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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?



BIG

Apparently, the truncating trademark owner has not yet secured the most obvious domain, www.big.com, because it's [for sale](#), by [someone apparently located in Russia](#).

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 BIG logo story [here](#), 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 [Dan's](#) take on the Big Ten's rebranding, see [here](#).

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



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