

Title: The rise of the dead? ■

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Hey everyone I am back with another interesting find that might interest you.

I recently made a post about an old DFV tweet which subtly mentioned Blockbuster, I'll post the link to anyone unfamiliar.

[https://old.reddit.com/r/GME/comments/w7b0i6/dfv_tweet_from_a_year_ago_subtly_mentioning/](https://old.reddit.com/r/GME/comments/w7b0i6/dfv_tweet_from_a_year_ago_subtly_mentioning/)

<https://preview.redd.it/55rp0ovd2zd91.jpg?width=564&format=pjpg&auto=webp&s=2ecdcdccd43f76a25d4f848488128f5a512317bf>

Could this just be a coincidence? Sure. Am I drawing conclusions from this information? Certainly not. Does it jack my tittays? Yes.

I remain puzzled by the blockbuster reference considering he used the Blockbuster logo. The only other time he uses a logo and not plain text is with GameStop. (Please correct me if I am wrong)

In my attempt at checking if there was any other subtle referencing; I come across this:

<https://preview.redd.it/ycjwiyzh0zd91.jpg?width=566&format=pjpg&auto=webp&s=18baf694102686c2ee09fc585a599914d690b603>

<https://twitter.com/TheRoaringKitty/status/1400522985375780872>

This June 3, 2021 tweet, (the one with Russell brand singing) there appears to be another odd standout in comparison to all his other tweets. Using the word "Jeffery" in a assortment of rainbow colors. Seems oddly similar to Toys R Us colors and their mascot "Geoffrey", no?

Now here comes the (speculative) kicker-

>GS KIDS trademark, [originally filed Nov 11 21](https://tsdr.uspto.gov/#caseNumber=97120637&caseSearchType=US_APPLICATION&caseType=DEFAULT&searchType=statusSearch) was updated today with a new status: "Application has been published for opposition. The opposition period begins on the date of publication."

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>This starts the 30 day period for any entities that believe this trademark would be damaging to their own trademark to file their complaint (no it's not for hedge funds to comment about the financial ruin they're gonna face):

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>Significance of Publication for Opposition:

Any party who believes it will be damaged by the registration of the mark may file a notice of opposition (or extension of time therefor) with the Trademark Trial and Appeal Board. If no party files an opposition or extension request within thirty (30) days after the publication date, then eleven (11) weeks after the publication date a notice of allowance (NOA) should issue. (Note: The applicant must file a complete Statement of Use or Extension Request with the required fees within six (6) months after the NOA issues to avoid abandonment of the application.)

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>On a related note **GMERICA's opposition period ends this Thursday.** If there were no filings, then it's on to the next step; "Within about three months after your trademark publishes in the Trademark Official

Gazette, if no opposition was filed, we register your trademark. If an opposition was filed but was unsuccessful, we will register your trademark after the Trademark Trial and Appeal Board dismisses the opposition."

Credit to /u/[YouAreAPirate](<https://old.reddit.com/user/YouAreAPirate>) for finding this trademark today

From my (somewhat) extended deep dive on Toys R us it appears the company is heading towards a very Chewy-esque transformation with its resurgence. Customer delight as LC would put it.

Taken from Toys R Us website announcement:

>"Now your kids can experience the excitement that comes from running through the aisles and picking the perfect toy. Children can actually touch and play with toys at our demonstration tables, snap a photo with a life-sized Geoffrey The Giraffe, or just explore a colorful world that houses everything a kid could ever want.

Also from WHP Global (Expanded partnership with Macy's) Press release:

>The Toys“R”Us brand will come to life in-store with playful colored fixtures as well as hands-on demonstration tables for customers to interact with various toy assortments. The Toys“R”Us shops will also feature a life-size “Geoffrey on a Bench” photo opportunity for families. To celebrate the openings, all Macy’s stores will host nine days of in-store events, beginning October 15 through October 23, which will include family friendly activities and daily giveaways from brands like Barbie, LEGO, and more.

The Macy's Press release has this to say:

>Beginning late July and rolling out through October 15th, the in-store shops will range from 1,000 sq. feet and span up to 10,000 sq. feet in flagship locations in Atlanta, Chicago, Honolulu, Houston, Los Angeles, Miami, New York and San Francisco.

Two things I most notably pick up from this information is the late July rollout (notice how Blockbuster is also seemingly coming to life in late July) and the strong focus on customer satisfaction/ experience.

I'm ****not**** finding much connections with GameStop directly (without some tinfoil that is), but the overall premise of the zombie companies rising from the dead does seem rather intriguing given the similar timing they are announcing their return (End of July) and the confidence displayed while doing so.

Not to forget the timing of events going on with GameStop (Stock Dividend, Marketplace Beta -> Alpha release impending, GMERica... the list goes on)

I'll leave you all with this:

<https://preview.redd.it/ybbip5hw0zd91.jpg?width=607&format=pjpg&auto=webp&s=0f7dfbf22252c5b595b578534a039abee22442cd>

I'll reiterate once more, none of this is meant to draw any conclusions. I'd assume we are likely to find out more in the coming weeks.