

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

## [The Magic Number](#)

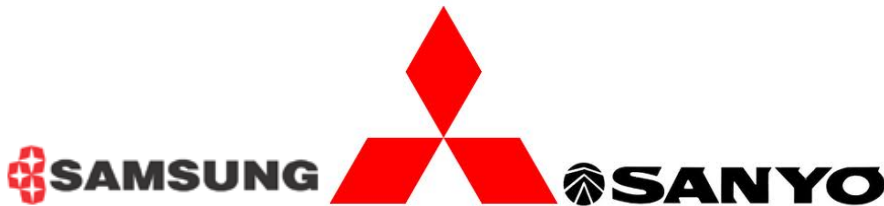
Posted on October 1, 2010 by [Dan Kelly](#)

Certain late-baby boomers and gen X'rs will know that 3 is "The Magic Number." Don't believe me? See [here](#).

I raise this cultural referent principally because I once stumbled upon, quite by accident and for reasons that I cannot now recall, the following items in the U.S. Trademark database:

- The English translation of "SAMSUNG" is "three stars."
- The English translation of "MITSUBISHI" is "three rhomboids."
- The English translation of "SANYO" is "three oceans."

I was starting to wonder if I was on to something, like [the blue oval phenomenon](#), thinking that there might be some Asian cultural affinity to the number three, but I was hard pressed to find other well-known (in the U.S.) brands from Asian companies that also had ties to the number three. Alas, another great theory down the drain. But I did find some telling design trademarks for these companies, some of them admittedly old:



And, of course, astute readers will know that Samsung's current logo is...



a [blue oval](#).

*Highly suspicious. Investigations are ongoing . . .*

