

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

## [Can You Rollerblade On K2 Brand In-Line Skates?](#)

Posted on September 12, 2010 by [Steve Baird](#)



These kinds of signs -- that appear to single out Rollerblade brand in-line skate loyalists -- are all over the place. This one happens to be in the parking garage I use in downtown Minneapolis.

To understand why the Rollerblade brand may find itself in this perilous position, read on, [here](#).

For some additional reading on the related question of verbing brands, take a look at this series of 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](#)



What do you think, do these kinds of "No Rollerblading" signs help or hurt the Rollerblade brand? How about the Rollerblade trademark?

And, where do you come down on the verbing of brands issue?



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