

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

[This is How You Verb Your Brand](#)

August 22, 2011 by [Steve Baird](#)



Recovering from a nasty bout of walking pneumonia over the last couple of days, I probably spent more time (at least, mindless time) in front of the television than the last several months combined.

One thing that caught my eye during a brief and surprisingly mindful moment while I suffered was another brand to recently jump on the [brandverb bandwagon](#), namely, [Sonic America's Drive-In restaurant chain](#).

Sonic is sporting this new tagline: "[This is how you SONIC](#)".

The tagline also [appropriately sports an "SM" notice](#) (to communicate trademark, actually, service mark status) and it is also appropriately supported by a [federal service mark application](#), filed back in April, and published for opposition just days ago.

[Nicely played](#), SONIC marketing and legal teams.



For more on the subject of [trademark verbing](#) and the risk of [genericide](#), consider these prior posts:

- [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 worried about genericide with this SONIC brandverbing, are you?

