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comprehensive classification of trademarks covering name marks, abbreviations and all kinds of picture marks. This is followed by an alphabetical index of trademark themes from animals to word puzzles. The index is illustrated by a selection of the world's best trademarks - the marks of excellence from which this book takes its name.

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The book offers an exploration of the trademark: its history, development, style, classification and relevance in today's world. The book includes discussion of its origins in heraldry, monograms, owner's marks and certificates of origins, and also contains a taxonomy of trademarks and an alphabetical index of trademark themes.

Per Mollerup - Wikipedia

1. Per Mollerup, Marks of Excellence: the History and Taxonomy of Trademarks. Phaidon, London, 1997. 240 pages. Reviewed by Victor Margolin Designing a logo is a kind of rite of passage for a graphic designer. Almost every designer has done at least one and some have made this a specialty. In the 1950s a few designers like Paul Rand invented a new practice of 'corporate identity' which not only entailed designing a corporate logo but also developing the rules for its many applications ...

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Although U.S. trademark law allows for an application to be filed on an intent-to-use basis before the mark is actually used in commerce to secure a priority date, the application will not mature ...

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