

Yes, Trademarks can be boring, but did you know.....

In obtaining trademark registration for my firm, LeanOn Consulting® LLC, I am under no illusion that we will reach *pass me the Kleenex®* status, but I am hoping to build a consulting firm known for integrity, trust and competence. I also want to protect my brand from others who may not place a high value on these traits. What I have found in the trademark process is that there are some weird “things” out there about trademarks that I couldn’t keep to myself.

The TOP 10 Things You Didn’t Know About Trademarks:

1. According to Forbes, Google’s trademark is estimated to be worth \$44.3M. How many of you use the phrase – “..I *googled* and found...”?
2. Scott Walker has more trademarks than Donald Trump, but a much smaller chance of winning the republican nomination for president.
3. The Washington *Redskins* are currently just the Washington. Not only are they not putting it altogether on the field, they also are falling apart with the USPTO and the court of public opinion.
4. After their outstanding and undefeated record during the 2011 season, the New England Patriots tried to trademark “19-0” but the request was denied. After they got beat by the New York Giants in the Super Bowl that year, New York filed to trademark “18-1”.....touché, Big Apple, touché!
5. The Jersey Shore’s “Snooki” was denied trademark registration because of a famous cat named Snooky. I’m not sure why I included this one, I guess it’s because a top 10 list is not complete without, well, 10.
6. Harley Davidson lost its bid to trademark the “vroom-vroom” SOUND of their sweet engines. Honda’s response: boom, boom.
7. Walmart was not too happy when they tried to trademark the happy face on their cost cutting signs. Forrest Gump didn’t like that Walmart tried this thus proving that *life is not like a box of chocolates*. 😞
8. Paris Hilton trademarked her “that’s hot” phrase in the early 2000s. Here we are in 2015 and I’m thinking “it’s not.”
9. According to Forbes, the famous boxing announcer Michael Buffer’s “Let’s get ready to rumble” phrase and trademark, has earned him an estimated \$400M. I guess me shouting “Let’s get ready to cut costs” or “Let’s get ready to increase productivity” doesn’t sound as exciting?
10. Mick Jagger’s mouth.....is a registered trademark.



After researching these interesting facts, perhaps I am longing to hear one of my clients utter the phrase “make sure they have that *LeanOn* integrity”perhaps.

About the author: Kathy Wishnew is an engineer, six sigma black belt, public speaker, executive coach and entrepreneur. She is currently the founder and owner of LeanOn Consulting® LLC. For more information, please visit www.LeanOnConsulting.com.