FIGURES

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