

Figures

4.1	Tag by Serk (New York City, 2003)	88
4.2	Throw-up by Serk (New York City, 2005)	89
6.1	Twitter post photo of original cake and inauguration cake	129
12.1	The empty frame of reference of sport moves	281
12.2	The results of the research	282
15.1	Orgue à parfums	344
22.1	Formal protection–creativity model	462
22.2	Market realities of protection–creativity mechanics	465
22.3	Over-/under-protection across different products and marketplaces	469