

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

[Verbing the DirecTV Brand Name](#)

Posted on January 9, 2011 by [Steve Baird](#)



Yet [another brand name](#) and trademark being promoted as a verb in the tagline or signature at the end of each television commercial: "Don't Just Watch TV. DirecTV."

http://www.youtube.com/watch?v=bjK-0dhdIg0&feature=player_embedded#!

For more on the subject of [trademark verbing](#) and the risk of [genericide](#):

- [Just Verb It? A Legal Perspective on Using Brands As Verbs: Part I](#)
- [Just Verb It? Part II: A Legal Perspective on Using Brands As Verbs](#)
- [Just Verb It? Part III: Testing the "Slippery Slope" of Using Brands as Verbs](#)
- [Managing The Legal Risk of "Verbing Up" Brands and Trademarks](#)
- [How Realistic is the Risk of Trademark Genericide?](#)

I'm not too worried about the DirecTV brand name and trademark becoming generic and part of the public domain, at least, based on this verbing use, are you?

Moreover, I like it, [as suggested](#), DirecTV is seeking registration of the verbed tagline, [here](#), [here](#), and [here](#).

