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## **Trademark Truncation Alert: B1G**

Posted on January 3, 2011 by Steve Baird

The New Year will be ringing in a brand new trademark truncation, ironically caused by a recent expansion.

Just so you know, it's not a new type of Gatorade (G01, G2, and G03), excuse me, G.

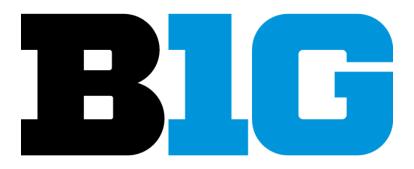


So, what can this latest trademark truncation represent?



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Apparently, the truncating trademark owner has not yet secured the most obvious domain, <u>www.b1g.com</u>, because it's <u>for sale</u>, by <u>someone apparently located in Russia</u>.

Answer below the jump.

Here's the soon to be retired logo, with the very clever negative space, representing the addition of Penn State, years ago now:



The Big Ten Conference's new B1G logo story <u>here</u>, caused by the recent addition of Nebraska for 2011 and beyond.

Let's just say, the new logo isn't receiving rave reviews. Pitiful New Year's Day piling on here.

For <u>Dan's</u> take on the Big Ten's rebranding, see <u>here</u>.

Being a trademark type, can anyone explain to me why there have been no trademark applications for the B1G mark filed by the Big Ten Conference, to date?



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