

Proposed Topical Heading

Subject heading: Etch A Sketch (Trademark)

ID:	sp2024000504	Entered:	240312	Replaced:	20240319
008/06 Geo Subd:	_ -Not subd	008/11 SH System:	a-LCSH	008/29 Ref Eval:	a-Eval
008/07 Roman:	-No attempt	008/15 Subj Use:	a-Appropriate	008/31 Rec Upd:	a-Can be used
008/09 Kind Rec:	a-Estab hdg	008/17 Type Subd:	n-Not applic	008/33 Level Estab:	a-Fully

010 \$a sp2024000504

040 \$a WaU \$b eng \$c DLC

150 \$a Etch A Sketch (Trademark)

450 \$a Écran Magique (Trademark)

450 \$a L'Écran Magique (Trademark)

450 \$a Magic Télécra (Trademark)

450 \$a Télécra Sketcher (Trademark)

450 \$a Télécra (Trademark)

550 \$w g \$a Toys

670 \$a Work cat.: Hastings, J.R. Collaborations, 2018: \$b unnum. p. 3 (Etch-A-Sketch)

670 \$a Spin Master website, accessed Mar. 12, 2024: \$b Etch A Sketch (Etch A Sketch, the classic drawing toy that's been challenging artists with its magic and mystery since 1960! Use the knobs to create anything your imagination dreams up, then give it a shake, shake, shake to erase and start all over again)

670 \$a Wikipedia, accessed Mar. 12, 2024: \$b Etch A Sketch (mechanical drawing toy invented by André Cassagnes of France and subsequently manufactured by the Ohio Art Company. It is now owned by Spin Master of Toronto, Ontario, Canada; In 1998, it was inducted into the National Toy Hall of Fame; the toy is a kind of plotter. The inside surface of the glass screen is coated with aluminium powder, which is then scraped off by a movable stylus, leaving a dark line on the light gray screen. The stylus is controlled by the two large knobs, one of which moves it vertically and the other horizontally. Turning both knobs simultaneously makes diagonal lines. To erase the picture, the user turns the toy upside down and shakes it; originally named L'Écran Magique (The Magic Screen); L'Écran Magique was soon renamed the Etch A Sketch and became the most popular drawing toy in the business)

670 \$a Toy tales website, Mar. 15, 2024 \$b (Etch A Sketch from Ohio Art (1960); Cassagnes referred to his invention as "L'Ecran Magique" (Magic Screen); Ohio Art Company re-branded the toy as the Etch A Sketch. Due to an independent license agreement in his home country, the toy continues to be sold under another name in France -- Télécra (Telescreen); In 1998, was one of the first toys inducted in the National Toy Hall of Fame)

670 \$a Justia trademarks website, Mar. 15, 2024 \$b (ETCH A SKETCH; Word Mark: ETCH A SKETCH; Status: 800 - Registered And Renewed; Current Trademark Owner: SPIN MASTER LTD.; original trademark owner: OHIO ART COMPANY, THE)

670 \$a Legal Business Edge, LLC Facebook page, viewed Mar. 15, 2024: \$b Dec. 2, 2017 (Prior to desktop computers, laptops, smart phones, tablets and anything portable (even TVs), you could draw for hours on a little red tablet screen, with two dials on each side, called the Etch-A -Sketch® in the US, and L'Écran Magique (brand name Télécra) in France. Since the Etch-A-Sketch® was first marketed in 1960, more than 100 million devices have been sold. The invention was first patented in 1960 in France and then sold to the Ohio Art Company; The Etch-A-Sketch® was registered as a trademark in 1965 by the Ohio Art Company. Today, the TM is owned by Spin Master Ltd.)

- 670 \$a Global brand database, Mar. 15, 2024 \$b (includes trademarks for ETCH A SKETCH; ETCH-A-SKETCH; "ETCH A SKETCH"; Etch A Sketch; ECRAN MAGIQUE; ÉCRAN MAGIQUE; écran magique; L'ECRAN MAGIQUE; ETCH-A-SKETCH ECRAN MAGIQUE; TELECRAN; MAGIC TELECRAN; TELECRAN SKETCHER)
- 910 \$a Proposal saved by js09 on 03/19/2024 at 18:17:18
- 952 \$a Bib. records to be changed: 0
- 907 \$t 2406 \$e aschiff@uw.edu \$r Coop \$s scheduled \$x 0
-

Record: 59263

Added: Tue Mar 12 19:52:18 2024

Modified: Tue Mar 19 18:17:18 2024

List: 2406