

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

[40 From 2010: Memory Lane on DuetsBlog](#)

Posted on December 30, 2010 by [Steve Baird](#)

As we approach the end of the year, we thought it might be a good opportunity to take a brief trip down memory lane, to identify, remind you of, and/or introduce you to what appear to be some of the most popular DuetsBlog posts during 2010 (ordered by date, not by popularity):

1. [How Realistic is the Risk of Trademark Genericide?](#)
2. [Open Source Software in the Cloud](#)
3. [Roof Collapse at Mall of America \(Field\)](#)
4. [Iron-clad Liability Protection for Idea Submissions?](#)
5. [Get Your Paper Jamz Guitars While You Can](#)
6. [When Employees Go Online: The Risks of Social Media to Employers](#)
7. [Facebook Needs Dislike Option for Lamebook](#)
8. [Shot in the Dark - the PPK Design Trademark](#)
9. [The Mark of a Real Trademark Bully](#)
10. [Are Georgia-Pacific's Paper Towel Lawsuits All Wet?](#)
11. [Collar + Cuffs = Stripper?](#)
12. ["Hot Wheels" Casino Promotion: Apparently Not a Toy Story](#)
13. [Nominative Fair Use of Trademarks in Domain Names](#)
14. [Has The Structure Brand Crumbled?](#)
15. [IP Grammar . . . and Those Who Cringe About It](#)
16. [World Cup Advertising Creates Trademark Enforcement Work For FIFA](#)
17. [Art-ful Disclosure?](#)
18. [Retailer Ann Taylor Dodges FTC's First Endorsement Enforcement Bullet](#)
19. [One Great Tub Deserves Another](#)
20. [Managing The Legal Risk of "Verbing Up" Brands and Trademarks](#)
21. [Effective & Ineffective Uses of Popular Music in Advertising](#)
22. [Often Imitated, Never Duplicated: The Quizzical Case of Celebrity Look Alikes](#)
23. [Droid: An "Eye" Phone?](#)



24. [Having Your Head in the Clouds May Not Be Such a Bad Thing After All](#)
25. [Best Buy, Resurrected From the Trademark Graveyard?](#)
26. [Emoticons as Trademarks](#)
27. [Product Packaging Trends: Less is Less](#)
28. [Branding in Pop Culture: How Brands Avoid Negative Associations](#)
29. [Burlington Coat Factory's Claim of Naked Licensing Is Not A Ploy To Increase Coat Sales](#)
30. [Seth Godin on Trademark?](#)
31. [Shaun White's Trademark Move](#)
32. [Color Trademarks, Red Knobs, and Secondary Meaning](#)
33. [A Frisbee By Any Other Name?](#)
34. [Super Bowl Advertising: A Super Media Buy?](#)
35. [First iPhone, Now iPad: Guessing at Apple's Trademark Clearance Strategy](#)
36. [Accenture's New Ad Campaign: Elephants, Frogs, & Tiger, Oh My!](#)
37. [Brand Signals: The Building Blocks of Brand Identity](#)
38. [Sensory Overload](#)
39. ["SWISS": Not a Neutral Mark](#)
40. [Protecting Fonts](#)

We look forward to continuing our conversation with you during 2011! Happy New Year!



Capella Tower | Suite 3500 | 225 South Sixth Street | Minneapolis, MN 55402
Main: (612) 604-6400 | Fax: (612) 604-6800 | www.winthrop.com | *A Professional Association*