into their network services, giving customers the best possible voice and data application experience."

"In today's competitive environment, business customers with the ability to stay connected to their information while mobile have a clear advantage over those who don't," said Jeff Bradley, senior vice president of business data solutions at AT&T Wireless. "With the Treo 600, mobile professionals now have access to one of the most advanced smartphones available -- and a simple and powerful solution to access corporate information throughout North America and across the globe.⁽²⁾ We're very pleased to add this device to our portfolio, especially ahead of this year's holiday shopping season."

The Treo 600 smartphone is one of the first quad-band smartphones (850/900/1800/1900 MHz) that allows customers to make and receive calls and use data services on GSM/GPRS networks worldwide. A full list of roaming countries is available at

www.attwireless.com/business/plans/international. The Treo 600 smartphone operates on the Palm OS 5.2 operating system, providing everything you need to stay organized, including calendar, contact list, to-do list, and memo pad. The Palm OS allows customers to take advantage of thousands of existing applications, including games, office document readers, multimedia applications, and valuable utilities for both personal and business needs.

The Treo 600 smartphone provides a robust and easy-to-use POP3 email solution and comes preconfigured with settings for several popular ISPs, or users can set up the Treo 600 smartphone to access their own POP3 accounts. The Treo 600 smartphone supports attachment handling, including access to Microsoft Word and Microsoft Excel compatible documents. In addition, through agreements with Good Technology and Visto Corporation, AT&T Wireless is now offering corporate email solutions that provide businesses with access to Microsoft Outlook or Lotus Notes email behind their corporate firewalls. Customers can also send and receive text messages in a powerful new way that allows users to see the "chain" of previous text content -- similar to an instant messaging experience.

The Treo 600 smartphone provides access to a variety of advanced multimedia features. An integrated VGA camera works with AT&T Wireless Multimedia Messaging Services (MMS), which allows customers to send/receive images, annotate messages and add system sounds such as ringtones to their notes. The Treo smartphone includes MP3 playback functionality. Additional information about the Treo 600 smartphone can be found at www.attwireless.com/palm.

About the Treo 600 Smartphone

The Treo 600 smartphone is a small, easy-to-use smartphone with a built-in QWERTY keyboard.

It seamlessly combines a full-featured mobile phone and Palm OS organizer with wireless communication applications, such as email, messaging and web browsing, and even a digital camera -- to simplify customers' business and personal lives. The keyboard, five-way navigation button and other design features make it possible to get more done -- in fewer steps, with just one hand, and without having to swap back and forth between applications. It's lightweight, stylish, and small enough to fit in your pocket.

The Treo 600 smartphone features a bright color screen and an integrated SD Card/MultiMediaCard slot that lets users add memory and content. It operates on the enhanced GSM/GPRS AT&T Wireless network, enabling customers to download games, ringtones and applications directly to the device.

About AT&T Wireless

AT&T Wireless is the second-largest wireless carrier, based on revenues, in the United States. With 21.855 million subscribers as of September 30, 2003, and revenues of more than \$16.5 billion over the past four quarters, AT&T Wireless delivers advanced high-quality mobile wireless communications services, voice and data, to businesses and consumers, in the U.S. and internationally. For more information, please visit us at www.attwireless.com.

This press release contains "forward-looking statements" which are based on management's beliefs as well as on a number of assumptions concerning future events made by management with information that is currently available to management. Forward-looking statements may include, without limitation, management's expectations regarding: our future financial and operating performance and financial condition, including the company's outlook for the fiscal year 2003 and subsequent periods; subscriber growth; industry conditions; the strength of our balance sheet; our liquidity and needs for additional financing; and our ability to generate positive free cash flow.

Readers are cautioned not to put undue reliance on such forward-looking statements, which are not a guarantee of performance and are subject to a number of uncertainties and other factors, many of which are outside AT&T Wireless' control, that could cause actual results to differ materially from such statements. Without limitation these factors include: the risks associated with the implementation of our technology migration strategy, our ability to continue to reduce costs and increase the efficiency of our distribution channels, the potential competitive impacts of industry consolidation or alternative technologies, potential impacts on revenue and ARPU from competitive pricing and slowing penetration in the wireless industry, the effects of vigorous competition in the markets in which we operate, the risk of decreased consumer spending due to softening economic conditions, acts of terrorism, and consumer response to new service offerings.

For a more detailed description of the factors that could cause such a difference, please see AT&T Wireless' filings with the Securities and Exchange Commission, including the information under the heading "Additional Factors That May Affect Our Business, Future Operating Results and Financial Condition" and "Forward Looking Statements" in its quarterly report on Form 10-Q filed on November 14, 2003.

About palmOne, Inc.

palmOne, Inc. delivers what matters most to customers -- whether a single consumer or company of thousands -- improving their personal lives and professional productivity through mobile devices and solutions.

palmOne is the name adopted in October 2003 by Palm, Inc., when it spun off PalmSource, Inc., maker of the Palm OS(R) platform software, and acquired Handspring, Inc. Uniting the Zire(TM), Tungsten(TM) and Treo(TM) subbrands, the creation of palmOne launched a new, stronger market leader in handheld computer and communications hardware and software solutions. More information about palmOne, Inc. is available at <http://www.palmone.com>.

(1) An Internet service provider account, data service and carrier subscription may be required for Internet and email access. These services may need to be purchased separately.

(2) Access available within network coverage areas only.

NOTE: Palm OS is a registered trademark of the Palm Trademark Holding Company. Treo, Zire and Tungsten are trademarks of palmOne, Inc. and its subsidiaries, which may be registered in some countries. Other brands may be trademarks of their respective owners.

SOURCE palmOne, Inc.

Exhibit F



www.palm.com

Palm Kicks Off Worldwide Treo Smartphone Marketing Campaign

New Campaign Illustrates the Power of What's Possible on a Treo Smartphone

SUNNYVALE, Calif., Dec 11, 2006 (BUSINESS WIRE) -- Palm, Inc. (Nasdaq: PALM) today launched a \$25 million worldwide marketing campaign to generate mainstream awareness of and attract new users to the Treo(TM) smartphone line. The six-month campaign highlights Palm's new Treo 680 smartphone and encompasses a fully integrated media mix consisting of print, out-of-home, online, mobile and viral-marketing components. AKQA, a leading interactive marketing agency, developed the campaign, which combines non-traditional marketing approaches with tried and true media.

Palm believes that accessing the web while on the go is the next killer application. The popularity of web services, such as eBay, in combination with a Treo smartphone means that, for example, eBay fans can watch for products they want and monitor auctions of interest while away from their desktop or laptop PCs.(1) The new campaign helps people who aren't necessarily early adopters see how their personal and work lives can be enriched with a mobile computer that also is a great phone.

Over the next few months, consumers and businesses can expect to see the following:

-- Advertising - Palm is working with like-minded passion brands - such as Fandango, Google (TM), The Onion, Orbitz(R) and Yahoo! - in its new ads to demonstrate what makes a Treo smartphone so unique and provide proof behind the category-defining tagline "Not just a cell phone. A Treo." The co-branded ads will run primarily in the United States and Europe in select print and online lifestyle publications, some of which include GQ, Lucky and Real Simple.

-- Interactive Kiosks - The campaign includes Palm's first-ever SMS-activated kiosks, which enable people to select and view category-specific content on larger-than-life Treo smartphones. The kiosks contain a live monitor in place of the Treo screen and displays canned and dynamic content. The interactive kiosks are located at bus stops and window fronts in major metropolitan cities, including Los Angeles, New York and San Francisco.

-- Microsite - The new microsite, www.onTreo.com, is designed to be an engaging and entertaining interactive website that allows users to catch a glimpse of what's possible with a Treo smartphone. Users also have the option to learn more about specific Treo features and related partner content within the microsite. The advertising campaign is tagged with the new URL to give new customer prospects a better understanding of the Treo experience in an interactive, virtual environment.

-- Viral Marketing - Palm street teams wearing bright-colored Treo clothing will be deployed in major metropolitan cities to stimulate buzz and excitement around Treo smartphones. The street teams will interact with passersby and offer services such as making a dinner reservation; checking their eBay accounts; ordering tickets to a show; and getting the weather, news and directions, among other things - all on a Treo smartphone.

"By aligning with passion brands such as Amazon, Orbitz and Yahoo!, we're demonstrating that Treo smartphones do much more than the average cell phone," said Scott Hancock, director of marketing communications, Palm, Inc. "We're showing people how easy it is to interact with these sites while mobile. For instance, one ad might simply say 'Buy tickets on Fandango' or 'Orbitz and go' with the corresponding logo appearing on the home screen of the Treo smartphone."

The Palm Treo marketing campaign will show people what life is like with a Treo smartphone and remind them that they don't have to look for an Internet cafe to access the information they want while on the go.

For sample ads from the new campaign, please contact Erin Freeley, A&R Edelman for Palm, Inc., 650-762-2863, efreeley@ar-edelman.com.

About Palm, Inc.

Palm, Inc., a leader in mobile computing, strives to put the power of computing in people's hands so they can access and share their most important information. The company's products for consumers, mobile professionals and businesses include Palm(R) Treo(TM) smartphones, Palm handheld computers, and Palm LifeDrive(TM) mobile managers, as well as software,

services and accessories.

Palm products are sold through select Internet, retail, reseller and wireless operator channels throughout the world, and at Palm Retail Stores and Palm online stores (<http://www.palm.com/store>).

More information about Palm, Inc. is available at <http://www.palm.com>.

(1) Within wireless service coverage area only. Availability and coverage depends upon carrier and the geographic scope of international roaming agreements. Email, messaging and web access requires data services from a mobile service provider at an additional cost.

Palm, Treo and LifeDrive are among the trademarks or registered trademarks owned by or licensed to Palm, Inc. All other brand and product names are or may be trademarks of, and are used to identify products or services of, their respective owners.

SOURCE: Palm, Inc.

Palm, Inc.

Marlene Somsak, 408-617-7451

marlene.somsak@palm.com

or

A&R Edelman for Palm, Inc.

Erin Freeley, 650-762-2863

efreeley@ar-edelman.com

Copyright Business Wire 2006
News Provided by COMTEX

[Close window](#) | [Back to top](#)

© Copyright 2006 Palm, Inc. All rights reserved.

Exhibit G

Links du Jour 12-12-06 Strategic Name Development Product Naming Blog Microsoft Internet Explorer provided by KANE LLP

File Edit View Favorites Tools Help

Back Home Stop Search Favorites Home Stop

Address C:\Documents and Settings\patenece\My Documents\Links du Jour 12-12-06 Strategic Name Development Product Naming Blog.htm

WebContent

Search this blog:

Search

December 12, 2006

Links du Jour 12-12-06

CATEGORIES

- Brand Architecture
- Brand Name Research
- Brand Naming
- Branding
- Company Naming
- Industry
 - Apparel
 - Automotive
 - Beverages
 - Consumer Electronics
 - Durable Goods
 - Financial Services
 - Food
 - Health and Beauty
 - Household Goods
 - Media and Entertainment
 - Pharmaceutical
 - Retail
 - Spirits
 - Sports and Recreation
 - Technology
 - Telecommunications
 - Travel and Tourism
- Linguistics
- Marketing
- Naming
- Naming Rights
- Product Naming
- Slogans
- Taglines
- Trademarking

Mariah Asks Mary Carey for Name Back - The Hollywood Gossip blog has a good post about Mariah Carrey having trouble with a porn actress named Mary Carey. I recent wrote about the dangers of porn and brand dilution, but in this case the porn star is not backing down, stating "I'm ready to battle Mariah over this because I've been Mary Carey for a long time."



What's in a name? A lot - Should The Dallas Cowboy's Drop "Dallas" from their name once they move to Arlington? Paul Bourgeois at the Star-Telegram thinks not.

Palm Treo and Helio Follow Same Road - Palm has launched its Treo smartphone campaign under the tagline "Not just a cell phone. A Treo." I've noted that Helio is running a similar campaign under the mantra "Don't call us a phone company." Seems that being a cell phone is no longer the right positioning for these companies. As I've said before, the term "cell phone" is probably on the way out altogether.



Technorati Tags: [Mariah Carey](#), [Mary Carey](#), [Brand Dilution](#), [Dallas Cowboys](#), [Positioning](#), [Palm Treo](#), [Helio](#)

Posted by William Lozito at December 12, 2006 10:44 AM
 Posted to [Brand Naming](#) | [Branding](#) | [Naming](#) | [Naming Rights](#) | [Taglines](#) | [Trademarking](#)

Bookmark this

SUBSCRIBE

Subscribe to get blog updates in your favorite news reader.

Trackback Pings

TrackBack URL for this entry:
<http://www.namedevelopment.com/movabletype/mt-tb.cgi/3646>

12 tasks remaining Opening page file:///C:/Documents%20and%20Settings/patenece/My%20Documents/Links%20du%20Jour%2012-12-06%205... Internet

Start | Internet - Microsoft Ou... | FW: Can You Try... | Windows Explor... | Publishing (tbl, th... | Links du Jour 12-1... | Document2 - Micro... | 12:25 PM

Exhibit H

mobileTM
magazine

Ads by Google Camera Phone T Mobile Treo Cingular PDA Palm Phone



Mobile Magazine > Handhelds

Palm goes viral, markets the new Treo 680 smartphone

New! Comment | Email | Print | Rate

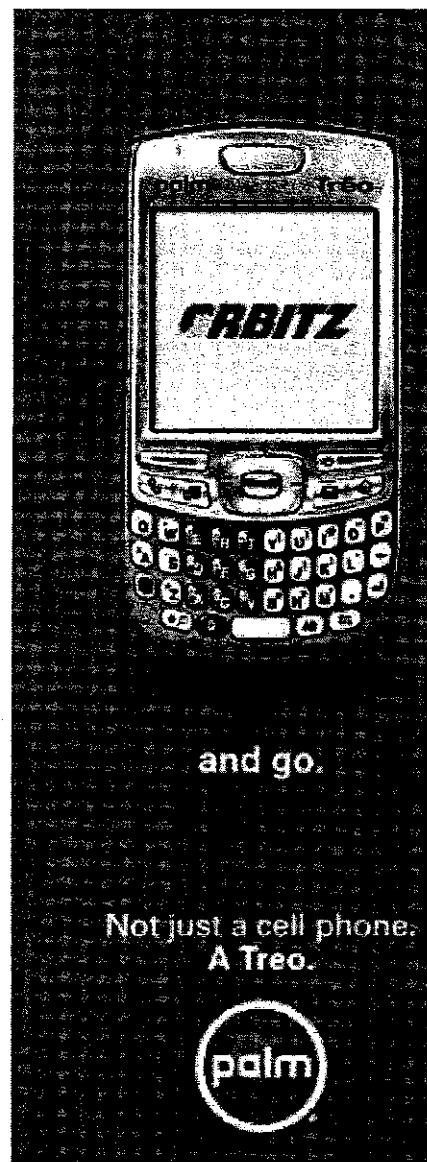
Monday December 11, 2006 6:03 PM EST - By: Michael Kwan



I'm a little (or a lot) disappointed that the new Treo 680 costs as much as it does, but Palm is going full steam ahead marketing their new smartphone, taking just about every route possible to get in your face (and in your pocket), including viral marketing techniques.

Never before have we seen Palm take such a concerted effort in selling a new product, but for the Treo 680 they will be trying their darndest. They'll be advertising with like-minded passion brands such as Fandango, Google, and Orbitz (interestingly, the tagline - Not just a cell phone. A Treo -- is a little too much like Helio's "Don't call us a phone company. Don't call it a phone"). Other techniques include interactive kiosks, the ontreo.com microsite, and, oh yes, viral marketing via "Palm street teams wearing bright-colored Treo clothing."

Remember, when we thought this entry-level PDA phone might even be free? And then Cingular decides that it costs \$199? Top bad for us poor Canadians, it runs a cool \$300 from Rogers Wireless. Maybe this six-month campaign will convince me that the Treo 680 is worth that much.



Read [Via businesswire.com]

Digg This Story slashdot submit

Reader Ratings

Be the first to rate this article.

1 2 3 4 5 6 7 8 9 10

Comments

Name

Email (Will not be shown online)

Homepage

Comment

To prevent automated Bots from form spamming, please enter the text you see in the image below. The strings must match and your browser must support and accept cookies, or your comment cannot be verified correctly.



Recent Headlines

- FCC gives go-ahead to AudioMate wireless audio system- posted on *Monday December 18, 2006 4:29 PM EST*
- Sony Ericsson W200a caught naked at FCC- posted on *Monday December 18, 2006 3:58 PM EST*
- Mitsubishi getting close to Evo X, unveiling cars in Detroit- posted on *Monday December 18, 2006 3:53 PM EST*
- Googlephone in the works?- posted on *Monday December 18, 2006 3:47 PM EST*
- iPhone officially announced, but not by Apple- posted on *Monday December 18, 2006 3:42 PM EST*
- Samsung SCH-W531: CDMA and GSM in one tight FCC-approved package- posted on *Monday December 18, 2006 3:42 PM EST*
- Matracks literally makes a tank out of your SUV (Video)- posted on *Monday December 18, 2006 3:23 PM EST*
- Video: A "monster" of a Zune ad- posted on *Monday December 18, 2006 3:19 PM EST*

Picture-happy Voxtel W740 smartphone packs 4 megapixel cam- posted on Monday December 18, 2006 3:11 PM E
 USB shaver recharges at your desk- posted on Monday December 18, 2006 2:47 PM EST
 NYC cabs to get entertainment suite- posted on Monday December 18, 2006 2:42 PM EST
 Nissan working on successor to Silvia/240SX/200SX- posted on Saturday December 16, 2006 12:46 PM EST
 The world's first 2.5 gigapixel digital picture- posted on Saturday December 16, 2006 12:46 PM EST
 Ford: No to Mustang sedan, wagon. Yes to Interceptor- posted on Saturday December 16, 2006 12:46 PM EST
 Ultra packs 8GB into compact SDHC package- posted on Saturday December 16, 2006 12:45 PM EST
 Video: UMPC running Mac OS X- posted on Saturday December 16, 2006 12:45 PM EST
 Top Tech of the week - 12.15.2006- posted on Saturday December 16, 2006 9:25 AM EST
 Kontron NotePAC weighs a ton, is one crazy laptop- posted on Saturday December 16, 2006 7:54 AM EST
 Ultra-rugged Hammerhead Tablet PC gets FCC nod- posted on Saturday December 16, 2006 7:33 AM EST
 Total recall: Nintendo edition- posted on Saturday December 16, 2006 7:33 AM EST
 Apples and Oranges, together at last- posted on Saturday December 16, 2006 7:33 AM EST
 Sexy portable storage from extra shiny BlackBox- posted on Friday December 15, 2006 9:16 PM EST
 Million-dollar cell phone encrusted with diamonds- posted on Friday December 15, 2006 4:59 PM EST
 Go Skype-ing anywhere with Asus AiGuru S1 wireless music phone- posted on Friday December 15, 2006 4:47 PM
 Belkin SleeveTop protects lap from flaming laptop- posted on Friday December 15, 2006 4:47 PM EST



**Sony VGN-FS660P/W Vaio
Notebook PC**

Infinity Micro

Lowest Price, In Stock at Infinity Micro

Description Best Deals Search Chitika L

Lowest Price, In Stock at Infinity Micro

Powered by

Mobile Magazine ▶ XML Feed ▶ Top 100 Content ▶ Newest 100 ▶ Contact Us ▶ Advertise

© Copyright 2000-2006, Broadband Media Corporation, All Rights Reserved.
Your use of this website constitutes acceptance of the website Privacy Policy.
All trademarks, trade names, service marks, and logos referenced on this site belong to their respective companies.

Fabrizio Pilato

Fabrizio Pilato Fabrizio Pilato Fabrizio Pilato fabrizio pilato fabrizio pilato

