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All in the Name

Estimated play time: Approximately 15 minutes
Number of players: Unlimited
Supplies needed: Scoring board/pad; noisemakers
Suitable for visually impaired players.

Overview:

Sometimes a product gains so much cultural acceptance that its trademarked name becomes the generic term for that product. In this game, we've provided clues to some well known products, and you need to come up with the trademarked names. Here's a sample question: *In 1924 the Kimberly-Clark Company trademarked this name for facial tissues. Answer: Kleenex.*

Instructions:

1. This game can be played by individuals or in teams.
2. Read the first question. Discussion is permitted among teammates. Prior to the start of the game, a method to signal when a team is ready to answer must be determined. Ringing bells and New Year's blowers are just two inexpensive noisemakers. Raised hands work, but the host must be vigilant to watch for whose hand went up first. The host always has the final say in any disputes.
3. After a player/team is recognized as the first to signal, they may give an answer. If the first answer is incorrect, the other teams may "buzz" in and answer.
4. Scoring: Give 10 points for each correct answer.

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All in the Name

Instructions: Given clues to some well known products, can you come up with their trademarked name?

1. In the early 1920s, Johnson & Johnson first produced the *adhesive bandage*, which is better known by this trademarked name.
2. Wham-O is the trademark owner for the *flying disc* better known as a ... what?
3. The board game company Parker Brothers owns the trademark for this more commonly used term for *table tennis*.
4. The Sealed Air Corporation gave this name to the *inflated cushion packaging* material it invented in 1957.
5. This 1971 trademark name has become the generic name for the *slow cooker*.
6. When Leo Gerstenzang invented his *cotton swabs* in the 1920s, he called them “Baby Gays” ... which was soon changed to this better known name.
7. In 1942, the man who invented these *plastic storage containers with airtight lids* named them after himself.
8. In the early 1900s, a *vacuum flask* was given this brand name, which is now the generic term used in much of the world.
9. The Wyeth Consumer Healthcare company holds the trademark for *lip balm*, better known as this.
10. In the late 1980s, the Otis Elevator Company registered a trademark for the *moving staircase*, commonly called what?
11. In 1928, two Michigan cousins invented the *reclining chair*, then held a contest to name it. What was the winning name?
12. 3M owns the trademark for *sticky notes*, which we all refer to as what?
13. The name of this American tech giant is the word used internationally to mean “*search the internet*.”
14. This company’s name is synonymous with its key product, the *hot tub* or *whirlpool bath*.
15. We can’t tell you the last name of the two brothers who manufactured a *large waste container*, because it’s too close to the name of their product.

16. Dupont came up with this brand name for its *polytetrafluoroethylene coating*. (Hint: We wonder if President Reagan knew what it was ...)
17. George Nissen and Larry Griswold, both former gymnasts, trademarked this sports apparatus in 1936. Its generic name was "*rebound tumbler*"; but the Nissen-Griswold Company called it this.
18. In 1941, George de Mestral went for a walk in the woods of Switzerland. He was inspired by the burrs that clung to his trousers and to his dog's fur to invent the *hook-and-loop fastener*, which he gave this trademark name.
19. Working as a typist in 1951, Bette Nesmith Graham (the mother of Michael Nesmith, who would later become famous as a member of the 1960's band The Monkees) invented *correction fluid* and gave it this name.
20. Kawasaki owns the trademark name for this *personal watercraft*.
21. In 1949, the inventor of the *ice resurfacers* for skating rinks gave his name to his invention.
22. In 1932, the Duncan company was the first to trademark the modern name of this ancient *toy on a string*.
23. Westinghouse gave this name to the *coin-operated laundry shop*.

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ANSWERS

1. Band-Aid
2. Frisbee
3. Ping Pong
4. Bubble Wrap
5. Crock-Pot
6. Q-Tips
7. Tupperware, which was invented by Earl Tupper of Leominster Massachusetts
8. Thermos
9. Chapstick
10. Escalator
11. La-Z-Boy
12. Post-its
13. Google
14. Jacuzzi
15. Dumpster. The Dempster brothers invented the large waste container in 1935 and named it the Dempster Dumpster.
16. Teflon
17. Trampoline
18. Velcro
19. Liquid Paper. Today, a rival product called Wite-Out is also used as a generic term for correction fluid.
20. Jet Ski
21. The Zamboni (invented by Frank Zamboni, an American engineer)
22. Yo-Yo
23. Laundromat