

quaker oats image history

Quaker Oats Image History: Tracing the Evolution of an Iconic Brand Logo

quaker oats image history is a fascinating journey that reveals much about branding, cultural shifts, and the power of a consistent visual identity. From its roots in the late 19th century to the modern-day, the Quaker Oats logo has evolved in ways that reflect not only marketing trends but also societal values and consumer expectations. If you've ever wondered how the familiar face of the Quaker man came to be or how the packaging design has changed over the years, this deep dive into the Quaker Oats image history will illuminate these details and more.

The Origins of the Quaker Oats Brand and Its Logo

The story begins in 1877 when the Quaker Mill Company was established in Ravenna, Ohio. The founders wanted a brand image that evoked honesty, integrity, and purity — qualities associated with the Quakers, a group known for their ethical principles. Interestingly, the company did not have any direct connection to the Quaker religious group, but they chose the name and image because Quakers were widely respected for their moral standards.

The First Quaker Man: A Symbol of Trust

The iconic Quaker man, often called "Larry," was created as a personification of the brand's values. The image features a clean-cut, friendly-faced man dressed in traditional Quaker attire, including a broad-brimmed hat. This visual was designed to convey trustworthiness and wholesomeness, reassuring customers about the quality of the oats inside the package.

Over the years, the Quaker man became one of the most recognizable brand mascots in America. Early renditions of the image were more detailed and formal, reflecting the artistic styles of the late 19th and early 20th centuries. The black-and-white illustrations emphasized a dignified and earnest demeanor.

Evolution of the Quaker Oats Logo Through the Decades

Like many long-standing brands, Quaker Oats has updated its logo multiple times to stay relevant and appeal to new generations. These updates provide a window into design trends and cultural shifts.

Early 20th Century Updates

In the early 1900s, as printing technology advanced, the Quaker man image became more refined

and sharper. Companies began experimenting with color, adding subtle shades of blue and red to the packaging and logo to make the product stand out on shelves.

During this period, the Quaker Oats image remained faithful to its original concept but became more stylized. The logo was often encased in oval frames, adding a sense of completeness and framing the Quaker man as a trustworthy figure.

Mid-Century Modernization

The 1950s and 1960s ushered in a more modern aesthetic across branding and advertising. Quaker Oats responded by simplifying the Quaker man's features and adopting a cleaner, more minimalist style. The colors became bolder, and the overall design was made more approachable to connect with a post-war audience seeking health and nutrition.

Television commercials also played a role in popularizing the image, making the Quaker man a household figure. This era marked a shift from purely print-based advertising to multimedia brand storytelling, cementing the Quaker man's place in American culture.

Contemporary Logo Refreshes

In recent decades, the Quaker Oats image has undergone several subtle yet meaningful changes. The brand embraced digital design techniques, resulting in a sleeker and more dynamic Quaker man. The current logo balances tradition with modernity—retaining the iconic hat and friendly face but with smoother lines and a more approachable look.

The packaging design also evolved, featuring brighter colors and clearer typography to appeal to health-conscious and convenience-driven consumers. These changes reflect broader trends in food marketing, where transparency, natural ingredients, and authenticity are paramount.

Why the Quaker Oats Image History Matters in Branding

Understanding the Quaker Oats image history offers valuable lessons in brand identity management and the power of visual consistency. Here are some insights drawn from the brand's journey:

- **Consistency Builds Trust:** Maintaining the Quaker man as the central visual element helped create instant recognition and consumer loyalty.
- **Adaptation Ensures Relevance:** Periodic updates to color, style, and packaging allowed the brand to stay fresh without losing its heritage.
- **Cultural Sensitivity Matters:** The image carefully balanced tradition with modern values, avoiding stereotypes while emphasizing wholesome qualities.

- **Storytelling Through Imagery:** The Quaker man embodies the brand's narrative of quality and integrity, making the logo more than just a picture—it's a symbol.

Exploring Related Visual Elements and Packaging Designs

Beyond the Quaker man himself, the Quaker Oats image history includes various packaging experiments and marketing visuals that enhanced the brand's appeal.

Iconic Packaging Changes

From early tin boxes to cardboard cartons, Quaker Oats packaging has reflected the times. The transition from ornate designs to clean, easy-to-read labels mirrors consumer preferences for simplicity and clarity. Moreover, limited edition packaging, seasonal designs, and collaborations have occasionally refreshed the brand's appearance while leveraging the strong Quaker man image.

Advertising and Promotional Imagery

The Quaker Oats image has also been central in advertising campaigns, both in print and broadcast media. Vintage ads often featured the Quaker man alongside wholesome scenes of family breakfasts, reinforcing the brand's association with health and reliability.

In recent years, digital marketing has introduced interactive and animated versions of the Quaker man, demonstrating how legacy brands can embrace new technologies while preserving their core identity.

Final Thoughts on Quaker Oats Image History

The quaker oats image history is more than just a timeline of logo tweaks; it reflects a brand's commitment to values and its sensitivity to changing consumer landscapes. The Quaker man remains a testament to the enduring power of a well-crafted brand image that can evolve yet remain instantly recognizable. Whether you're a design enthusiast, a marketing professional, or simply a fan of classic American brands, exploring the story behind Quaker Oats offers rich insights into how images shape our perceptions and loyalty over time.

Frequently Asked Questions

What is the origin of the Quaker Oats logo?

The Quaker Oats logo originated in the late 19th century, designed to evoke the image of a Quaker man symbolizing honesty, integrity, and purity, traits associated with the brand's wholesome oats products.

How has the Quaker Oats logo evolved over time?

The Quaker Oats logo has undergone several redesigns since its inception, modernizing the Quaker man's illustration while maintaining its iconic look to keep brand recognition and appeal to contemporary consumers.

Why does Quaker Oats use a Quaker man as its brand image?

Quaker Oats uses the image of a Quaker man to represent qualities such as honesty, integrity, and purity, reflecting the company's commitment to quality and wholesome products.

When was the first Quaker Oats image trademarked?

The first Quaker Oats image was trademarked in 1877, shortly after the company's founding, establishing the distinctive Quaker man as a registered symbol of the brand.

Has Quaker Oats ever faced controversy over its logo image?

Yes, there have been debates about cultural representation and the appropriateness of using a Quaker man image, but the logo remains widely accepted as a symbol of trust and quality.

What are some notable redesigns of the Quaker Oats image?

Notable redesigns include updates in 1957, 1969, and 2012, where the Quaker man's facial features and attire were refined to look more modern and friendly, while preserving the logo's traditional essence.

How does the Quaker Oats image contribute to brand identity?

The Quaker Oats image contributes to brand identity by instantly conveying trustworthiness and natural goodness, helping consumers associate the product with health and quality.

Are there any famous advertising campaigns featuring the Quaker Oats image?

Yes, Quaker Oats has run numerous campaigns featuring the Quaker man, emphasizing themes of health, family, and nutrition, which helped cement the logo's place in American culture.

What symbolism is embedded in the Quaker Oats image?

The Quaker Oats image symbolizes simplicity, honesty, and purity, represented by the plain clothing and serene expression of the Quaker man, aligning with the brand's values.

How has digital media influenced the portrayal of the Quaker Oats image?

Digital media has allowed Quaker Oats to animate and adapt the Quaker man logo for online advertising, making it more engaging and interactive while preserving its traditional symbolism.

Additional Resources

Quaker Oats Image History: Tracing the Evolution of an Iconic Brand Identity

quaker oats image history reveals a fascinating journey of brand development, cultural associations, and visual storytelling that has contributed to the enduring recognition of Quaker Oats in the global marketplace. Since its inception in the late 19th century, the Quaker Oats Company has crafted a unique corporate and product image centered around trustworthiness, healthfulness, and simplicity—elements that have been skillfully communicated through its logo and packaging design. Exploring the Quaker Oats image history provides insight into how visual branding can shape consumer perceptions and maintain relevance across changing market landscapes.

Origins of the Quaker Oats Image

The Quaker Oats brand was established in 1901 through the merger of four oat mills, each with its own heritage. However, the iconic Quaker image predates the company itself. The choice of the Quaker man as the brand's emblem was strategic and symbolic. In the late 19th century, the Quaker identity was associated with honesty, integrity, and purity—qualities that resonated with consumers seeking wholesome and reliable food products. The image of a clean-cut, dignified man dressed in traditional Quaker garb became the visual cornerstone of the brand.

This initial logo was not just a marketing tool but a deliberate attempt to evoke trust and quality. Notably, the Quaker figure doesn't represent an actual person but rather an idealized character embodying the values the company wanted consumers to associate with their oats. This careful construction of brand identity through imagery set a precedent in the food industry for using personified logos to build emotional connections.

Evolution of the Visual Style

Over the decades, the Quaker Oats image has undergone several revisions to stay current with design trends while preserving its core symbolism. Early 20th-century packaging featured detailed, engraved illustrations of the Quaker man, reflecting the artistic norms of the era. These designs emphasized craftsmanship and reliability, appealing to a growing middle-class consumer base.

By mid-century, the brand embraced simplified and streamlined depictions of the Quaker figure, adapting to the modernist design movement that favored clarity and boldness. The image's colors shifted toward a more restrained palette, typically featuring black, white, and red, which enhanced shelf visibility and brand recognition.

More recent updates have introduced subtle refinements such as softer facial features and more approachable expressions, aligning with contemporary preferences for warmth and friendliness in branding. These changes illustrate how Quaker Oats has balanced tradition with innovation, ensuring that its image remains both familiar and inviting to new generations.

The Role of Quaker Oats Image in Brand Perception

The consistent presence of the Quaker man on packaging has been instrumental in establishing a sense of reliability in an increasingly competitive marketplace. Consumers often associate the image with wholesome nutrition and American heritage, which has allowed Quaker Oats to maintain a premium positioning despite fluctuations in market trends.

Trust and Authenticity

The Quaker image functions as a visual shorthand for trustworthiness. This association is not incidental; it is the product of deliberate efforts to align the brand with values of honesty and health. For example, during the early to mid-20th century, when consumer skepticism about processed foods was rising, the Quaker man's representation helped mitigate doubts by symbolizing purity and straightforwardness.

Marketing and Advertising Impact

Advertising campaigns have leveraged the Quaker image to reinforce the brand message. From radio jingles in the 1930s to television commercials and digital media today, the Quaker man has served as a reliable mascot that anchors storytelling and emotional appeal. The familiarity of the character encourages brand loyalty and facilitates immediate recognition.

Comparative Insights: Quaker Oats Image vs. Competitors

When compared to other oatmeal and cereal brands, Quaker's use of a personified logo stands out as a unique branding strategy. While many competitors rely on abstract symbols or imagery of oats themselves, Quaker's human figure creates a more personalized connection.

- **Bob's Red Mill:** Emphasizes rustic, artisanal qualities through vintage typography and imagery of millstones.
- **Nature's Path:** Focuses on eco-friendly and organic branding with leaf motifs and earthy colors.
- **General Mills (various cereals):** Often uses cartoon mascots targeting children, differing

from Quaker's wholesome, family-oriented approach.

This distinction has helped Quaker maintain a broad appeal across demographics, positioning itself as both traditional and trustworthy rather than niche or trend-driven.

Packaging Innovations and Image Consistency

Throughout its history, Quaker Oats has adapted its packaging formats—from large tin cans to cardboard boxes and resealable pouches—without compromising the integrity of its visual identity. The Quaker man's image remains the focal point, often placed prominently on the front panel to ensure immediate brand recognition.

Furthermore, the brand has incorporated modern design elements such as bold typography and clean layouts, demonstrating a commitment to keeping the packaging fresh and relevant. This balance between innovation and consistency is a key factor in the brand's enduring success.

Cultural Significance and Symbolism

Beyond commercial purposes, the Quaker Oats image holds cultural significance. It embodies a nostalgic vision of American industriousness and simplicity, which has been celebrated and critiqued in various media. The Quaker man's attire and expression evoke a sense of calm reliability amidst the complexities of modern life.

Some cultural commentators have noted that the image also reflects early 20th-century ideals of morality and social responsibility, which were integral to the brand's messaging. This connection to a broader cultural narrative enhances the brand's depth and resonance.

Controversies and Modern Reinterpretations

While largely positive, the Quaker Oats image has not been immune to scrutiny. In recent years, some have questioned the use of religious symbolism in commercial branding, prompting discussions about cultural sensitivity and inclusivity. However, Quaker Oats has maintained that its logo represents values rather than a specific faith.

Contemporary design tweaks, such as making the Quaker man's features more neutral and approachable, show an awareness of evolving social dynamics. This adaptability underscores the brand's ability to navigate changing cultural contexts without losing its core identity.

The Future of Quaker Oats Image

As the health food market becomes increasingly competitive and consumers demand transparency

and authenticity, the Quaker Oats image will likely continue to evolve. Digital platforms provide new opportunities for storytelling and engagement, allowing the brand to deepen its connection with younger audiences.

Sustainability is another area influencing brand imagery. Packaging innovations that reduce environmental impact, combined with messaging around responsible sourcing, will shape how the Quaker Oats image is perceived in the future. Maintaining the balance between heritage and modern values will be critical.

In summary, the quaker oats image history is a rich case study in effective brand management. Through careful evolution and cultural positioning, Quaker Oats has maintained a visual identity that communicates trust, quality, and tradition—qualities that remain relevant as the brand navigates the complexities of contemporary consumer expectations.

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quaker oats image history: Eating History Andrew F. Smith, 2009 Offers an account of an eating history in America which focuses on a variety of topics, ingredients, and cooking styles.

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cooking technology, methods of food preparation have flourished throughout history, with food central to social gatherings, celebrations, religious functions, and other aspects of daily life. This book surveys the history of cooking from the ancient world through the modern era. The first volume looks at the history of cooking from antiquity through the Early Modern era, while the second focuses on the modern world. Each volume includes a chronology, historical introduction, and topical chapters on foodstuffs, food preparation, eating habits, and other subjects. Sections on particular civilizations follow, with each section offering a historical overview, recipes, menus, primary source documents, and suggestions for further reading. The work closes with a selected, general bibliography of resources suitable for student research.

quaker oats image history: An Image of Peace Michael S. Showalter, William C. Kashatus, 3rd, 2007-08 This is the catalogue for the exhibition, *An Image of Peace: The Penn Treaty Collection of Mr. & Mrs. Meyer Potamkin*, which exemplifies the significance of Penn's beliefs. More importantly, the collection & exhibition celebrate the Potamkin's work over 30 years to preserve & share Penn's vision of peace with all citizens. Through the generous donation of their collection to The State Museum of PA, their legacy, along with that of William Penn, will be preserved for future generations. Includes: *Thoughts on an Image of Peace*, by Vivian O. Potamkin; *Images of the Lenape Indians in PA*; *Images of William Penn: An Evolving Portrait of Pennsylvania's Founding Father*; *An Image of Peace: Penn's Treaty with the Indians*; *Collectors of an Image of Peace*. Illus.

quaker oats image history: The Liberation of Aunt Jemima Richard Jones, 2003 This book of poetry is designed to gently stir the emotional, spiritual, and humorous senses of the female reader. The title poem, *The Liberation of Aunt Jemima* has been a favor among African Americans, especially the ambitious, striving, independent, accomplished, spiritual, and educated African American woman, since 1992. It expresses how the female descendants of slaves have overcome the negative image of black women set into motion over five centuries ago. This book is a celebration of all female endeavors from godly marriages to single parenting hardships. The author aspires to visit the heart and soul of the conscientious spiritual woman. The poems, however, are not poetic rhetoric to flatter but instead verse and prose of realistic, deep spiritual perspectives, admonitions, praise, and straight talk. Some poems will reach right out and embrace your understanding however there are others in which you must reach inward to grasp the esoteric message especially composed for you.

quaker oats image history: Arresting Images Steven C. Dubin, 2013-10-18 Although contemporary art may sometimes shock us, more alarming are recent attempts to regulate its display. Drawing upon extensive interviews, a broad sampling of media accounts, legal documents and his own observations of important events, sociologist Steven Dubin surveys the recent trend in censorship of the visual arts, photography and film, as well as artistic upstarts such as video and performance art. He examines the dual meaning of arresting images--both the nature of art work which disarms its viewers and the social reaction to it. *Arresting Images* examines the battles which erupt when artists address such controversial issues as racial polarization, AIDS, gay-bashing and sexual inequality in their work.

quaker oats image history: Oats Nutrition and Technology YiFang Chu, 2014-01-28 A considerable amount of research has emerged in recent years on the science, technology and health effects of oats but, until now, no book has gathered this work together. *Oats Nutrition and Technology* presents a comprehensive and integrated overview of the coordinated activities of nutritionists, plant scientists, food scientists, policy makers, and the private sector in developing oat products for optimal health. Readers will gain a good understanding of the value of best agricultural production and processing practices that are important in the oats food system. The book reviews agricultural practices for the production of oat products, the food science involved in the processing of oats, and the nutrition science aimed at understanding and advancing the health effects of oats and how they can affect nutrition policies. There are individual chapters that summarize oat breeding and processing, the many bioactive compounds that oats contain, and their health benefits. With respect to the latter, the health benefits of oats and oat constituents on chronic diseases,

obesity, gut health, metabolic syndromes, and skin health are reviewed. The book concludes with a global summary of food labelling practices that are particularly relevant to oats. Oats Nutrition and Technology offers in-depth information about the life cycle of oats for nutrition, food and agricultural scientists and health practitioners interested in this field. It is intended to provoke thought and stimulate readers to address the many research challenges associated with the oat life cycle and food system.

quaker oats image history: Proceedings of the Linguistic Circle of Manitoba and North Dakota Linguistic Circle of Manitoba and North Dakota, 1990

quaker oats image history: William Penn J. William Frost, 2024-09-23 While many recognize William Penn as the founder of Pennsylvania and a defender of religious liberty, much less is known about Penn as a man of faith. This wide-ranging history examines Penn as a deeply religious man who experienced personal triumph and success as well as tragedy and failure. After an introduction to Penn and his times, J. William Frost explores various aspects of Penn's faith, including his conversion, service within the Society of Friends, moral teachings, and advocacy for toleration in England and religious freedom in Pennsylvania. He examines Penn as a figure whose contradictions reflect, at least in part, his turbulent times. Penn was a radical who converted to an outlawed religion and sought to transform English society, but he was also a conservative who supported monarchical authority in England and demanded deference in Pennsylvania. Penn was born under Puritanism and lived through three revolutions, five wars, and decades of religious turmoil. He died in the Age of Enlightenment, having gone from leader and shaper of the Society of Friends to king's courtier to a prisoner accused of treason (though he was eventually exonerated). This intriguing history fills significant gaps in writings about Penn—particularly concerning Penn's faith and its intersection with his work as a statesman and politician. It will be of interest to those interested in William Penn, the history of Quakerism, and the history of religion in America.

quaker oats image history: Fading Ads of Cincinnati Ronny Salerno, 2015-11-30 Hidden down alleyways, on street corners or on the bricks above the cityscape, Cincinnati's fading advertisements hide in plain sight. These ghost signs still tout their wares and services, remnants of a bygone era. Each sign has a vivid story behind it unique to its era, product and craftsmanship. Wall dogs like sign artist Gus Holthaus left their marks on the city. A sign for the Beehive, the club and restaurant at the top of the arena, reminds residents of Cincinnati's pro hockey team, the Stingers. Not many can remember the Other Place, but a hand-painted advertisement still adorns a city wall. Join author and photographer Ronny Salerno for a tour of Cincinnati's vanishing signs and their intriguing history.

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quaker oats image history: Getting and Spending Susan Strasser, Charles McGovern, Matthias Judd, 1998-11-13 The developing history of consumption is not so much a separate field, as a prism through which many aspects of social and political life may be viewed. The essays in this collection represent a variety of approaches in Europe and America; yet their commonalities suggest recent directions in the scholarship, raising such themes as consumption and democracy, the development of a global economy, the role of the state, the centrality of consumption to Cold War politics, the importance of the Second World War as a historical divide, the language of

consumption, the contexts of locality, race, ethnicity, gender, and class, and the environmental consequences of twentieth-century consumer society. Implicitly, and sometimes explicitly, they explore the role of the historian as social, political, and moral critic. The essays discuss products, corporate strategies, government policies, and ideas about consumption. Unlike other studies of twentieth-century consumption, this book provides international comparisons.

quaker oats image history: *The Oxford Handbook of American Film History* Jon Lewis, 2025 In a series of newly commissioned chapters, *The Oxford Handbook of American Film History* offers a new and fully compelling discussion of American film as marked by significant moments of industrial and artistic change. Many of the chapters are built upon primary sourced research, while others detail aspects of form and style. Together, the chapters in this book show a history shaped by multiple theses and voices and interests.

quaker oats image history: *The Color of Creatorship* Anjali Vats, 2020-09-29 *The Color of Creatorship* examines how copyright, trademark, and patent discourses work together to form American ideals around race, citizenship, and property. Working through key moments in intellectual property history since 1790, Anjali Vats reveals that even as they have seemingly evolved, American understandings of who is a creator and who is an infringer have remained remarkably racially conservative and consistent over time. Vats examines archival, legal, political, and popular culture texts to demonstrate how intellectual properties developed alongside definitions of the good citizen, bad citizen, and intellectual labor in racialized ways. Offering readers a theory of critical race intellectual property, Vats historicizes the figure of the citizen-creator, the white male maker who was incorporated into the national ideology as a key contributor to the nation's moral and economic development. She also traces the emergence of racial panics around infringement, arguing that the post-racial creator exists in opposition to the figure of the hyper-racial infringer, a national enemy who is the opposite of the hardworking, innovative American creator. *The Color of Creatorship* contributes to a rapidly-developing conversation in critical race intellectual property. Vats argues that once anti-racist activists grapple with the underlying racial structures of intellectual property law, they can better advocate for strategies that resist the underlying drivers of racially disparate copyright, patent, and trademark policy.

quaker oats image history: *Research Handbook on the Law and Economics of Trademark Law* Glynn S. Lunney Jr., 2023-12-11 This discerning and detailed *Research Handbook* examines the law of trademarks, unfair competition, and dilution from a variety of law and economics perspectives. With a comprehensive exploration of trademarks and trademark law, it provides an excellent illustration of the analytical diversity that the law and economics approach can bring to legal issues.

quaker oats image history: *Zhang Hongtu* Luchia Meihua Lee, Jerome Silbergeld, 2016-02-05 In this book, leading art experts, art historians, and critics review the life, career, and artistic development of New York based Chinese artist Zhang Hongtu. A pioneer in contemporary Chinese art, Zhang created the first example of China Pop art, and his oeuvre is as diverse, intellectually complex, and engaging as it is entertaining. From painting and sculpture to computer generated works and multimedia projects, Zhang's art is equally rich in terms of China's history and its current events, containing profound reflections on China's oldest cultural habits and contemporary preoccupations. He provides a model of cross-cultural interaction designed to make Asian and Western audiences look more closely at each other and at themselves to recognize the beliefs they hold and the unexamined values they adhere to. From his early work in China during the Cultural Revolution to his decades as an artist in New York, Zhang reflects the complex attitudes of a scholar-artist toward modernity, as well as toward Asian and Western societies and himself. Placing Zhang in the context of his cultural milieu both in China and in the Chinese immigrant artist community in America, this volume's contributors examine his adaptations of classic art to reflect a contemporary sensibility, his relation to Cubism and Social Realism, his collaboration with the celebrated fashion designer Vivienne Tam, and his visual critique of China's current environmental crisis. Zhang's work will be on display at the Queens Museum in New York City from October 17, 2015 to March 6, 2016. Contributors: Julia F. Andrews, Alexandra Chang, Tom Finkelpearl, Michael

Fitzgerald, Wu Hung, Luchia Meihua Lee, Morgan Perkins, Kui Yi Shen, Jerome Silbergeld, Eugenie Tsai, Thuy Linh Nguyen Tu, Lilly Wei Co-published by the Queens Museum and Duke University Press.

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quaker oats image history: *Brand Name Bullies* David Bollier, 2008-04-21 An impassioned, darkly amusing look at how corporations misuse copyright law to stifle creativity and free speech If you want to make fun of Mickey or Barbie on your Web site, you may be hearing from some corporate lawyers. You should also think twice about calling something fair and balanced or publicly using Martin Luther King Jr.'s I Have a Dream speech. It may be illegal. Or it may be entirely legal, but the distinction doesn't matter if you can't afford a lawyer. More and more, corporations are grabbing and asserting rights over every idea and creation in our world, regardless of the law's intent or the public interest. But beyond the humorous absurdity of all this, there lies a darker problem, as David Bollier shows in this important new book. Lawsuits and legal bullying clearly prevent the creation of legitimate new software, new art and music, new literature, new businesses, and worst of all, new scientific and medical research. David Bollier (Amherst, MA) is cofounder of Public Knowledge and Senior Fellow at the Norman Lear Center, USC Annenberg School for Communication. His books include *Silent Theft*.

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