

startup has emerged: Reston, Virginia-based [SquareLoop](#).

A number of SquareLoop's specific features center around user privacy, giving them the ability to opt-in or out of services. The company also won an Emerging Technology award earlier this year from the Cellular Telecommunications Industry Association (CTIA).

The \$1 million seed funding was provided through area angel investors, among them Jack Davis, who founded AOL International, Nigel Morris, a co-founder of Capital One, and Raul Fernandez, CEO of Object Video. Several groups also participated, including the Center for Innovative Technology, through its GAP Fund.

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[Purfresh](#) is the new name of Novazone, a Livermore, Calif., company that disinfects and protects water and fresh produce, and which is expanding to cover more aspects of the food business.

Purfresh offers one of a number of companies rushing to find new, efficient ways to clean pathogens from food supplies. People and businesses are becoming less tolerant of harsh chemical cleansers that have been used for such purposes, in part because of sensitivity about the environment.

Demand has turned Purfresh's business into a rocket ship. The company has existed since the mid-1990s, but ... [»](#)

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by Chris Morrison 12.20.07 [Comment](#)

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The Federal Trade Commission today [approved Google's \\$3.1 billion acquisition of DoubleClick](#), a ruling that was necessary to allay fears the merger may pose a risk to competition.



Now that the merger has been cleared in the U.S., attention turns to the European Commission.

Google can't close the acquisition until it gets Europe's approval, given the extensive operations of both companies in that region.