FIGURES

3.1 Steamboat Willie: From Character to Brand? 60
3.2 Steamboat Willie: The Character as Mascot (Brand) 61
3.3 The Cat in the Hat: The Brand 62
3.4 Bibendum in 1898 (public domain) 64
3.5 Bibendum today 64
3.6 Bibendum now and then 65
3.7 The ‘Yellow Kid’ 67
3.8 Buster Brown shoes advertisement (1950s) 69
3.9 7Up Dot: ‘Coolspot’ 74
3.10 M&Ms ‘Spokescandy’ 75
7.1 Interbrand PLC (S Curve) 152
7.2 Brand value over time 169
11.1 A, B, explicit ‘no man’s land’ 274
11.2 A, B, no explicit ‘no man’s land’ 274
11.3 A, not Ā 274
11.4 A, not Ā, explicit no man’s land 275
11.5 A, B, with explicit exclusions to A, or vice versa 275
19.1 Revenue from franchising (BR$) 471
21.1 The concept of a ‘trademark’ 513
21.2 The ‘Google’ logo displayed on the web page of Google Inc. that provides a search engine service 515
21.3 Example of a snippet containing a trademark displayed by a search engine 515
21.4 Example of a registered trademark in a three-dimensional shape 516
21.5 Example of a registered trademark in a three-dimensional shape used as a product container 516
21.6 Example of a registered trademark using an illustrated portrait of a person (Japan Trademark Registration No. 4582803) 525
21.7 The shape of Dogo Onsen (hot-spring spa in the Dogo area) and the trademark in Chinese characters pronounced as ‘dogo onsen’ 534
23.1 Licensees of trademarks 560