

Title: Down the Rabbit Hole of the History Behind RC's New Venture: Children's Books and Teddy.com

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So I was doing some browsing on Reddit and came across someone linking to a trademark filing related to "Teddy," presumably linked to RC. So I went on a little journey and what I found is quite interesting.

****December 13, 2019****: Ted Cohen, RC's father, passes away unexpectedly. The obituary was published on December 16, 2019 in the Montreal Gazette

([\[link\]\(https://montrealgazette.remembering.ca/obituary/ted-cohen-1078009694\)](https://montrealgazette.remembering.ca/obituary/ted-cohen-1078009694)):

[Ted Cohen obituary from Montreal Gazette](<https://preview.redd.it/d5yy2zg0bz0a1.png?width=841&format=png&auto;=webp&s;=e93067d64db79cf35fcb1a2ba1e4cae308c3aba>)

In RC's new book series, he actually uses the real names of Ted's grandchildren (presumably RC's kids), Kingston and Princeton.

****August 13, 2021****: First trademark application submitted for "Teddy" by Teddy Holdings LLC ([\[link\]\(https://uspto.report/TM/90881318\)](https://uspto.report/TM/90881318)). The description reads: "TEDDY® trademark registration is intended to cover the category of provision of an online marketplace for buyers and sellers of goods and services." This is fairly generic and right up RC's alley, but it lacks any specifics. The attorney of record is Mary L. Grieco and the registered address for Teddy Holdings LLC is 251 Little Falls Drive Wilmington, Delaware. There is an image submitted in the application:

[Image included with first trademark application for "Teddy" by Teddy Holdings LLC](<https://preview.redd.it/6rxw7kf3bz0a1.png?width=1440&format=png&auto;=webp&s;=97750298bd5c510892d601df7ca590991c1a6a09>)

This is probably an early conceptual image of what RC was designing and dreaming up. Notice that the URL is [\[teddy.com\]\(https://teddy.com\)](https://teddy.com) — the same URL used for the current book website.

****December 22, 2021****: 2 trademark applications are submitted with the following descriptions:

1. "Mark For: TEDDY™ trademark registration is intended to cover the categories of crayons; Markers; Pencils; Pens; Stationery; Stickers; Blank writing journals; Paper notebooks; Printed greeting cards; Printed posters; Series of printed children's books." ([\[link\]\(https://uspto.report/TM/97185368\)](https://uspto.report/TM/97185368)).
2. "Mark For: TEDDY™ trademark registration is intended to cover the categories of dolls; Balls for sports; Board games; Card games; Children's multiple activity toys; Infant toys; Party games; Pet toys; Plastic character toys; Playground balls; Playing cards; Plush toys." ([\[link\]\(https://uspto.report/TM/97185420\)](https://uspto.report/TM/97185420)) Here we can see the concept being more fleshed out, but it seems as though the e-commerce idea has been scrapped and the children's books idea has become integral, among other things listed.

****August 12, 2022****: There are 6 trademark applications submitted. It is also worth noting that this is roughly 4 days before RC dumped his entire position in that other houseware company.

1. "Mark For: TEDDY® trademark registration is intended to cover the categories of sunglasses; Audio books in the field of children's fiction and non-fiction; Audio books in the nature of novels; Cases for eyeglasses and sunglasses; Cases for mobile phones; Computer cases; Downloadable computer programs for video and computer games; Downloadable multimedia file containing artwork, text, audio, and video relating to children's entertainment authenticated by non-fungible tokens (NFTs); Non-fiction audio books on a variety of topics." ([\[link\]\(https://uspto.report/TM/97546123\)](https://uspto.report/TM/97546123))
2. "Mark For: TEDDY™ trademark registration is intended to cover the categories of furniture; Pillows; Figurines of plaster, plastic, wax, wood; Mirrors; Picture frames." ([\[link\]\(https://uspto.report/TM/97546136\)](https://uspto.report/TM/97546136))
3. "Mark For: TEDDY™ trademark registration is intended to cover the categories of cups; Dinnerware; Mugs; Vases; Beverage glassware; Figurines of china, crystal, earthenware, glass, porcelain, terra cotta;

Travel mugs; Serving platters." ([link](https://uspto.report/TM/97546165))

4. "Mark For: TEDDY™ trademark registration is intended to cover the categories of comforters; Throws; Towels; Bed blankets; Bed sheets; Duvet covers; Shower curtains; Textile tablecloths; Table napkins of textile." ([link](https://uspto.report/TM/97546181))

5. "Mark For: TEDDY™ trademark registration is intended to cover the categories of bandanas; Coats; Dresses; Footwear; Hats; Headbands; Leggings; Loungewear; Pants; Shirts; Shorts; Skirts; Sleepwear; Socks; Sweaters; Sweatshirts; Swimwear; T-shirts; Underwear; Caps being headwear; Wrist bands as clothing; Clothing jackets." ([link](https://uspto.report/TM/97546219))

6. "Mark For: TEDDY™ trademark registration is intended to cover the categories of puzzles; Children's educational toys for developing fine motor, cognitive, counting, coordination spelling, and math skills skills; Home video game machines." ([link](https://uspto.report/TM/97546248))

Now, looking at the stuff listed, it seems rather eclectic. We do see a focus still on children's related stuff, but it seems like so many other categories are being included as well. Either RC is simply covering his bases in terms of securing a trademark in all of these categories, or he's setting up for a move that will embrace all or most of these categories.

One speculation I've seen going around is that he might be taking a shot at Bezos by calling himself "the Book King"

([link](https://twitter.com/ryancohen/status/1593989511171784705?s=20&t;=SQxZi1J1Itk1Z07_Or8UAA)), in which case, is he really making a move to build an Amazon competitor? I don't know, but it's interesting nonetheless.

Going back to the image included with the first trademark application, and then looking at all the other applications submitted after it, I have to wonder at what sort of products RC has in mind here. In the image, they are clearly geared towards children, though one could argue that the Yoda Lego set might be venturing slightly away from the strictly kid focus and into an older audience category. Either way, it is interesting to see where RC's mind was back then and it might also explain his looking into Gamestop and making the move he did.

However, taking that in tandem with the items listed in the other patents, which come mostly in 2022, we see items that are not only potentially appropriate for Gamestop, but especially that other houseware company, and with the focus on children, their BuyBuyBABY brand. I won't speculate into whether he's still interested in that other houseware company/BuyBuyBABY (there's lots of speculation elsewhere about it), but either way, it looks like he's taken a different focus with the teddy.com concept as it currently exists (though I admit it could just be temporary).

Is RC going to attempt to build an empire? Is GME and even that other houseware company part of it? At this point, who knows. We're all just along for the ride. But I thought it'd be interesting to present this nonetheless.