

Title: GMErica is the NFT Project and the MOASS Launch Code

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Created 2022-03-21 22:45:40 UTC

Permalink: /r/TheGloryHodl/comments/tjo843/gmerica_is_the_nft_project_and_the_moass_launch/

Url: https://www.reddit.com/r/Superstonk/comments/rbbb1/gmerica_is_the_nft_project_and_the_moass_launch/?utm_source=share&utm_medium=ios_app&utm_name=iossmf

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Summary: GMErica is GameStop's project for its NFT Marketplace, Loopring Partnership, and NFT Dividend Plan

Happy Day Before Earnings To You All,

Come on in, bring some tin foil, and speculate along with me - I have a good one for you that I pieced together today.

It all started when I was reading up on **Rukari Austin**'s Twitter feed today. As it turns out, he was the one to send the photo of the shorts. If you don't know who Rukari is, he is the **Senior Community Manager** for **GameStop**.

[Chandler Bing Voice: Can My Tits BE Any More Jacked?](<https://preview.redd.it/i7pe88jbw6481.jpg?width=1018&format=pjpg&auto=webp&s=8d4c9a076ca1b4f1d4efcaa5c8bf87e5cca6ee33>)

Subsequent to the above tweet, Rukari made a Twitter Thread about the process of him posting the shorts photo. He was 100% transparent, honest, and open about what led to the Tweet (imagine a broker or hedge fund ever being this honest). He told us several key tit-jacking things, including:

- * GameStop follows what we post ("we've just learned to ignore a lot of the vernacular used online. **We see it**. Just can't really interact.")
- * They are legally prevented from sharing too much ("The joke is that we know we can't touch certain things. **Legally**. Our social team treads very carefully")
- * They are aware of the Short Squeeze ("There's a joke about the squeeze of the shorts' fabric but y'all would go too crazy.")
- * Rukari (and the GME social media team) will not give us the solid confirmation of "that one line" ("I don't see a world where that ever comes from our mouths").
- * **BUT!** They did send **ONE Cryptic Tweet** over the summer!

Let me repeat that last part. GameStop has a project in the works. They don't want to spoil anything. But they did give us ONE cryptic tweet about it over the summer. I wonder what it could be?

[RC FUCKS \(\Apparently, As A Top\)](<https://preview.redd.it/e40yut47y6481.jpg?width=1214&format=pjpg&auto=webp&s=ab5226717603b87c20937d3807170f5d5e9077e4>)

So that got my attention. Initially, my mind jumped to the "MOASS my bad" Tweet that has subsequently been deleted.

<https://preview.redd.it/i5m84lon07481.jpg?width=834&format=pjpg&auto=webp&s=b92543e38279f090d76a819cd70a8ef2e5599df8>

And, someone actually **asked Rukari** about it...

[The Company We Own Employs The Best People Ever. Period.](<https://preview.redd.it/x355b8cdy6481.jpg?width=1046&format=pjpg&auto=webp&s=372de25c3c543b5f274901ff6085eeb1905be629>)

WHAT DOES IT MEAN?

That got me thinking back to all the confirmation bias from the summer (Has it really been that long? Feels like every day of GME is a life age of the earth).

Then, it hit me:

[Whose flag was also made full mast?](<https://preview.redd.it/jipkxoyny6481.jpg?width=1208&format=pjpg&auto=webp&s=8e959bdaa0be7f5af7cc10b62ba6622285af27ee>)

GMErica was hot on SuperStonk for a minute. There was even hype about GameStop and its Trademark filing on GME.

<https://preview.redd.it/zna7xpibz6481.jpg?width=1242&format=pjpg&auto=webp&s=c2f46b7f5f7033982cbe41915f3e5498edee88ad>

However, the hype quickly faded. GMErica was found to be a filing for things like clothing, t-shirts, etc. Nothing about NFTs, games, or anything else. At the time, GameStop was selling cats in bananas, space shirts, and more. We thought that GMErica was nothing more than another line for merch.

As an aside, when you file for a **Trademark** with the US Trademark and Patent Office (USPTO), you have to specify for which classes of goods and/or services that your trademark will apply (FWIW, I filed for one two years ago for something completely unrelated, so I'm at least familiar with the process). There are TONS of potential classes of goods and/or services. For instance, Nike has a lot of trademarks for apparel, but none for, say, "Paint Products" (Class 2). For a small organization (like mine), it's expensive to file and you have to narrowly tailor what exactly you are trying to trademark; each separate class of goods will cost you. Larger corporations, however, can spend a lot of money to include a ton of classes (if they want).

So, GMErica was just another line for product merchandise? End of story. Or is it...

I, for the second time, looked up the GMErica Trademark application. I realized I missed something the first time around...

[What Do Collectible Items and Memorabilia Remind You Of?](<https://preview.redd.it/250n1mkl07481.jpg?width=2096&format=pjpg&auto=webp&s=e98dbae75ac266c351cb1565bc772845b6c78186>)

GameStop filed for several different classes. 025 is their Primary International Class for "Clothing, footwear, headgear." Frankly, after buying some (amazing) sweatpants, sweat shorts, and ten pairs of socks, I can't wait to buy some great GMErica goods...

They also filed for IC 035 under "Retail and on-line retail store services featuring clothing, **collectible items**, and memorabilia."

Can you think of anything that might be a collectable? A one of a kind thing? Some sort of GME-themed memorabilia?

Never mind, it's probably nothing.

Oh wait...

[Jacque Me Harder, Papa Cohen](<https://preview.redd.it/24zc3eje17481.jpg?width=1018&format=pjpg&auto=webp&s=b870c4b9d6ccc4595d23c4f8750a9d268dd3e10b>)

MGGA: Make GMErica Great Again

So let me get this straight:

- * Rukari admitted to have sent one cryptic Tweet over the summer that came from "the top"
- * GameStop filed a Trademark for GMErica
- * The Trademark covers collectables, i.e. something that could be **non-fungible**
- * RC's MGA Tweet mirrors the political "MAGA" message from American politics, and replacing "America" with "GMErica" fits the analogy

Additionally, we have also discovered the following:

- * GameStop and Loopring will (probably) partner with an announcement by the end of December
- * GameStop is launching an NFT project; (probably) a marketplace
- * RC has a history of not showing his hand prior to the big announcement (Chewy's pet pharmacy thing)
- * GameStop follows us and knows what we want
- * GameStop has said **nothing** about GMErica since the Tweet

Let's Speculate

GMErica is the BIG project that RC, GME, and Loopring have been working on. They admitted they sent out one cryptic tweet, and GMErica fits that bill. We have heard nothing else about GMErica, and yet they have filed a trademark about it. Something is stirring...

****Speculation 1: GMErica as a digital nation****

GMErica is a new "place" with each shareholder getting a piece of real estate in this digital space. Maybe the citizens are **GS Kids** or **GameStop Kids**? Maybe it's real estate with each parcel allotted certain rights (i.e. the ability to listen to the **Wu Tang** album?) We can be online citizens in a new country, building it up brick by brick. Who knows? The possibilities are endless, but our NFT dividends (tied to each share, forever) would be the ticket to this digital landscape.

And I don't know about you, but no amount of cash can ever substitute for a piece of GMErica real estate in the digital world...

****Speculation 2: GMErica is **the** Gaming & NFT Marketplace****

Move over Steam, GMErica is the new place to be. Think Steam + NFTs + Kickstarter for Games + Power To The Creators.

****Speculation 3: GMErica is a LEGO Project****

Each shareholder receives an NFT dividend of a digital LEGO piece that they can assemble in GMErica. Each piece is unique and cannot be made fungible, nor will there be any cash equivalent. The masses that make up "GMErica" will collectively decide to build things in the digital space. Maybe for something productive? Maybe for the lolz? Who knows?

****Speculation 4: GameStop gets into the popcorn delivery service...****

KIDDING! What a dumb idea!

There ya have it, folks.

Speculation, Speculation everywhere.

Honestly, post-MOSS, I cannot fucking wait to make this world a better place with all of you.

Oops ****MOASS**** my bad