

A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.

[Riding the Brandverb Wagon Without a Seat Belt](#)

September 24, 2011 by [Steve Baird](#)

I heard a radio spot the other day for Milwaukee, Wisconsin-based department store retailer [Kohl's](#):

"The More You Know, The More You Kohl's."

Apparently not a new example of [brandverbing](#), yet it continues, despite the ridicule of being called "[The Absolute DUMBEST Slogan Ever](#)," enduring [grammatical criticism](#) from at least one employee, facing a [federal trademark infringement lawsuit](#) filed by NewEgg (anyone know the status?), and despite these words of wisdom from [Smart Marketing Strategy Blog](#), back when the slogan first launched:

"Kohl's is a place, not an action. If the more you know, the more you Kohl's, then you are "Kohling" when you shop there. You don't go "Kohling" just like you don't go "Krogering." A smarter marketing strategy for Kohl's might be to focus on the fact that its sales extend to everything in the store, unlike competitors whose sale coupons have limited applicability. Kohl's makes this point in its current advertising campaign, but it's a secondary message."

So, Kohl's, from the legal perspective, [why no trademark registration](#) for the slogan that won't go away, even upon request?

Here is a link for more on "[Managing The Legal Risk of Verbing Up Brands and Trademarks](#)."

