To:	Mrs Jello, LLC (trademark@winthrop.com)
Subject:	U.S. TRADEMARK APPLICATION NO. 85500235 - MASHUP - 15847.1
Sent:	9/6/2012 3:52:10 PM
Sent As:	ECOM117@USPTO.GOV
Attachments:	Attachment - 1
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	Attachment - 5
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UNITED STATES PATENT AND TRADEMARK OFFICE (USPTO)
OFFICE ACTION (OFFICIAL LETTER) ABOUT APPLICANT'S TRADEMARK APPLICATION

APPLICATION SERIAL NO.   85500235

MARK: MASHUP

85500235

CORRESPONDENT ADDRESS:
    BRADLEY J. WALZ
    WINTHROP & WEINSTINE, P.A.
    225 S 6TH ST
    MINNEAPOLIS, MN 55402-4601

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http://www.uspto.gov/trademarks/teas/response_forms.jsp

APPLICANT: Mrs Jello, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :
    15847.1
CORRESPONDENT E-MAIL ADDRESS:
     trademark@winthrop.com

OFFICE ACTION

STRICT DEADLINE TO RESPOND TO THIS LETTER

TO AVOID ABANDONMENT OF APPLICANT'S TRADEMARK APPLICATION, THE USPTO MUST RECEIVE APPLICANT'S COMPLETE RESPONSE TO THIS LETTER **WITHIN 6 MONTHS** OF THE ISSUE/MAILING DATE BELOW.

ISSUE/MAILING DATE: 9/6/2012

This Office action is in response to applicant's communication filed on August 15, 2012. The amendment of the identification of services is acceptable and the requirement has been satisfied. Upon further review, the following issue is noted.

SECTION 2(e)(1) REFUSAL – MERELY DESCRIPTIVE

Registration is refused because the applied-for mark merely describes a characteristic of applicant's goods and/or services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the specified goods and/or services. TMEP §1209.01(b); *see In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005); *In re Gyulay*, 820 F.2d 1216, 1217-18, 3 USPQ2d 1009, 1010 (Fed. Cir. 1987).

The applicant applied to register MASHUP for "Storage of electronic media, namely, audio files, video files, and images."   The definition of the term "mashup" is "a piece of recorded or live music in which a producer or DJ blends together two or more tracks, often of contrasting genres" and refers to "multiple sources or a Web site that combines content and/or scripts from multiple sources is said to be a mashup. The term became popular in the 2005 time frame."   See attachments.

The determination of whether a mark is merely descriptive is considered in relation to the identified goods and/or services, not in the abstract. *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978); TMEP §1209.01(b); *see, e.g.*, *In re Polo Int'l Inc.* , 51 USPQ2d 1061 (TTAB 1999) (finding DOC in DOC-CONTROL would be understood to refer to the "documents" managed by applicant's software, not "doctor" as shown in dictionary definition); *In re Digital Research Inc.*, 4 USPQ2d 1242 (TTAB 1987) (finding CONCURRENT PC-DOS merely descriptive of "computer programs recorded on disk" where relevant trade used the denomination "concurrent" as a descriptor of a particular type of operating system). "Whether consumers could guess what the product is from consideration of the mark alone is not the test." *In re Am. Greetings Corp.*, 226 USPQ 365, 366 (TTAB 1985).

Note the following examples that show mashups is a form of media:

http://thecontentwrangler.com/2010/02/11/the-making-of-a-mashup-compilation-aurally-volume-1/: This website states "Known commonly as mashups (or bastards), these bootleg musical creations are user-generated derivative works created by blending two or more songs, usually by overlaying the vocal track of one song seamlessly over the instrumental version of another."

http://wic.library.upenn.edu/multimedia/tutorials/mashup.html: Many mashup videos are humorous movie trailer parodies.

The trademark examining attorney refers to the excerpted articles from the LexisNexis® computerized database in which "mashup" appeared in reference to music in a number of articles. See attachments. These articles show that "mashup" is a type of music that combines two different elements.

The applicant's mark is descriptive of the services because applicant's "Storage of electronic media, namely, audio files, video files, and images" may be used with mashups. That is, the consumers may use the applicant's storage of electronic media services to store their mashups. Therefore, registration is refused because the mark is merely descriptive of the services.

SUPPLEMENTAL REGISTER

Applicant may respond to this refusal by amending the application to seek registration on the Supplemental Register. A mark in an application under Trademark Act Section 1(b) is not eligible for registration on the Supplemental Register until an acceptable amendment to allege use under 37 C.F.R. §2.76 has been filed. 37 C.F.R. §§2.47(d), 2.75(b); TMEP §§815.02, 1102.03. When a Section 1(b) application is successfully amended to the Supplemental Register, the effective filing date of the application will be the date on which applicant met the minimum filing

requirements of 37 C.F.R. §2.76(e) for the amendment to allege use. 37 C.F.R. §2.75(b); TMEP §§816.02, 1102.03.

/Ramona Ortiga Palmer/
Ramona Ortiga Palmer
Law Office 117
571-272-9715
ramona.ortiga-palmer@uspto.gov

TO RESPOND TO THIS LETTER: Go to http://www.uspto.gov/trademarks/teas/response_forms.jsp. Please wait 48-72 hours from the issue/mailing date before using TEAS, to allow for necessary system updates of the application. For *technical* assistance with online forms, e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned trademark examining attorney. **E-mail communications will not be accepted as responses to Office actions; therefore, do not respond to this Office action by e-mail.**

All informal e-mail communications relevant to this application will be placed in the official application record.

WHO MUST SIGN THE RESPONSE: It must be personally signed by an individual applicant or someone with legal authority to bind an applicant (i.e., a corporate officer, a general partner, all joint applicants). If an applicant is represented by an attorney, the attorney must sign the response.

PERIODICALLY CHECK THE STATUS OF THE APPLICATION: To ensure that applicant does not miss crucial deadlines or official notices, check the status of the application every three to four months using Trademark Applications and Registrations Retrieval (TARR) at http://tarr.uspto.gov/. Please keep a copy of the complete TARR screen. If TARR shows no change for more than six months, call 1-800-786-9199. For more information on checking status, see http://www.uspto.gov/trademarks/process/status/.

TO UPDATE CORRESPONDENCE/E-MAIL ADDRESS: Use the TEAS form at http://www.uspto.gov/teas/eTEASpageE.htm.

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August 29, 2012 Wednesday

SECTION: ENTERTAINMENT

LENGTH: 1085 words

HEADLINE: Latin-fusion reggae DJ Stepwise asks dance-lovers to step into his temp office at the Jam Friday

BYLINE: Myles Cochrane/Tri-City Weekly

BODY:

...actually got to interview him at the Sierra Nevada World Music Festival last year and he's even more amazing one on one. He reminded me of a veteran jazz or blues musician, all smiles and very to the point.

Q: I believe it. So what have you been working on lately that sort of surprises you when it comes to the direction of genre?

A: In the last couple of years there's been a trend of fusing electronica with organic **music** -- new genres like Digital Cumbia or Major Lazer-ish reggae are good example -- and I gotta admit that I started to get a bit sucked into it this past year, remixing classic reggae and Latin songs with heavier electro drums and such. I used to be really into the remix-**mashup** thing, releasing my own bootleg **mashups** on 45s and the whole 9, but haven't really been inspired to go there again until this trend came along. Anyway, not too many of my new remixes have seen the light of day but who knows, maybe I'll start releasing them again at some point.

Q: Hopefully. You're a worldly dude, many would say. Where would you say is your "home away from home"?

A: I have a few ...

July 22, 2012 Sunday
FINAL EDITION

SECTION: TRAVEL; Pg. 6R

LENGTH: 689 words

HEADLINE: Swimming ponies and garden lights;
day trips

BYLINE: By Kate Godwin, The Baltimore Sun

BODY:

...Admission is $3 for adults, free for attendees ages 14 and under. Festival hours are noon-11 p.m. Friday and Saturday and noon-9 p.m. Sunday. For more information call St. George's Greek Orthodox Church at 410-524-0990 or visit stgeorgeoc.md.goarch.org

New York City

Catalpa Music Festival

This summer marks several new **music** festivals along the East Coast, including the Catalpa **Music** Festival in New York. Rapper Snoop Dogg headlines along with the Black Keys, TV on the Radio and pop **mashup** DJ Girl Talk. Artists will perform against the New York City skyline at the two-day, 50-band festival, which features musicians that traverse a broad variety of genres and styles from rock and indie to reggae, hip-hop and electronic.

Admission is $179.99 for a weekend pass, $99.99 for daily admission. Concerts begin at 1 p.m. and end at ...

July 17, 2012 Tuesday
CITY-D Edition

SECTION: PHILADELPHIA; P-com News Local; Pg. B03

LENGTH: 657 words

HEADLINE: Kevin Riordan: High school senior follows father's tradition of spinning records

BYLINE: By Kevin Riordan; Inquirer Columnist

BODY:

...music of all kinds has grown, celebrity DJs like Aoki, Tiesto, and David Guetta have headlined shows in Las Vegas and Atlantic City.

"DJing is essentially a live performance," notes Darien, who has his own website - djdseid.com - as well as a signature look and logo.

"You're creating something no one's ever heard before," he adds. "There are so many things you can do, effects-wise, to manipulate the **music** and make it your own. The **mashup** mixes I do are a way to make two favorite songs into one super song."

Darien's taste is broad, like his dad's. He spins pop hits, vintage hip-hop, house, trance, even classic rock - albeit in the form of remixes, like one that transforms Steppenwolf's "Magic Carpet Ride" into a jittery electro explosion.

In addition to learning the basics at home, Darien went to ...

June 7, 2012 - June 13, 2012

SECTION: Pg. 23 No. 1215

LENGTH: 338 words

HEADLINE: Love Is Dumb

BYLINE: Davis, Chris

BODY:

...out-of-the-closet "gleek."

That was the first word he used to describe himself in a telephone interview. For those not hip to the lingo, gleek is a proudly self-deprecating word used to identify hardcore fans of Glee, Fox TV's popular show about teen identity and the age-old conflict pitting jocks and cheerleaders against theater goobs and glee-club geeks. The production numbers, often pop-**music/**musical-theater **mashups,** are epic, and Holden says they are the inspiration for his recent work as director for Out Tonight, the Emerald Theatre Company's annual cabaret.

Patriot News (Harrisburg, Pennsylvania)

May 31, 2012 Thursday
FINAL EDITION

SECTION: GO! EXPRESS; Pg. U01

LENGTH: 1383 words

HEADLINE: Summer ARTS Preview

BYLINE: DAVID N. DUNKLE;DAVIDDUNKEL@PATRIOT-NEWS. COM

BODY:

...one-day street festival on the East Coast. Annually, it attracts about 70,000 visitors. Jubilee Day, which takes place this year from 10 a.m. to 9 p.m. on June 21, features music, food, games and arts and crafts.

Celtic Fling and Highland Games Lancaster County's Renaissance Faire presents the 14th annual Celtic Fling and Highland Games (June 23-24), a **mashup of music,** dance, storytelling, drinking and competitions such as the stone toss and caber toss, all celebrating Celtic culture. Admission is $26.95 for adults, $10.95 for children, with two-day passes available for $35 adults and $15 children.

THEATER

Theatre Harrisburg will stage Stephen Sondheim's musical romance "A Little Night Music" June 1-17 at Whitaker ...

Charlotte Observer (North Carolina)

May 1, 2012 Tuesday

LENGTH: 505 words

HEADLINE: Visual art meets music, bringing 'Bolero' to life in 3-D video

BYLINE: Steven Brown; sbrown@charlotteobserver.com

BODY:

Matthew Weinstein had loved Walt Disney's "Fantasia" every since he was a boy. Now he was grown-up - an artist specializing in 3-D video. Disney's **mashup** of symphonic **music** and animation was back on his mind.

April 15, 2012 Sunday

SECTION: METRO; Pg. 7B

LENGTH: 467 words

HEADLINE: 'Going Hollywood,' UE's production, drips with disdain

BYLINE: Roger McBain, mcbainr@courierpress.com, 812-464-7520. Evansville Courier & Press

BODY:

...smug egotism and crippling self-doubt.

For all that, the story takes its time to wind up before striking its stride

The 36-member cast delivers an impressive recreation of the style of the era, the pace of the action and the zipping tone of Kaufman and Hart's smart, sharp dialogue.

And Austin Pettinger's period costuming and Erich Renschler's rolling scenic design reflect the satin and tinsel of Hollywood when movies first learned to talk. The **mashup** of styles represented in the live **music** that punctuates the play may be innovative, but it's also a bit of head-scratcher.

In some instances it distracts from the pace and the style of a vintage show that, at more than 2-3/4hours (with two intermissions), doesn't need any interruptions.

IF YOU GO

What: "Once in a Lifetime"

When: Through April 22, playing at 2 p.m. Sundays, 7:30 p.m. Thursday, Friday, Saturday

Where: The University of ...

March 11, 2012 Sunday
TWO STAR EDITION

SECTION: SPORTS; Pg. D-14

LENGTH: 780 words

HEADLINE: GYM HISTORY FOR WIEBER, BUT BUZZ WENT TO DOUGLAS

BYLINE: From wire dispatches

BODY:

...branch and a diploma by Greece's King George I for his Athens victory in the 25-mile race -- slightly shorter than the modern marathon. The engraved 6-inch cup has been in Louis' family for 116 years.

British invasion and more

Britain may not dominate the podium this summer, but it will rule the closing ceremony, an all-British spectacular celebrating the country's **music** "from Elgar to Adele." Organizers have announced that the ceremony theme will be "A Symphony of British **Music**" and will include established and up-and-coming artists performing an "elegant **mashup** of British **music**" packed with recognizable songs arranged in a symphonic structure, according to ceremony artistic director Kim Gavin.

Elsewhere

Brazilian table tennis player Hugo Hoyama, 42, has qualified for his sixth Olympics, equaling his country's record. ... The U.S. Olympic Committee will turn Times Square in New York into a mini Olympic village April 18 to celebrate the start of the 100-day countdown to the ...

The Lexington Herald Leader (Kentucky)

February 9, 2012 Thursday

SECTION: T; Pg. 20

LENGTH: 818 words

HEADLINE: Lexington Ballet celebrates Black History Month in an original way

BYLINE: Robert Parks Johnson; Contributing Writer

DATELINE: February 9 2012

BODY:

But besides being a **mashup** of seemingly contradictory dance and **music** styles, Ion Dance is unconventional in that even though it's a celebration of black culture, there are no black dancers onstage. Four Lexington actors who play iconic musicians and composers will be the only black people on the stage.

Lexington Ballet artistic director Luis Dominguez says he is painfully aware of that. ("I'm loving that you're touching on this subject," he tells a reporter.)

Dominguez, a ...

LENGTH: 360 words

HEADLINE: Sting goes to town at Prime Italian;
Scene in the Tropics

BYLINE: Lesley Abravanel; lank@aol.com

DATELINE: November 14 2011

BODY:

...dessert.

Alex Rodriguez had dinner Sunday night with his ex-wife Cynthia at Meat Market. The couple sat at the bar, enjoying cocktails, salad and seabass. Talking about the kids?

Art Basel hasn't even started yet, but we have it on excellent authority that a major celebrity scene during the frenetic fanfare will be YogArt at the Loews Miami Beach, a **mashup** of yoga, live **music** and art. Starting Nov. 30, the morning and sunset classes already have some big-name students planning to attend -- Lenny Kravitz and yoga aficionado Russell Simmons. The first two sunset classes ($50) will feature live performances by singer/songwriter Trevor Hall. All other classes are $40. To sign up or for complete schedule, go to www.yogartevent.com.

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mash-up or **mash·up** (măsh'ŭp')
n.

An audio recording that is a composite of samples from other recordings, usually from different musical styles.

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mashup [ˈmæʃʌp]
n

(Music / Pop Music) a piece of recorded or live music in which a producer or DJ blends together two or more tracks, often of contrasting genres

[from MASH blend + UP]

Collins English Dictionary – Complete and Unabridged © HarperCollins Publishers 1991, 1994, 1998, 2000, 2003

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Mashup Patterns by *California Bookwatch*

Emerging **mashup** innovations such as cross domain XHR and OAuth offer many benefits to online users, but also introduce new threats," said SafeMashups Founder and CEO Ravi Ganesan.

ENTRUST/SAFEMASHUPS PROTECT "MASHUP" PROTOCOLS by *Computer Protocols*

And sometimes, he does this all at the same time, creating **mashups** of disparate songs such as Journey's "Don't Stop Believing" and Lady Gaga's "Just Dance.

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mashup

A mixture of content or elements. For example, an application that was built from routines from multiple sources or a Web site that combines content and/or scripts from multiple sources is said to be a mashup. The term became popular in the 2005 time frame.

Mashup Contest

Set up as a competition, the first "Mashup Camp" was sponsored by Adobe, AOL, Sun, Microsoft, Google, Yahoo! and others. It was hosted at the Computer History Museum in Mountain View, California in February 2006. The winning mashup was Podbop (www.Podbop.org), which combined a concert event locator site with MP3 samples of the upcoming bands. Second place went to ChicagoCrime.org (www.chicagocrime.org), which showed crime locations in Chicago by mashing up the crime data with Google Maps.

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And sometimes, he does this all at the same time, creating **mashups** of disparate songs such as Journey's "Don't Stop Believing" and Lady Gaga's "Just Dance. *WHAT YOU'RE LISTENING TO* by *Telegram & Gazette (Worcester, MA)*

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Mashup (digital)

From Wikipedia, the free encyclopedia

A **digital mashup** usually is in reference to:

1. Digital media content containing any or all of text, graphics, audio, video and animation drawn from pre-existing sources, to create a new derivative work. Digital text mashups like the comedic mashup, The Art of War Against Fat, appear by the thousands every day as users of blogs and online forums copy and paste digital text in juxtaposition to comment on topics of interest. Digital mashups represent a new phase in the re-use of existing works not so much conceptually as in ease of use. The creation of digital media formats such as ASCII text, Redbook audio, JPEG images and MPEG video has made it far easier for potential mashup creators to create derivative works than was the case in the past, when significant technical equipment and knowledge was required to manipulate analog content.[1] A major contributing factor to the spread of digital mashups is of course the World Wide Web, which provides channels both for acquiring source material and for distributing derivative works, both often at negligible cost.[2] Current widespread practices of creating digital mashups have raised significant questions of intellectual property and copyright, which have been addressed by Lawrence Lessig, among others.[3] While questioning the law, mashups are also questioning the very act of creation. Are the artists creating when they use other individuals' work? How will artists prove their creative input?

2. Web or cloud computing based applications are a combination of separate parts brought together with the use of the open architecture of public Application Programming Interfaces API. For example, a mashup between Google Maps and Weather.com could be made available as an iPhone application, where the content and context of that content are drawn from outside sources through the published API.

application, where the content and context of that content are drawn from outside sources through the published API.

Notes   [edit]

1. ^ Thill, 2008: DJ Spooky comments on the shift from analog to digital mashup
2. ^ Berman et al.: Internet technologies and digital mashup
3. ^ Lessig 2001

References   [edit]

- "Do the Mixed-Up Movie Mash, by Michael Hill and Jennifer Dudley". The Courier Mail (Australia), March 9, 2006, FEATURES, p. 17.
- "DJ Spooky: How a Tiny Caribbean Island Birthed the Mashup, interview with Scott Thill". Wired magazine 7/12/2007. 2007-07-12. Retrieved 2008-01-21.
- "Navigating the media divide: Innovating and enabling new business models". Saul J. Berman, Steven Abraham, Bill Battino, Louisa Shipnuck Shipnuck and Andreas Neus, 2007: IBM Institute for Business Value study. Retrieved 2008-01-21.
- "The Future of Ideas", Lawrence Lessig, 2001, On-line version (PDF, free, under a Creative Commons Attribution-Noncommercial licence)

Categories: Multimedia

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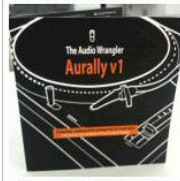
THE MAKING OF A MASHUP:
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SCOTT ABEL, THE AUDIO
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By Scott Abel, The Content Wrangler, aka The Audio Wrangler

What do you get when you cross Pink Floyd with Christina Aquilera? How about a little Elvis with your Public Enemy? Or some Cher on top of This Mortal Coil? Although it may sound a little frightening, pairing musical groups and vocalists together in unorthodox ways can yield some pretty incredible audio sensations.

Known commonly as **mashups** (or *bastards*), these bootleg musical creations are user-generated derivative works created by blending two or more songs, usually by overlaying the vocal track of one song seamlessly over the instrumental version of another. This technique makes it possible to create a new music product by combining, for instance, the *a cappella* version of "Hurt" by Christina Aquilera with the instrumental "Is there anybody out there?" by Pink Floyd. The result, when done well, yields a beautiful new audio product – in this example, a mashup entitled "Is There Anybody Hurt There?" by the mashup artist Okiokinl.

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I use music mashups in conference presentations, workshops, and during consulting assignments, to teach my clients (organizations struggling to get a grip on the documents, web pages, marketing brochures, and other information products they produce) about content reuse, XML authoring, component content management, and content personalization. I use music mashups as an example because it's the easiest way to help people understand these concepts and it's something most — if not all — humans have experience with in one way or another.

How do you make a music mashup?

There are various ways to make a music mashup based on two songs. They can be created digitally on a personal computer using software designed to facilitate the mixing of music files together such as Apple Garage Band, which allows user to mix and record music from multiple sources. Music mixing software — of which there are many varieties at varying price points — provides a granular level of control that is difficult, if not impossible, to obtain using traditional music mixing methods.
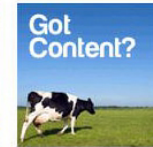
level of control that is difficult, if not impossible, to obtain using traditional music mixing methods.

Mashups can also be created using a more traditional remixing approach. This method requires two turntables (or two CD players), a dj mixing board (a type of audio control panel that provides the dj control of what music is being played, its volume, bass, treble, midrange, as well as its tempo, calculated in beats per minute or bpm), headphones, and a recording device like a CD burner. Inexpensive modern mixing boards like the Numark iDJ2 provide an iPod interface, allowing you to mix music directly from your iPod (without the need for CD players, turntables or other music inputs) onto the recording device.

NUMARK IDJ2 IPOD MIXING BOARD

More complex mashups may involve a hybrid approach that utilizes a variety of approaches and may even incorporate other techniques including live vocals, music, and spoken voice.

How I created my mashup compilation
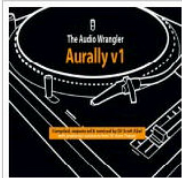
AURALLY VOLUME 1 - A BOUILLABAISSE OF SOUND, JAM-PACKED WITH SONGS YOU MAY RECOGNIZE, BUT IN NEW AND UNEXPECTED WAYS. A DOWNTEMPO MASHUP CONTINUOUS MIX BY DJ SCOTT ABEL.

Aurally Volume 1 is a mashup compilation – a series of mashups (created by other artists) that I weaved together using the Numark iDJ2 mixing board, a home stereo system (amplifier, CD recorder, speakers), a video iPod, a MacBook Pro, and a series of carefully selected mp3 files (the mashups).

The art of selecting, sequencing and mixing the tracks together to create the final product is what I enjoy when making a compilation. It's an art form that relies on timing, feelings and emotions, as much as musical knowledge and technical ability. It's not something everyone can do well. In fact, the mashup databases are littered with good examples of bad mashups. Here's an example. It's called "Bringing Back Sexy Knights" (Justin Timberlake vs Knight Rider Theme Remixed) by DJ Skip ► ♪

To create my compilation, I first determined the theme (or flavor) of the mix. I decided to deviate from my comfort zone. Usually, I tend to create hiNRG, continuously mixed dance compilations, which involve a technique known as beat-matching. But this time around I decided on a downtempo vibe — a collection of mellow songs, with the occasional uptempo track included for good measure. The goal of a downtempo mix is to create a listening experience by weaving the tracks together in a way that is both interesting and musically pleasing.

To create my continuous mashup mix compilation, I performed the following tasks:

1. Scanned online mashup databases for mashups
2. Listened to each mashup and downloaded those that were candidates for inclusion in the compilation into iTunes
3. Recorded metadata about each mashup I planned to use. (Note: I recorded this metadata in iTunes, but you could do it in a spreadsheet or on a piece of paper). Metadata included:
   - Name of mashup artist/dj who created the mashup
   - Name of mashup (usually a combination of the original song titles repurposed to create a new mashed up title)
   - Titles of the original songs and artists included in the mashup
   - The total length of the mashup in minutes and seconds
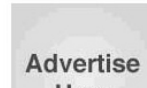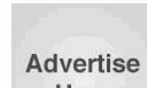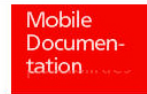
- The total length of the mashup in minutes and seconds

4. Created a draft line-up (the order in which each mashup would be included in the mix); I use a piece of paper for this, but you could use a spreadsheet or a text document to accomplish the same goal
5. Played each mashup, paying special attention to the beginning and ending of each mashup in order to identify places where the mashup had a natural break, or a change of tempo, that might make a good place to introduce the next mashup in the mix — aka seque
6. Recorded the exact time (in minutes and seconds) of the seque on my draft line-up
7. Fired up the mixing board and my iPod
8. Rehearsed the mashup following the draft line-up, making changes to the segues and switching the order of the mashups in the line-up until I was happy with the final product
9. Created the final line-up
10. Recorded the final mashup compilation mix (as documented in the final line-up) onto compact disc
11. Copied the compilation file (an .mp4 file) to iTunes
12. Listened to the entire compilation
13. Satisfied with the end result, I used iTunes to convert the .mp4 file to .mp3

Finding mashups

Finding the mashups to include on a compilation is a time-consuming process. I searched music libraries, peer-to-peer networks, music industry blogs, Facebook and MySpace pages, and websites dedicated to cataloging and writing about mashups. I downloaded hundreds of mashups – a more difficult and time-consuming task than you might imagine. Some sites provide an ability for you to download a mashup with one click. Others require you to right-click, then select a destination for the file. And still others trick you into thinking you're going to download the file with a single click, but they really are trying to get you to register for (and often purchase) a service. To add to the frustration, many sites are advertising-based. They display a series of never-ending pop up ads, some of which start off by playing bandwidth hogging video that sometimes causes your browser to crash, forcing you to start all over again.

Once I accumulated a large selection of mashup files, I began the screening process. This is perhaps the most time-consuming part of making a solid compilation as it requires you to listen to each track and determine if you have an interest in keeping it, or whether you should delete it. If you're like me, you can get wrapped up in the music and lose track of time, so it's best to try and stay focused on the task at hand.

The Ingredients in Aurally: Volume 1

Here's a listing of the mashups I included in my compilation (including the metadata described above):

1. **"Strictly Safe From Rock-n-Roll"** by Apollo Zero
   - Ingredients: Bent "Strictly Bongo", Britney Spears "I Love Rock-n-Roll", Christina Aquilera "Beautiful", Paris Hilton "Nothing in this World", Simple Minds "Belfast Child", Massive Attack "Safe From Harm", K-Tel Records "Dance Lesson Intro".

2. **"Turn Up The Club Ghetto"** by Okiokinl
   - Ingredients: Elvis Presley "The Ghetto", Public Enemy "Bring the Noise/Terminator X", and DJ Rob "Clubbed to Death".

3. **"Is There Anybody Hurt There?"** by Okiokinl
   - Ingredients: Christina Aquilera "Hurt" and Pink Floyd "Is There Anybody Out There?".

4. **"Safari Love"** by Loo & Placido
   - Ingredients: The Beatles "Because the World is Round", Aretha Franklin "Who's Zoomin' Who?", The Pixies "Where is My Mind?" and Elton John "I Want Love".

5. **"You Won't See You're All That I Need"** by DJ Nite
   - Ingredients: Marvin Gaye and Tammi Terrel "You're All I Need to Get By" and The Beatles "You Won't See Me".

6. **"If This Isn't Numb"** by Ministry of Mashed Sound
   - Ingredients: The Pet Shop Boys "Numb" and Jennifer Hudson "If This Isn't Love".

7. **"Apologize Life"** by Winkar Lopez
   - Ingredients: One Republic featuring Timbaland "Apologize" and Julie McKnight "Diamond Life".

8. **"Jude'll Fix It"** by Phil Retrospector
   - Ingredients: The Beatles "With a Little Help From My Friends", Jim Sturgess "Hey Jude" and Coldplay "Fix You".

9. **"Walk on By 'Cuz I'm Not Your Steppin' Stone"** by Matt Bland
   - Ingredients: Dione Warwick "Walk on By" and Duffy "Stepping Stone".

10. **"Sunshine on My Foolish Ocean"** by Apollo Zero
    - Ingredients: John Denver "Sunshine on My Shoulder", This Mortal Coil "Song to the Siren", Sheena Easton "Foolish Heart", Cyndi Lauper "Come on Home", Dolly Parton "God's Coloring Book"

11. **"Funk That Shit: Believe in Glorybox"** by Funk That Shit Productions
    - Ingredients: Cher "Believe" and Portishead "Glory Box".

12. **"Bootjful Prudence"** by Autopilot

well together. This is the tricky part. It involves understanding the emotional and dramatic impact of music, it's tone, tempo, style, vibe, and flavor. These are not things you can easily learn. I think, like being able to sing, paint, sculpt or draw, it's something you either have inside you — or you don't. That doesn't mean you can't learn the techniques used by djs, mashup artists and remixers. They can come in handy for a variety for purposes.

Elapsed time to create this compilation…well, we won't go into that. Let's just say, it was days, not hours. Your mileage may vary. It's a creative endeavor that involves lots of emotional judgements that are hard to describe. Suffice it to say that artists can't be rushed when they are practicing their craft. Sometimes it comes to you quickly and other times, it's a painful process — a trial and error experiment.

Aurally: Volume 1

Here's the final product. Give it a listen. Then, let me know what you think by leaving a comment at the end of this article. If you like what you hear, join my DJ Scott Abel (The Audio Wrangler) fan page on Facebook where you can listen to and download my other mashup mixes.
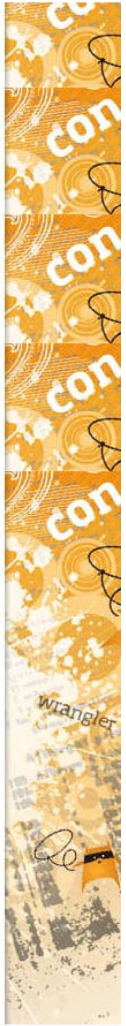
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Making Your Own Affiliate Script Mashup

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How Can An Affiliate Mashup Script Benefit Your Website?

A mashup store combines the content and information from a variety of locations and places it in a single spot, in this instance your store. This provides something of a one-stop shop. Individuals can see what books are available and coming out from Amazon, what auctions are up on Ebay, videos and tutorials from places like Youtube all in data feeds that appear directly on your website.

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A Mashup Script Example Using Google Map...   An Example Of An Affiliate Mashup Script...
What's The Best Way To Get An Affiliate...   Get More Information on Affiliate Script...
What Do You Think About Affiliate Mashup...

More

For some background on the uses of affiliate mashup scripts, have a read through this affiliate mashup stores lens.

by overt595

Having started with Build A Niche Store and the Ebay Partner Network, I'm finding affiliate mashup stores an exciting and interesting way to increase... more »

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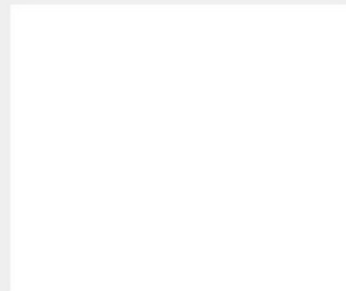
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Writing mashup scripts for a mashup site is not as taxing as it seems. In fact, it can be incredibly easy to do and can have you up and running in only a few minutes. Most of the affiliate sites are going to provide the individual script necessary to bring content from their page.

Mashup scripts combine content from all over to create a dynamic and updated site full of relevant products. This helps to create a site that visitors will want to view. It also helps you to generate an increased amount of traffic from a number of different sources in addition to **your** already established userbase. Visitors love to be able to watch a video on how to use a product, see what is available on the auctions, or where they can find the best books with information on the topic of their choice.

An affiliate script mashup combines the content and information from a variety of locations and places it in a single spot, in this instance **your store**. This provides something of a one-stop shop. Individuals can see what books are available and coming out from Amazon, what auctions are up on Ebay, videos and tutorials from places like Youtube all in data feeds that appear directly on **your** website.

A pre-made affiliate mashup are sites that have already been created and tested and are ready to go. All that needs to be done is place the appropriate affiliate information into the script and upload the script to **your** website. You can even obtain pre-made keyword lists that will assist you in making sure that the content that appears on **your** site is relevant.

If you are looking to create **your** own affiliate mashup, a good tutorial will tell you everything you need. You can find both written and video guides that can show you how to write **your** own script and simply insert the specifics from **your** particular affiliate sites. In addition to creating **your** script, you will also want to create **your** keyword list. **Your** keyword list will be what pulls the information from **your** affiliates into **your** affiliate mashup. It also helps to coordinate all the data so that the information from each of the affiliates matches. This allows **your** visitors to watch videos on **your** product or relevant content, view auctions, see the latest books or relevant material; even Google and yahoo have affiliate programs that can become part of **your** affiliate mashup.

There are many stores, like http://www.midnightplaytime.com, which are starting to use this method not only to build traffic but also to make the site more versatile and relevant for visitors. The idea is to encourage visitors to browse the site, increasing the chance of a sale but also to tell their friends, family and associates.

Creating a mashup **store** on **your** blog can quickly be done by locating scripts that provide you with the information necessary to place this content on **your** blog. You can find these scripts by checking the affiliate information on the individual websites, doing a quick internet search for creative commons script or purchasing a custom made script for **your** site - read through this mashup **store** guide for more details.
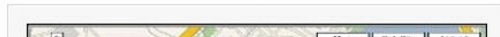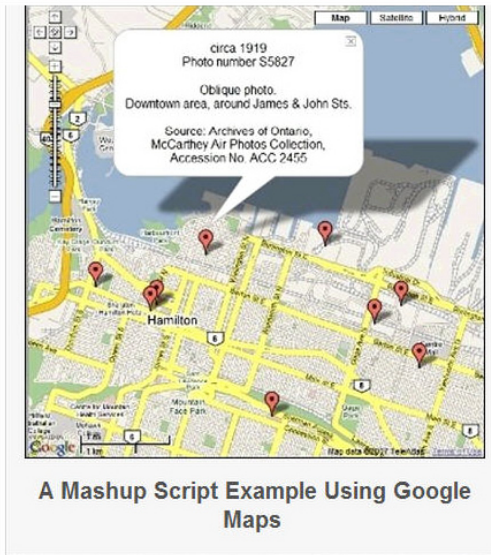
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A Mashup Script Example Using Google Maps

An Example Of An Affiliate Mashup Script In Action

This is an example of using the admin panel to quickly configure a site using the Affiliate Mashup Store's script. If you follow the link below you can download a free version of this script to try out for yourself.

What's The Best Way To Get An Affiliate Mashup Script?

There are lots of different options, tools, and approaches to integrating an affiliate mashup with **your** own website - or even creating an entire affiliate mashup **store**. What do you think is the best approach?

| 1 | ‎ | **Have a custom affiliate mashup script created for you** |
| | | 2 points |

| 2 | ‎ | **The Blueprint Project** |
| | | http://www.squidoo.com/the-blueprint-project-black more...   1 point |

| 3 | ‎ | **Use a free script** |

3   ⌄   Use a free script
             0 points

4   ⌄   Use tools from an affiliate program
             0 points

5   ⌄   Buy an affiliate mashup script
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             The Blueprint Project more...   0 points

7   ⌄   The Blueprint Project
             The Blueprint Project more...   0 points

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Get More Information on Affiliate Script Mashups

There are a number of different ways of integrating an affiliate mashup into your site. You can even build a website that's purely an affiliate mashup store, and there are scripts and tools that can help you accomplish this. Have a read through these guides for more information.

Affiliate Mashup Store

The Affiliate Mashup Store, where can you buy a comprehensive and full featured affiliate mashup script. There's also a free version that can be downloaded and used to quickly build an affiliate mashup store. Give it a go and see how powerful this can be!

Building Mashup Scripts

Building mashup scripts for a mashup store is not as difficult as it seems. In fact, it can be incredibly easy to do and can have you up and running in only a few minutes. Most of the affiliate sites are going to provide the individual script necessary to bring content from their page.

Using Affiliate Mashups To Add Depth To Your Site

The world of internet marketing and web-based business is highly competitive. In fact, it can be even more competitive then location based marketing because you are not just competing with the store across the street. You are competing with the world everyone from small businesses, to international locations for the same products you sell can be found on the internet. This is where mashup scripts and a mashup store can help you rise above the competition.

Using Pre Made Affiliate Mashups

Affiliate mashups are some of the newest and hottest ways to increase traffic and bring in business to your website. They are easy to create and use and because of their popularity, there are a number of pre made affiliate mashups. There are also developer websites such as the Commission Junction API Store that provides scripts and information on creating these affiliate store scripts.

Mashup Man's affiliate mashup reading list

Mashup Man has a good reading list of mashup resources - it's well worth your time exploring his links to get more information on affiliate script mashups.

get more information on affiliate script mashups.

Free Affiliate Mashup Stores PDF Guide
A free guide that shows you not only how to build an affiliate mashup store, but also how to promote it, using powerful and free SEO techniques and tools to drive traffic to your mashup store and increase sales.

What Do You Think About Affiliate Mashups?

How relevant do you think affiliate mashups are to your existing website or blog? Do they add something new and valuable to your visitors, or are they just rehashing old content?

Add your comment…	**Submit**

DongMei Dec 4, 2009 @ 3:19 pm   Reply

Very interesting. It is not a subject I know much about but will certainly look into it more. Thanks.

blogmasters Oct 23, 2008 @ 9:41 am   Reply

Another information filled Lens. Good work keep spreading the word on the benifits of building mashups.

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COLUMN

Data mashups meet business intelligence: "Bashups" explained

Published: 30 Apr 2008

The term "mashup" started in the music world but has rapidly been adopted in the World of the Web to mean an application that combines data from different sources into a whole new application.

Data mashups are one of those brilliantly elegant synergies that appear once in a blue moon. The Web now offers many services -- from Google Earth to real estate listings. Each has its own value, but mash them together and new synergies appear. You can, for example, create a map that shows all the houses for sale that are within walking distance of a particular school, or all the gas stations within the range of the fuel left in your tank.

Although many mashups are map-based, they can coalesce other kinds of data, too. For example, if you're looking at a book by an author at an online bookstore, a mashup might also show you the author's

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an online bookstore, a mashup might also show you the author's
bibliography and biography drawn from another site.

Understanding data mashups within the enterprise

To date, mashups have been traditionally implemented as publicly
exposed websites funded by advertising. That's fine, but don't overlook
the fact that data mashups can have huge commercial value within an
enterprise, safely concealed from prying eyes and secured behind the
firewall. Let's start with the obvious (to me, anyway) – spatial data
being combined with a mapping service.

Two prime examples of

mapping services are Google Earth and Microsoft's Virtual Earth, both of which have map views and satellite photographic images of the Earth's surface, often in startling detail. Both these mapping all-stars are free, and both have APIs that can be accessed with a few lines of code. If **your** data includes spatial data as latitude and longitude -- the locations of **your** stores or customers, perhaps -- these can be sent to the API and surfaced as points on a map. So, just as external **mashups** can plot sushi restaurants, you can combine **your** business data with one or more of the externally available services. This can give a workforce detailed maps that display distribution centers, **store** or rental locations, sales in different territories and so on. In other words, if you have spatial data in **your** operational systems, you can display it visually at almost no cost.

So data **mashups** are not just toys, they can be serious business tools. But what have they got to do with business intelligence (BI)? Everything!

BI is about turning data into information. If we want to get philosophical about this, we can argue that plotting spatial data onto a

philosophical about this, we can argue that plotting spatial data onto a map is, all by itself, an example of BI because it makes the data much more accessible to the user and therefore turns it into information.

But it gets even better because BI systems are already very good at sifting through (and/or aggregating) huge volumes of data and turning it into information. If we combine this with mapping, we can get a huge increase in the understandability of the information for very little effort.

Mashing up analytical business intelligence data

For example, suppose you are interested in the effect an advertising spend is having citywide. Your company invested in renting several prominent and expensive billboards in a city to advertise your latest products. Your current BI system can probably return the percentage sales growth by city area over the last month as a list of raw numbers from which you can create a graph and work out whether your billboards are earning their keep. Alternatively, you could mash up the same values as a heat map laid over the city and see instantly whether the high growth correlates with the billboards' locations.

More on business intelligence

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With services like Virtual Earth and Google Earth, you can do this across one city, the country, the continent or the world. Better yet, all that mapping comes free of charge. And it keeps on getting better.

Business intelligence is also about turning information into a business advantage

Now suppose that your BI system tells you that, in the past, sales of hot dogs double whenever the local baseball team plays at home after winning three games in a row. It's a fascinating factoid, but it doesn't make you any extra profit unless you can get the extra dogs to the relevant stadium in time for the right game. Your company is very unlikely to store baseball results, but there are plenty of sites out there that do. And there are plenty of shipping companies that provide data about trucking availability and pricing. On its own, your BI system is simply predicting the future. But mash up that prediction with these external data sources and suddenly your BI system is able to predict the future in a way that you can act on quickly to increase profits.

But isn't all this hard to do?

Details. OK, so the mapping is free, but there is still the development cost and that has to be paid for. I have recently been working on one such project, and so I tried to (as accurately as possible) estimate the cost of developing a "bashup," my way of describing BI plus a data mashup.

The BI system in question was fully operational before we started. It's composed of a data warehouse that pulled together data from disparate sources and a BI system that could extract analytical data consisting of sets of spatial coordinates.

The development team for the bashup was just a database programmer and a Web programmer. In a total of five developer days, those two people created a Web service to extract the data from the database, the necessary stored procedures and views on the database, and the bashup that sent the data to Virtual Earth and displayed the result.

The Web service and the bashup were each about 75 lines of code (ignoring the machine-generated lines that take no effort), so about 150 handwritten lines in total, and much of that was cut, pasted and modified from existing code. In fact, it was working within two days – the other three were for testing and tweaking. How much that actually costs will depend on what you pay your developers – but whatever that is, we are still talking about a trivial investment for a major

analytical improvement.

So, are data **mashups** combined with business intelligence here to stay? Of course. Have these bashups reached their full potential? We've barely scraped the surface. But don't sit back and watch this space -- think laterally, do some bashing, and grab some real competitive advantage while it's going.

Readers: What do you think of the "bashup" term -- data mashups plus business intelligence? Have you developed an interesting enterprise data mashup leveraging business intelligence data? What other questions do you still have? Share your questions and stories with the SearchDataManagement.com editors.

About the author: Dr. Mark Whitehorn specializes in the areas of data analysis, data modeling, data warehousing and business intelligence (BI). Based in the U.K., he works as a consultant for a number of national and international companies, designing databases and BI systems. In addition to his consultancy practice, he is a well-recognized commentator on the computer world, publishing about 150,000 words a year, which appear in the form of articles, in publications such as PCW and Server Management Magazine, white papers and books.

He has written nine books on database and BI technology. The first one "Inside Relational Databases" (1997) is now in its third edition and has been translated into three other languages. The most recent is about MDX (a language for manipulating multi-dimensional data structures) and was co-written with the original architect of the language – Mosha Pasumansky. Mark has also worked as an associate with QA-IQ since 2000. He developed the company's database analysis and design course as well as its data warehousing course.

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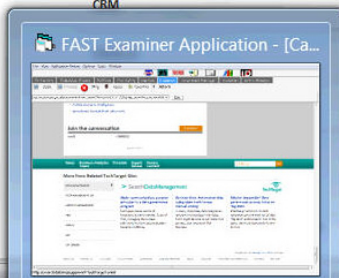**Make communication, purpose priorities in a data governance program**

Data governance can be all bureaucracy and no benefit. To avoid that, managing the process effectively is a must, says consultant Danette McGilvray.

Decision time: Automated data integration tools versus manual coding

In many companies, data integration remains a manual task -- by choice. But it might be time to automate that process, says consultant Rick Sherman.

Mission impossible? Data governance process takes on 'big data'

Effective governance can help companies get the most out of their "big data" environments. But at this point, there's no formula for how to do that.

PRIVACY POLICY   ADVERTISERS   BUSINESS PARTNERS   EVENTS   MEDIA KIT   TECHTARGET CORPORATE SITE   REPRINTS   SITE MAP

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Steps in Making a Video Mashup

Questions or Suggestions? Email wic1@pobox.upenn.edu or stop by Vitale Digital Media Lab

1. Look at sample mashups for inspiration, and come up with an idea of your own

Many mashup videos are humorous movie trailer parodies. You may also want to consider mashing up a music video, political message, news story, instructional video, or product advertisement. You can even incorporate original footage that you shoot yourself. Look at examples for content as well as for technical ideas. Some examples are listed below:

Penn 2007/2008 Mashup Entries	Martin Scorcese's Sesame Street	Sleepless in Seattle
The Shining	Bush Blair Endless Love	Vote Different

2. Find the existing content you want to mashup

- Select the movie(s) or other video content that you want to mashup.
- Use the Library Video Catalog, YouTube or other video sources to collect your materials. You can look at local video rental stores like Video Library, TLA and Blockbuster, and of course online services like Netflix. You can use TV footage taped on a VCR. A Reference Librarian may be able to help you locate hard-to-find films.
- You can shoot your own footage with a videocamera. The Vitale Digital Media Lab lends videocameras. You can use also use many cell-phones and point-and-shoot cameras to record video and sound.

3. Collect and digitize the segments you want to work with

- Preview the movies first and note the time stamps of the clips you want to use. Don't import an entire film. You will save yourself a lot of editing time (and hard drive space!) if you import only the clips you plan to use in your final video.
- Digitize your clips from DVD or VHS in the Vitale Digital Media Lab during operating hours.
- Our online tutorial shows how to download YouTube content and add it to your video. *Please note that YouTube video is low resolution. Some of the websites listed below will offer higher resolution material.*

4. Edit your mashup video

- Popular video-editing tools are iMovie, Windows Movie Maker, Final Cut Pro, and Vegas
- iMovie (Mac only) and Windows Movie Maker (Windows only) are significantly easier to learn and use than the other two examples, and chances are that one of them is already installed on your personal computer.
- Once you have digitized your content, you can edit the video on your personal laptop or on a public computer. In the Weigle Information Commons, all PCs have Windows Movie Maker and all Macs have iMovie and Final Cut Pro.
- The Weigle Information Commons offers regular workshops on video topics including iMovie.
- Choose and arrange your clips, and remove sections that you don't need .

5. Add music, effects and titles

- Digitize and convert music from various formats in the Vitale Digital Media Lab during operating hours.
- iTunes and MP3 clips can be added to your video and edited using Audacity or GarageBand.
- Editing and adding audio can also be done on your personal laptop or on a public computer. In the Weigle Information Commons, all PCs and Macs have Audacity and all Macs have GarageBand and Soundtrack Pro.
- Don't forget the credits! Opening and closing credits, not to mention vaptions in the middle of a film, can greatly add to your video's impact. List in the credits music and video you used that is not your own, just as you would in the bibliography of a term paper.

6. Tips and Advice

- Editing video is not a quick process. It can require a lot of time and planning, and it will probably require more than one sitting to complete. Be sure to leave yourself as much time as possible for the task, and **don't wait until the last minute**. (*don't say we didn't warn you!*)
- Your video won't fit on a USB flash drive. Buy a portable hard drive. They've become cheaper than many text books, and they'll last you for your entire college career.
- Websites with examples, raw material and ideas:

Creative Commons	Internet Video Archive	Cuts - Rifftrax
Recutting Room Floor	Total Recut	Political Remix
NPR article with content links	Trailers from Apple	Movie Database
Fandango		

We thank Peter Decherney and Louise Krasniewicz for their contributions to this page.

updated June 2008
current version @ http://wic.library.upenn.edu/multimedia/tutorials/mashup.html

eHow Music Songs & Lyrics Songs How to Make Mashups Songs on an iPad

How to Make Mashups Songs on an iPad

The Apple iPad not only allows you to surf the Internet, watch movies and play games, but it can be a powerful tool to use when creating music as well. If you want to create mashups, which are blends of two or more songs, and make your own mixes, the iPad provides a number of different options for this process. With its touch-screen interface and ability to interact with other devices, the iPad is a solution for DJ's and casual mixers alike.

Other People Are Reading

How to Make a Music Mashup

How to Create Mashups With Audacity

Instructions

1

Use the MiniMash application available on the App Store. MiniMash is one of the simpler applications to use in this genre. With MiniMash, you can pick songs directly from your iTunes account and then mash them together. Once you select a song, it must be analyzed by the application before you can begin mashing it. MiniMash synchronizes the beats of two songs automatically when they're loaded. It also helps match the pitch of both songs as well. This is an application designed for the average user and not for experienced mixers.
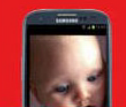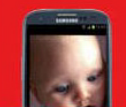
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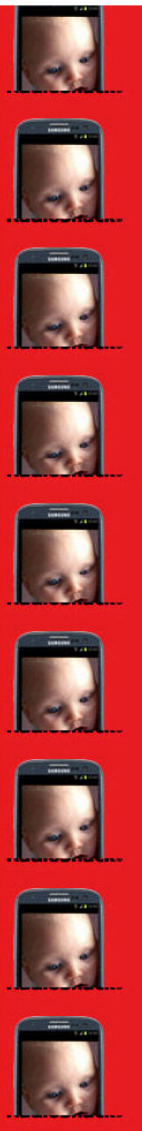
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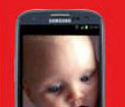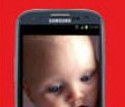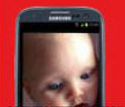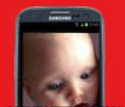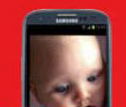
Download Touch DJ Evolution for your iPad and use it to make mashups. This application also makes it possible to automatically synchronize the beats of two songs. With this app, you have the option of handling the mixing process visually. You see detailed beat maps that help you customize the songs to your liking. With this app, you can use loops, effects and cue points to put your own spin on a song.

3

Utilize Nanostudio to mix your own songs. This software allows you to sample tracks that you have saved on your iPad. With this application, you can actually use a built-in synthesizer or plug your iPad into a keyboard to add your own musical effects. You can then edit the samples or the songs with the wave editor. This is a more advanced application that's designed for those who want to make custom songs.

Sponsored Links

Download Audio Editor avs4you.com/AVS-Audio-Editor
Cut, Record, Use Effects, Clean Easy Music Editing Software

Download Free Music Now intunemp3.com/FreeMusic
Download All Your Favorite Music 100% Free & Legal! All the Hits.

Criminal Records For Free BeenVerified.com
Want Free Criminal Records? Check Out This Free Trial Offer

Unsigned Artists be heard WhoTune.com
Do you have music the world needs to hear? Whotune radio wants you.

Tips & Warnings

✎ Check out the reviews and the description before choosing an app for your iPad to mash up songs. There are several on the market and some of them don't work well. Most of the time, if they have a low rating on the App Store, you know that they're not worth your money.

Related Searches

You May Like

How to Make Song Mashups With Pro Tools

How to Make a Mashup on Florida Studio

How to Make Mashups With Mixcraft
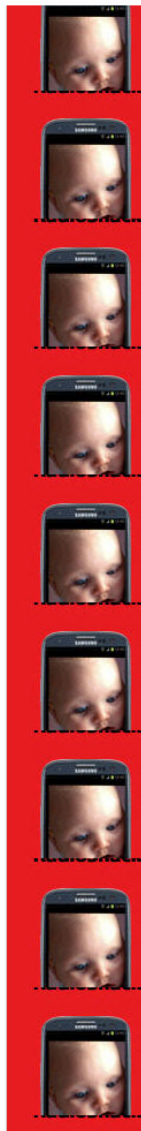
How to Make Your Own Mashups at Home

How to Make a Song Mashup on GarageBand

How to Make a Mashup Song in Movie Maker

How to Make Your Own Song Mashups

How to Kill an iPad Session

References

App Advice: MiniMash Mixes Up Tunes From Your iPhone And iPad

Apple: Touch DJ Evolution   Visual Mixing, Key Lock, AutoSync

Mac Stories: Music Mashup With iPhone, iPad and iMovie

Resources

Nano Studio

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