

## Jay Z And Beyonce Want To Trademark Blue Ivy Carter

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a guide on how to manage a trademark to maximize profits avoid lawsuits and protect ideas and includes how to register a trademark trademark protection and infringement and more

did you know that the founder of the pringles can was buried inside one or that the inventor of the super soaker was a nasa engineer working on a spacecraft welcome to the only business book you ll ever need not because it will teach you how to balance a spreadsheet or lead a boardroom meeting but because it will make you the most interesting person in the room 1 000 unnecessary fun facts about corporate brand trivia you don t need to know is a deep dive into the bizarre hilarious and sometimes

downright disturbing history of the companies that run the world we live in a world saturated by logos and advertisements we spend our days scrolling through apps eating fast food and wearing branded sneakers but how much do you really know about the empires behind these products this book peels back the polished veneer of corporate trivia to reveal the chaotic accidental and weirdly human stories underneath the hidden world of the brands you love this isn't your standard dry history lesson it is a high speed journey through brand origins that seem too strange to be true you'll discover that some of the world's biggest behemoths started in garages barns and even broom closets we explore the humble and often shocking beginnings of global brands proving that the road to success is rarely a straight line from samsung selling dried fish to nintendo running love hotels you will see the titans of industry in a completely new light if you are a fan of pop culture you know that brands are more than just businesses they are the backdrop of our lives but do you know the marketing secrets they use to stay there this book exposes the psychological tricks and happy accidents that turned simple products into cultural icons you'll learn why red and yellow make you hungry why luxury bags burn their unsold merchandise and the retail secrets stores use to keep you shopping longer design disasters and digital ghosts have you ever looked at the fedex logo and realized there is an arrow hidden between the e and the x logo history is filled with these easter eggs and hidden meanings that act as secret handshakes between the designer and the consumer we break down the brand identity of the world's most recognizable symbols exploring the industrial design choices that shaped everything from the contour of a coca cola bottle to the shape of a lego brick but it's not all success stories in fact the failures are often more entertaining we dedicate entire chapters to spectacular product flops the ideas that cost millions of dollars and ended up as punchlines from colgate's beef lasagna to bic's disposable underwear these stories serve as a hilarious reminder that even geniuses make massive mistakes these tales of innovation history gone wrong are the perfect antidote to the survivor bias of typical business biographies the characters behind the cash at the heart of every corporation is a person and usually that person is a little bit strange we profile the eccentric founders whose bizarre habits and entrepreneurship shaped the modern world you'll meet the cornflake tycoon who was obsessed with preventing masturbation the car manufacturer who kidnapped his own employees to test safety features and the tech moguls who walk around the office barefoot their startup stories are fueled by obsession rivalry and sometimes sheer spite speaking of rivalry the corporate world is a battlefield we cover the most ridiculous legal battles in history where companies fought over the rights to the color purple the sound of a motorcycle engine and the definition of a sandwich these anecdotes of business fun facts highlight the lengths companies will go to protect their turf utilizing loopholes that save them millions in taxes like why marvel argued their x men toys weren't human to the us government from the supermarket to the screen the modern era has given us a new frontier of trivia the digital age we explore the ghost in the machine uncovering the coding errors hacker wars and hardware glitches that built the internet tech history is often dry but here it is presented through the lens of human error and serendipity from the first webcam being invented to watch a coffee pot to the accidentally aggressive gandhi in the game civilization and let's not forget the aisle of the grocery store fast food trivia and consumer goods facts are the ultimate icebreakers you will learn the dark secrets of famous mascots like the fact that the original ronald mcdonald wore a cup on his nose and the slogan stories that explain why i'm lovin' it is actually a justin timberlake song we trace the history of commercial jingles that have been stuck in your head for decades revealing the composers and lawsuits behind the earworms why this book you don't need to know any of this that's the point in an era of information overload this book curates the general knowledge that brings joy rather than stress it is a celebration of business humor and the absurdity of capitalism whether you are looking for office trivia to impress your coworkers at the water cooler or you want to understand the cultural blunders that happen when brands try to translate their slogans into foreign languages and accidentally promise to bring your ancestors back from the dead this book has it all it's a treasury of advertising history and corporate scandals that are safe for work but shocking enough to keep you turning the page 1 000 unnecessary fun facts about corporate brand trivia you don't

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