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## [Which Non-Verbal Logo Doesn't Belong?](#)

Posted on January 10, 2011 by [Steve Baird](#)

Welcome to another addition of [Non-Verbal Logos](#) that truly stand alone (without words). Other additions [here](#) and [here](#). The latter was generously republished by [David Airey](#).

So, as we've said before, pictures can say a thousand words, but which logo doesn't belong here:



My answer below the jump.



Starbucks [newly announced](#) rebrand of their likely famous black/green/white logo, removing the black color and the words "Starbucks" and "Coffee"-- yet, anyway:



The question remains, however, will the newly [extracted siren](#) logo join the ranks of the other trademark symbols shown above that really need no words to explain or confine their brand story?

For more on Starbucks recent logo change and announcement, see this robust commentary:

- [Moving Brands Blog](#)
- [LogoDesignLove](#)
- [Brand New](#)
- [Name Wire](#)
- [Mark Scott Design](#)
- [CreativeReviewBlog](#)
- [If It's Hip It's Here](#)
- [BBC News](#)

Now, given how many trademark registrations and applications Starbucks has in its IP portfolio, it was a bit surprising to this [trademark type](#) that the extracted siren has not formed the basis of her own trademark applications yet, for all the new Starbucks product and service offerings that apparently are forthcoming.



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