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## **The Black Label: Trade Mark Dillution, Culture Jamming and the No Logo Movement**

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*Picture Annex*

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Figure 1. March to the High Court of South Africa.



(2008) 5:1 *SCRIPT-ed***Figure 2. Carling Black Label.**

Trade Mark No. 1979/03675:

**CARLING BLACK LABEL**

Trade Mark No. 1991/09236:



Trade Mark No. 1991/09237:



**Figure 3. Black Labour/ White Guilt T-Shirt**

Laugh It Off T-shirt:





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**Figure 4. Mr Sin**



**Figure 5. Weed-Brix**



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**Figure 6. Dead Bull.**



**Figure 7. Death Toll.**



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**Figure 8. Denial for Successful Loafing**



**Figure 9. Blacks Like Me.**





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**Figure 10. Corruption.**



**Figure 11. Moo: Make Every Day A Cow's Last.**





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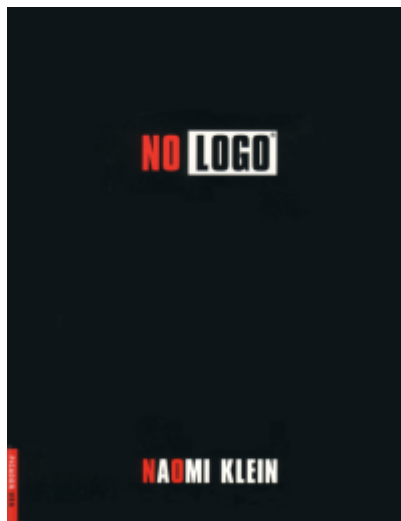
**Figure 12. Viagra**



**Figure 13. Adbusters Billboard.**



**Figure 14. No Logo.**

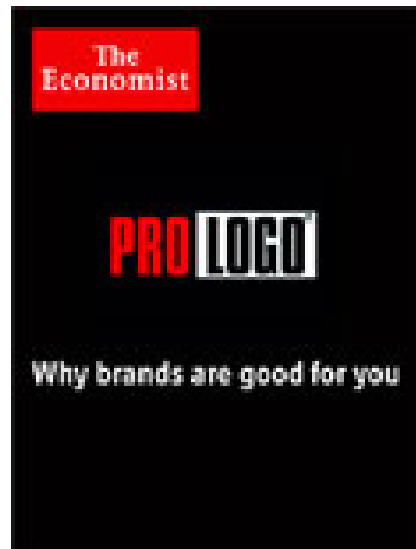


**Figure 15. Conceptual**



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**Figure 16. Pro Logo.**

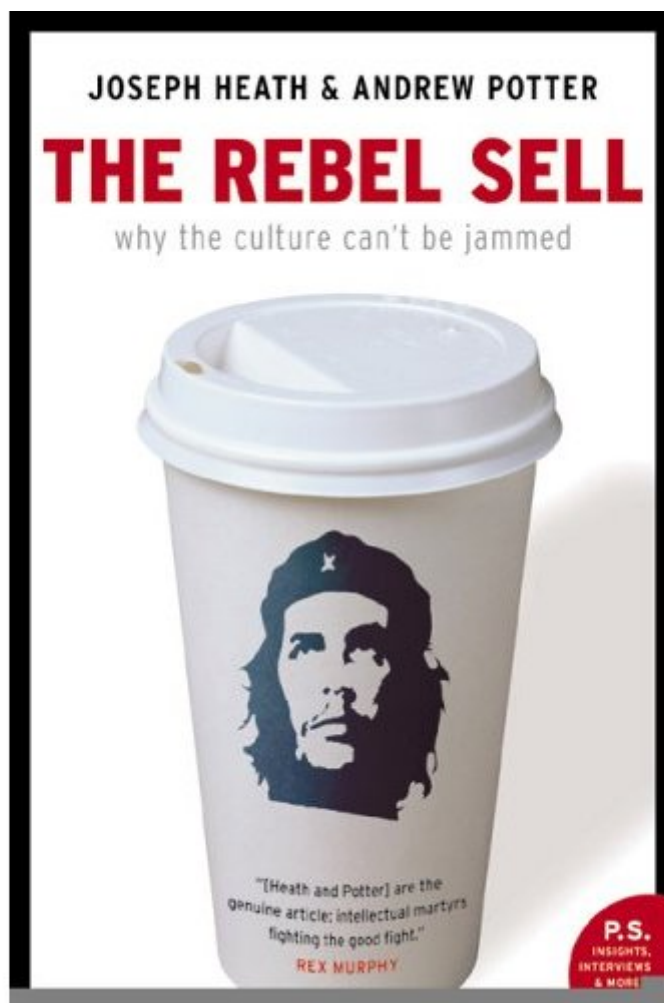


**Figure 17. Pro Logo.**



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**Figure 18. The Rebel Sell**



**Figure 19. Telkom.**



**Figure 20. Hellkom.**



*Prices that'll  
make you sweat*



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Figure 21. Omaha Insurance Trademarks and "Mutant of Omaha" Anti-Nuclear Icons.



Mutual of Omaha's  
**WILD KINGDOM**

**Wild Kingdom**



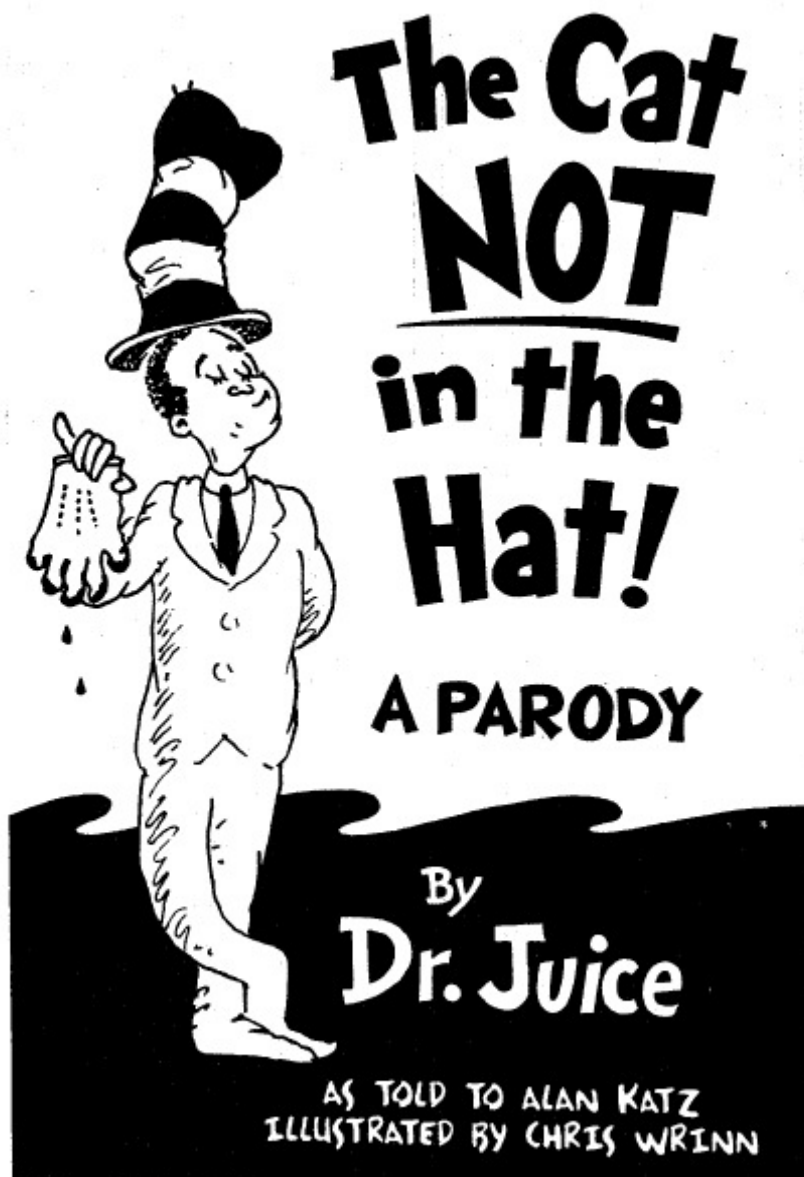
**Mutant of Omaha**  
NUCLEAR HOLOCAUST INSURANCE





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Figure 23. The Cat Not In The Hat.



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**Figure 24. Tim Forsythe. "Food Chain Barbie" 1999.**

