

Do you know what the following mean?

PATENT PENDING

TM

©










®

1. Identify the Brand from these complete/partial logos:

2. Which of the above brands do you think were most valuable in 2020 (1st-5th)?

3. Can you put these Shell logos in date order (oldest to most recent):

A 	B 	C 	D 	
E 	F 	G 	H 	I 

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Oldest

**Most
Recent**

4. When do you think the oldest Shell trade mark was first used?



5. How long has the most recent Shell trade mark been used?

Answers:

<p>Pepsi</p> 	<p>British Airways</p> 	<p>BP</p> 	<p>Microsoft</p> 	<p>National Lottery</p> 	<p>Hollister</p> 	<p>HSBC</p> 	
<p>XBox</p> 			<p>Netflix</p> 		<p>Apple</p> 	<p>WH Smith</p> 	<p>McDonalds</p> 
<p>Champion</p> 		<p>Disney</p> 			<p>Snapchat</p> 	<p>Twitter</p> 	<p>Chanel</p> 
<p>Sutton High School</p> 	<p>Shell</p> 	<p>Hyundai</p> 	 <p>London Underground</p>		<p>Sure Deodorant</p> 	<p>Innocent</p> 	<p>Beats</p> 
<p>Santander</p> 	<p>Facebook</p> 		<p>Gucci</p> 		<p>Sainsbury's</p> 		<p>Charters School</p> 
	<p>South Western Railways</p> 		<p>Premier Inn</p> 	<p>Starbucks</p> 		<p>Audi</p> 	

Answers:

2. Which of the above brands do you think were most valuable in 2020 (1st-5th)? See 2020 Brand Finance Report.

1st amazon	Google			5th SAMSUNG
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3.



1900



1904



1909



1930



1948



1955



1961



1971



1992

I	A	C	F	D	H	E	B	G
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Oldest

**Most
Recent**

4. When do you think the oldest Shell trade mark was first used? 1900

5. How long has the most recent Shell trade mark been used? Since 1992 (28 years)

Patent Claims

Example 1

a hollow building block of rectangular parallelepiped shape comprising a bottom and four side walls, at least four cylindrical projections extending normally outwardly from said bottom and arranged in two rows of opposed projections to define a square, a tubular projection extending normally from the inner face of said bottom, and parallel to said side walls, the longitudinal axis of said tubular projection passing through the center of said square, and the peripheries of said cylindrical projections contacting said tubular projection and at least one side wall when said peripheries are geometrically projected normally to said bottom, whereby the cylindrical projections on one of said blocks may be inserted into clamping engagement with a tubular projection and a wall of another of said blocks.

What am I?

Example 2

1. A method of making a removable and repositionable adhesive sheet product comprising spraying onto a sheet backing material a solution or dispersion of a normally tacky and pressure-sensitive adhesive in a liquid carrier and thereafter evaporating the liquid carrier, leaving a non-repetitive discontinuous pattern of spaced islands of adhesive, the pressure-sensitive adhesive being sufficiently adherent that, if sheet material having a continuous coating of said adhesive is applied to newsprint, it cannot be peeled away at normal removal rates without tearing or delaminating said newsprint, the adhesive islands being on the order of 0.01 to 0.15 millimeter thick, having at least one other dimension no greater than 0.02-1.5 millimeters, and occupying from about 10-85% of the area over which adhesive is applied, so as to achieve an adhesion to polyester film on the order of 8-80 grams per centimeter width, whereby said adhesive product can be adhered to newsprint, allowed to remain in contact therewith for two weeks at room temperature and then removed without visibly damaging the newsprint.

What is made by this method?

Example 3

1. In a display system controlled by a computer whereby the display is alterable in accordance with signals delivered to said computer which indicate positions on said display and changes desired to be made therein, the improvement in a **position indicating control apparatus** which is movable over a surface to provide position indications corresponding to positions on said display comprising:

a housing;

a first position wheel rotatably mounted on said housing and having a rim portion extending past the boundaries defined by said housing for supporting said housing on said surface;

a second position wheel rotatably mounted on said housing with its axis of rotation oriented perpendicular to the axis of said first wheel, said second position wheel having a rim portion extending past said housing for supporting said housing on said surface;

transducer means connected to each of said first and second wheels, for generating digital position indicating signals indicating the degree of rotation of said wheels; and

flexible conductor means for connecting said transducer means to said computer, for conducting said position indicating signals to said computer while enabling unrestrained movement of said housing relative to said computer.

What is the position indicating control apparatus?

Example 4

What we claim is:

A single piece clip of resilient wire including a pair of inner and outer complementary straight sided loops of elongated form having sides disposed parallel, the inner loop having a rear end disposed at a right angle to the sides thereof and connecting one side of the inner loop with an opposite side of the outer loop, said loops having wedge-shaped front edges spaced apart longitudinally of the loops and inclining forwardly and to one and the same side of the plane of the loops, said front ends inclining at an obtuse angle from the sides of the loops and at the same inclination.

What is being claimed?

Answers:-

Example 1

United States Patent Office

3,005,282
Patented Oct. 24, 1961

Oct. 24, 1961

G. K. CHRISTIANSEN
TOY BUILDING BRICK

3,005,282

Filed July 28, 1958

2 Sheets-Sheet 1

FIG. 1.

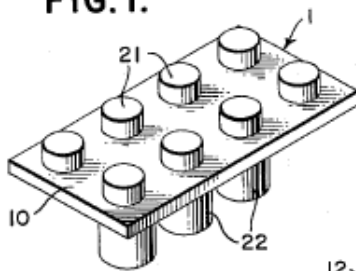


FIG. 2.

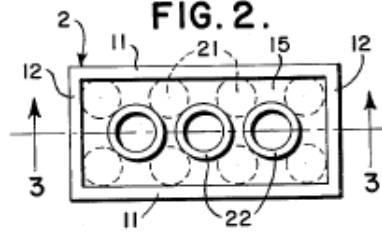


FIG. 3.

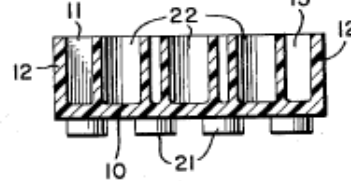


FIG. 4.

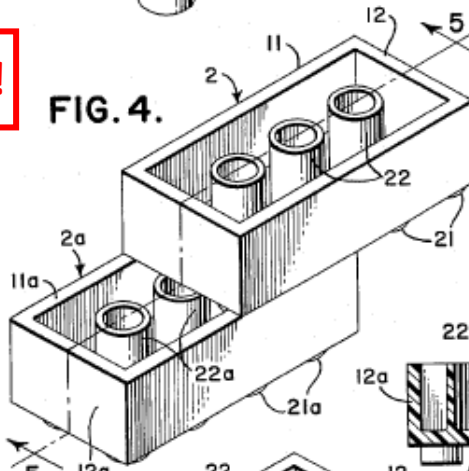


FIG. 5.

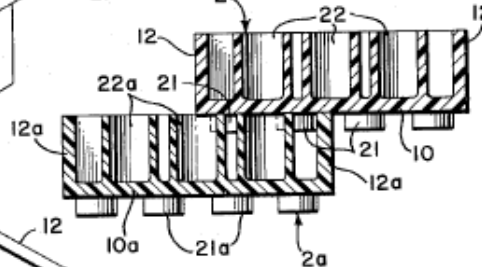
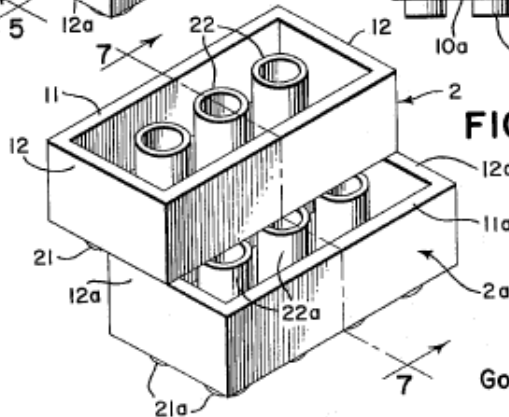


FIG. 6.



INVENTOR

Godtfred Kirk Christiansen

BY
Stevens, David, Miller & Mosher
ATTORNEYS

Lego Bricks!

Example 2

United States Patent [19]
Fry

[11] **Patent Number:** 5,194,299
[45] **Date of Patent:** Mar. 16, 1993

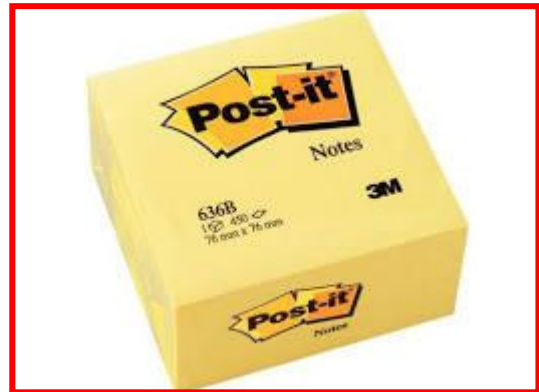
[54] **REPOSITIONABLE PRESSURE-SENSITIVE
ADHESIVE SHEET MATERIAL**

[75] **Inventor:** Arthur L. Fry, Saint Paul, Minn.

[73] **Assignee:** Minnesota Mining and
Manufacturing Company, St. Paul,
Minn.

[21] **Appl. No.:** 948,095

[22] **Filed:** Dec. 31, 1986



U.S. Patent

Mar. 16, 1993

5,194,299

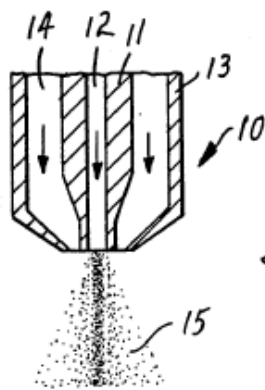


FIG. 1

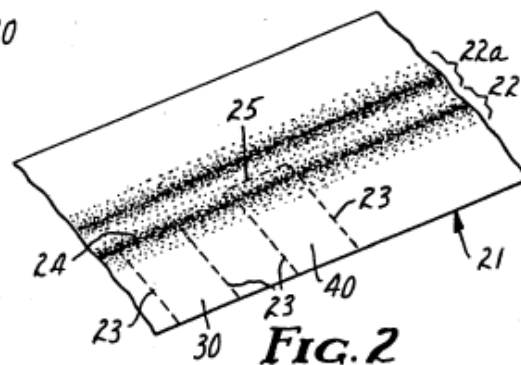


FIG. 2

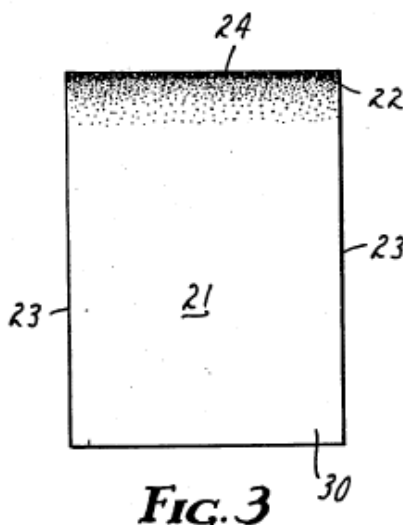


FIG. 3

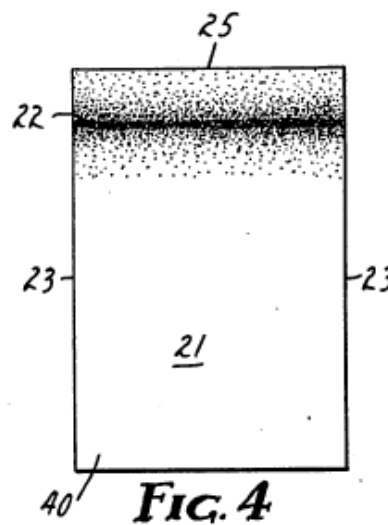


FIG. 4

Example 3

United States Patent Office

3,541,541
Patented Nov. 17, 1970

Nov. 17, 1970

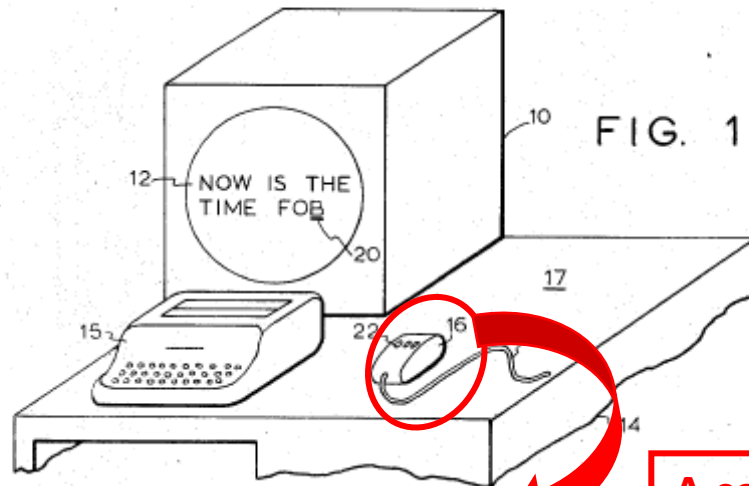
D. C. ENGELBART

3,541,541

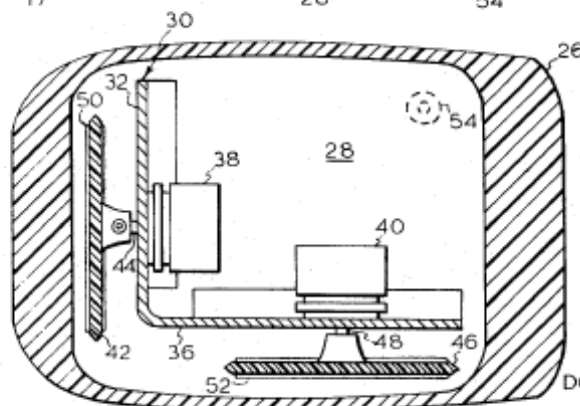
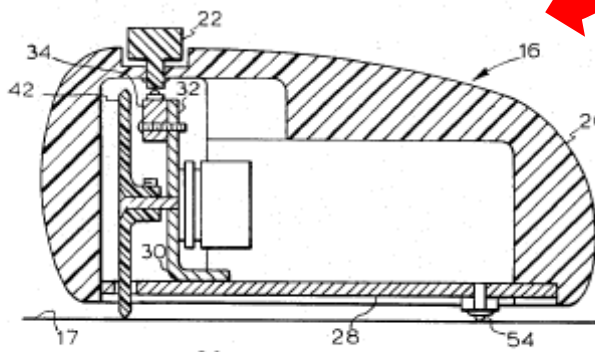
X-Y POSITION INDICATOR FOR A DISPLAY SYSTEM

Filed June 21, 1967

3 Sheets-Sheet 1



A computer mouse!



INVENTOR.
DOUGLAS C. ENGELBART

BY *Lindenberg + Freilich*

ATTORNEYS

Example 4

UNITED STATES PATENT OFFICE

2,323,552

PAPER CLIP

Harry Marion, Jesse A. Perlstein, and Frank J. O'Donnell, Newark, N. J.

Application November 14, 1942, Serial No. 465,603

July 6, 1943.

H. MARION ET AL

2,323,552

PAPER CLIP

Filed Nov. 14, 1942

FIG 1



FIG 2

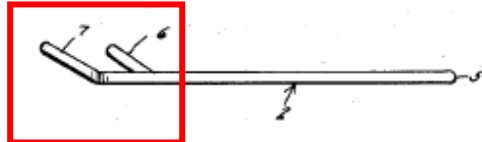
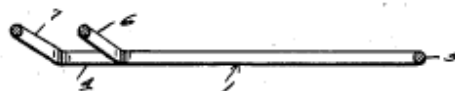


FIG 3



Inventor

Harry Marion
Jesse A. Perlstein
Frank J. O'Donnell

By

Alvanice A. O'Brien
and Harvey B. Jacobson
Attorneys

Examples of Trade Mark Misuse

Activism



Copycat Products



Mc Donalds Registered Trademark



Copycat





Examples of Design Issues

