

Title: Something about a Yellow Rat

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[Hello boys! I'm BACK!!!](https://thumbs.gfycat.com/AmbitiousOffbeatBlacklab-size_restricted.gif)

I would like to continue the glorious discussion of my belief that GameStop and The Pokémon Company are Fusing together into a New Pokémon - er I mean Corporation. I will carefully outline Hints that both companies have been leaving for us as a delight to discover. If you missed my first post about this - [please see here!](https://www.reddit.com/r/DDintoGME/comments/nvc36n/what_gamestop_is_evolving_gamestop_evolved_into/) I want to also state that for all intents and purposes. Buy and HODL if you like GameStop. I'm not a financial advisor. Do your own due diligence.

I wrote that first Pokémon/GameStop DD almost a month ago with examples of previous hints of these two companies coming together to make this Reverse Merger happen and before I delve into my examples that have come to light since I wrote that post 24 days ago. Let's discuss what a Reverse Merger is to help set the stage.

****---Why a Reverse Merger?---****

I will admit I am not the wrinklest Ape out there, over the past 6 months I have leaned heavily on Google to learn and grow. If anything I say in this section is incorrect based on my interpretation, please expound and help us all learn!

So [Reverse mergers](<https://www.investopedia.com/articles/stocks/09/introduction-reverse-mergers.asp>) allow owners of private companies to retain greater ownership and control over the new company which could be seen as a huge benefit to owners looking to raise capital without diluting their ownership. Reverse mergers allow a private company to become public without raising capital, which considerably simplifies the process. While conventional IPOs can take months (even over a calendar year) to materialize, reverse mergers can take only a few weeks to complete (in some cases, in as little as 30 days). This saves management time and energy, ensuring that there is sufficient time devoted to running the company. Foreign companies may use reverse takeovers (RTOs) to gain access and entry to the U.S. marketplace.

The reason I'm bullish on a Reverse Merger vs your normal Merger is this, to put it as simply as possible, a merger is two public companies merging their stocks together is just as simple as moving it from Point A to Point B. Even if a new CUSPID is created. This doesn't close any shorts as they are just shuffled along - this is done via the [Obligation

Warehouse](<https://www.dtcc.com/clearing-services/equities-clearing-services/ow>) via the NSCC via [Exhibit 5 from 2013](<https://www.sec.gov/rules/sro/nscc/2013/34-69694-ex5.pdf>) page 15 Section C.

BUT REVERSE MERGERS are a different story! When a Public Company is absorbed by the Private Entity, that stock ceases to exist. Period. Poof. Gone because it's turned Private, transforms (like a Pokémon) into something similar, but new. Googling gives a broad definition of this happening but I found an article from 2016 from David Dayen. A man burned by shorters and seeking to understand why, he wrote [this article detailing his adventure of knowledge seeking](<https://theintercept.com/2016/09/24/naked-shorts-cant-stay-naked-forever/>). u/Criand I think you'd love to read this.

To quote a small section "Reverse mergers and reverse splits typically result in a change in the [CUSIP](<https://www.sec.gov/answers/cusip.htm>), the nine-digit identification symbol assigned to a public stock.

Once that CUSIP changes, the naked shorter has no apparent way to close out the naked short position. No stock under the old CUSIP number exists anymore; it all automatically converts to the new CUSIP.

Those trades can sit in the Obligation Warehouse forever, in theory. But the "aged fails" — essentially

orphaned naked short transactions — remain on the naked shorter's balance sheet as a liability to be paid later.

By Dilorio's reckoning, then, the cycle of naked shorting and reverse splits would inevitably result in an ever-increasing number of aged fails. And if that was happening, and those liabilities grew bigger and bigger, then federal regulators could see the outlines of the scheme on any financial statement.

Dilorio believed Knight accounted for its aged fails in the "sold not yet purchased" liability on its balance sheet. That's supposed to be an inventory of stocks for use in future market making, which goes up and down as orders are filled. But Dilorio says it was a hiding place for a billowing structural liability."

I encourage everyone to read the article. It is enlightening how this man's investigation into Shorting lead to the Market Maker Knight Capital being fined and eventually collapse under a "technology mistake" as Wikipedia reports it. (In reality I believe they collapsed under their own shorting)Ok. Sorry for the side track. On to the main course!

****---Why The Pokémon Company?---****

To start, TPC (That's right. I shorted The Pokémon Company. Come at me bro!) is a Private Company owned in part by Nintendo, Game Freak and Creatures, Inc. (Formally known as APE, INC HAH!). And as far as I can tell, Nintendo in part owns large stakes in Game Freak and Creatures. So I'll be referring to them all as Nintendo for simplicity. Nintendo has never allowed TPC to IPO, wanting to retain full control over the product. For good reason! TPC boasted \$1.1 billion USD in sales across 2020. It's still a popular form of entertainment all over the world.

Needless to say Nintendo is very protective of it's name, it's brand, and the brands of the entities it controls. Even when Nintendo does partnerships with other companies to use their mascots or brands, they are very hands on in how those things are presented. Usually with their branding AND COLORS front and center. Let alone letting another company putting it's logo or branding on their baby. Which makes the following images I'm going to show you so interesting.

[GameStop is handing out exclusive Pokémon cards between July 1st and July 4th.](<https://cdn.discordapp.com/attachments/849437949719740427/860775394453225512/image0.png>) With a giant GameStop logo printed RIGHT on the card. There's no way Nintendo would be okay with that... Unless. There IS some reason they WOULD be okay with it. You can head down to your local store and grab some if they are still available.

[GameStop is promoting awesome July 1st through July 4th deals on their mobile website!](<https://cdn.discordapp.com/attachments/849437949719740427/860776139479842816/image0.jpg>) Kinda looks like Pikachu ears to me and if you check out the [Deals of the Day.](<https://imgur.com/wz8TDxt>) All heavily focused on Switch Games and Nintendo themed things in general, like Mario T-Shirts. If fact, I promise you if you continue to check the Deals of the Day going forward, you will see the pattern of heavy Nintendo interest and advertising above and beyond all the other things they [sell](<https://cdn.discordapp.com/attachments/383623944848146434/861042300150218782/image0.png>) and advertise. [This was posted July 1st](<https://cdn.discordapp.com/attachments/383623944848146434/861042587443527680/image0.png>) on their Instagram.

Also GameStop was [the ONLY company to comment about Bidoof during Bidoof Day](<https://cdn.discordapp.com/attachments/849437949719740427/860776171973115934/image0.png>). I firmly believe that the way TPC has been talking about [Bidoof, is a slight nod towards GameStop](<https://www.polygon.com/pokemon/2018/10/22/18011080/pokemon-go-bidoof-memes>) and by extension, Ryan Cohen. Keep an open mind here. The [Bidoof Rickroll](<https://www.youtube.com/watch?v=yiGEo1vpvpM>) is, in my mind, a total throwback to THIS glorious [Ryan Cohen video](https://www.youtube.com/watch?v=adbJ_SiOtmQ). We know RC likes to lurk Reddit, especially when he tweeted the Chairman photo, I suspect he had some influence there to give us all a slight nod, especially those that speak the meme language. Also there are some INTERESTING numbers in [this Pokémon Tweet](<https://twitter.com/playpokemon/status/1410689666119090177?s=20>).

The BIGGEST TELL for me was on the day the GameStop twitter began it's transformation into the Black style. For less than 60 seconds, there was a point the [GameStop Twitter looked like this](https://cdn.discordapp.com/attachments/849437949719740427/860775295220711434/image0.jpg). Some of you may decry it fake but please look at all the evidence and then consider why I would take the time to fake something like this. Especially if you look at my posting history. I'm not. I don't wish to show the full screenshot because at the time it was taken, there was some personal information showing.

Ok but WHY would GameStop reverse merge into TPC? Well. That's how you get a Private Company to go Public without having to go through the lengthy process of filing paperwork. Not to mention if you want to do it as a way to delight customers. (and screw shorts). Let's also consider the implications of WHY TPC would choose now to go public via GameStop.

---StrifeLover... Again... WHY TPC???---

Okay Okay moving on! We all know that GameStop is teasing some kind of NFT release on July 14th. Could it be a crypto dividend? Could it be some other thing? Nobody is really sure just yet. The team members behind the NFT have been very silent or cryptic about what they are doing. I personally feel they are working on Pokémon NFT cards that will be exclusive to GameStop. We know that [Matt Firestone](https://mobile.twitter.com/finestonematt) is the head of the NFT Blockchain. Just recently though, GameStop has hired [Jordan Holberg](https://mobile.twitter.com/eviljordan) to be their Principle Engineer. What is Jordan bringing to the table?

In 2018, Jordan tried to get Wizards of the Sword Coast on board with transforming their Magic: The Gathering game into NFTs. [This article was just recently published in April 2021 about the experience.](https://www.linkedin.com/pulse/magic-gathering-multiverse-metaverse-jordan-holberg/?trackingId=Pa%2BF62a%2BSUqW51KgV1BKvA%3D%3D) And it's interesting that soon after the article was posted, [GameStop literally kicked down his door and started making him wear pants again.](https://imgur.com/IsFNmLu) He's also got an interesting idea on how [Crypto and NFTs can work together](https://hodlberg.com/faq). It's no wonder that [TPC and GameStop choose him on their side](https://media1.tenor.com/images/2074b0e0f03113cfe0778cb045a4ff68/tenor.gif?itemid=8090350). Jordan also has a funny sense of [humor](https://cdn.discordapp.com/attachments/849437949719740427/860779910385500180/image0.png) on his website.

---That's a lot of coincidences Strife. I dunno....---

Now let us have some fun and start looking at more how these Companies and others are tweeting and meme talking to each other. Some of Roaring Kitty's final tweets with Pokémon Yellow text or at least Yellow themed tweets. I'll break down the first one but leave the rest up to you to delve deeper into.

[I'm a frequent GameStop Buyer!](https://twitter.com/TheRoaringKitty/status/1404468676493971458?s=20)

I feel that RK, along with Ryan Cohen and Elon Musk, likes to speak in what I call "Meme" language. I also feel the Facebook, Instagram and Twitter profiles of Nintendo, GameStop, etc are in on it as well.

Will Farrell is us, we want MORE GameStop! The Pikachu lady talking in Yellow is talking about JetBlue and Carnival. The direct comparison is the News at the time was all over JetBlue and Carnival Cruises. But what if we google JetBlue Pokémon and Carnival Pokémon and look at the top hits? [JetBlue](https://twitter.com/JetBlue/status/753798414580592640?s=20). [Carnival](https://gamerant.com/pokemon-go-carnival-locations-date-details/). Layers upon layers here. Like an Ogre!

[Pikachu about to Fight](https://twitter.com/TheRoaringKitty/status/1404196885145944064?s=20)

[Tron](https://twitter.com/TheRoaringKitty/status/1402709583454511104?s=20)

[Electricity](https://twitter.com/TheRoaringKitty/status/1402686935139815425?s=20)

[Don't embarrass me](https://twitter.com/TheRoaringKitty/status/1402671842687475713?s=20)

[Funny sense of Fun](https://twitter.com/TheRoaringKitty/status/1402656738378190850?s=20)

[You already know what you're going to do](https://twitter.com/TheRoaringKitty/status/1402339649662730240?s=20)

[I've got a Joke](https://twitter.com/TheRoaringKitty/status/1402260612521017355?s=20)(THIS IS THE MOST OBVIOUS)

Now I'm going to just sprinkle in some other things I've noticed over the past month or so for your delight.

Well. First off. There's the Konami Code on [GameStop's twitter page](https://twitter.com/GameStop). A very iconic piece of nostalgia from a Nintendo Game.

[This was also tweeted by ZeroHedge and then deleted soon after a few days ago](https://cdn.discordapp.com/attachments/849437949719740427/860776890956251136/image0.png).

There is an [NFT_GameStop twitter page](https://twitter.com/NFT_GAMESTOP). Unsure if it's an official one or not. But it's not posting. But it sure has been doing A LOT of liking lately.

If you go to GameStop's twitter page again. Look at how they are responding.

[Any](https://twitter.com/GameStop/status/1411020689939865607?s=20)
[chance](https://twitter.com/GameStop/status/1411009413847060482?s=20)
[they](https://twitter.com/GameStop/status/1411007506734792704?s=20)
[get](https://twitter.com/GameStop/status/1411005526402547720?s=20)
[they](https://twitter.com/GameStop/status/1411003876724162562?s=20)
[love](https://twitter.com/GameStop/status/1411002087471788033?s=20)
[to](https://twitter.com/GameStop/status/1410995866782027786?s=20)
[praise](https://twitter.com/GameStop/status/1410994594477715461?s=20)
[Nintendo](https://twitter.com/GameStop/status/1410978730206535682?s=20).

[I also love this tweet](https://twitter.com/GameStop/status/1410644550343929862?s=20). What's going on in the middle of that image? I wonder. It looks like a GIF I'd seen before... [And they tweeted it AGAIN](https://twitter.com/GameStop/status/1411414525526618113?s=20) while I was writing this. Huh.. Interesting... the static in the middle of the GIF looks like [THIS gif](https://twitter.com/BrentSchultz14/status/1411426601389207559?s=20) to me.

Let's look at the [NFT website](https://nft.gamestop.com/) some more.

[This looks like a GameBoy.](https://cdn.discordapp.com/attachments/849437949719740427/860779682789195776/image0.png)

[This Oval looks familiar...](https://cdn.discordapp.com/attachments/849437949719740427/860779773651714068/image0.png)

[Power to the Players](https://cdn.discordapp.com/attachments/849437949719740427/860779871000985610/image0.png)

[Now You're Playing with Power](https://i.imgflip.com/47lrvd.gif)

[Others are starting to catch on too](https://twitter.com/aroflip/status/1411488281166979072?s=20)

Ok. That's all for now. I'll continue to update this post for the next week or so with edits that will appear below of things I notice or of things that people share with me via chat or wherever so be sure to check back here often over the next few weeks! u/kman907 was a huge help on the last thread!

Thank you all for reading and remember. Buy. HODL. Be at ZEN with the world. GME to the Moon.

7/3/21 Edit 1: u/ISayBullish is noticing his character sometimes loads on the moon in Pokémon GO! https://i.redd.it/vt0uwd3qi4971.jpg Anyone else?

More confirmation bias from GameStop eSports. https://twitter.com/GameStopEsports/status/1409612411838029837?s=20

7/4/21 Edit 2: Thanks to u/Dismal-Community4504 for this added piece of confirmation showing up in Pokémon Go! https://i.redd.it/odeb1k3kr7971.jpg

7/5/21 Edit 3: I personally went down to my local GameStop store and grabbed the very last Sandaconda card they had left. Some pictures for you all to enjoy!

[Picture

1](https://cdn.discordapp.com/attachments/839899561144221749/861428627169738762/image0.jpg) and

[Picture

2](https://cdn.discordapp.com/attachments/839899561144221749/861428723503726613/image0.jpg) \-

To break it down. I find it very interesting that these addresses are shown and not just the one central address in Bellevue, WA. Also the GameStop print, as I've said before, is RIGHT on the card. I talked to the GameStop employee about this and he said Nintendo hasn't done anything like that since 2000 with Burger King for the MewTwo movie launch. I asked how/why he knows that and he's a big Pokémon fan. I told him about my thoughts on a GME/TPC collaboration and he was very keen to the idea but not keen enough to buy GME stock. =(

He told me he wished GameStop would go back to caring less about numbers and metrics and more about letting them take care of customers. He said he does his best and actually did well making some kind of metric at 140% but that he was told to get a 200% metric and he was kind of in disbelief about it because he felt dismissed about what he was able to accomplish. I hope going forward in the future GameStop will begin to care about delighting it's employees along with it's customers.

I also wanted to pick his brain about this [Diamond Pikachu Funko Item](https://www.gamestop.com/toys-collectibles/funko/pop/products/pop-games-pokemon-pikachu-waving-diamond-only-at-gamestop/11146911.html) \- because it used to have a released date of 6/11/21 then it moved to expected date of 6/23/21 and now it's unavailable. He couldn't find the item in his computer system until I gave him the online SKU number. He said that according to his computer, it is scheduled to release JULY 15th!

The gentleman also mentioned it was odd that I was asking so many questions about Pokémon too and that he was very excited as well, because as a fan, he had been hearing about some kind of new Pokémon game supposedly coming out soon with some kind of goggles. He didn't know much more than that. If anybody has read my first post a month ago about TPC and GME - You know I mentioned the thoughts I had about that. Needless to say, my TITS ARE JACKED and I'm very excited for what this month will bring. =)

I also wanted to touch back on an interesting article about NFTs that I read and maybe you all would enjoy too. https://cointelegraph.com/news/nfts-make-it-possible-for-gamers-to-have-digital-property-rights

[For Fun!](https://cdn.discordapp.com/attachments/861636716322488340/861699326769758228/image0.webp)

Edit 4: [Reddit is actively removing all posts that I make regarding this topic.](https://cdn.discordapp.com/attachments/849733508268163133/861700562348146738/image0.jpg)