

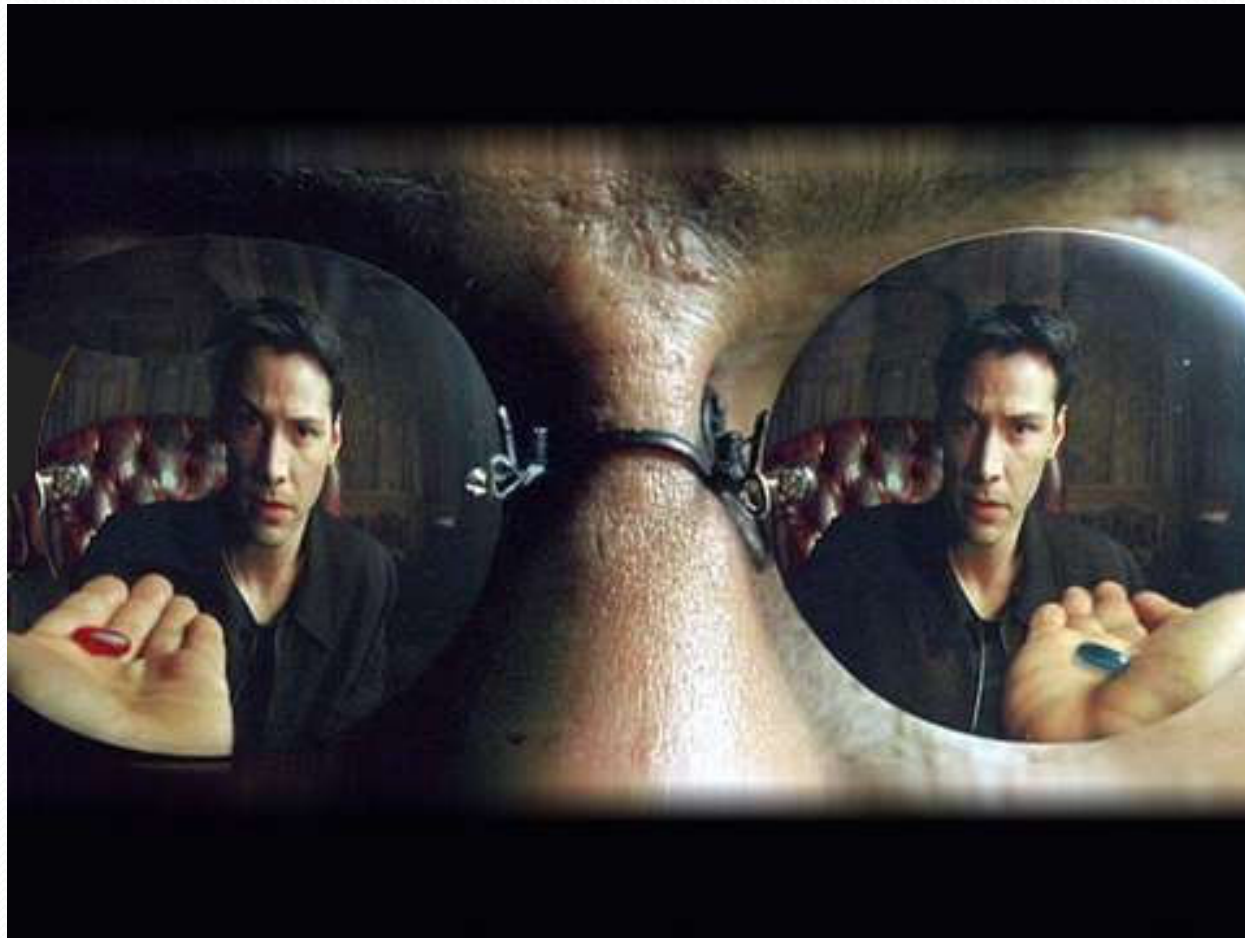
# *Hedonic Trademarks*

Irina D. Manta

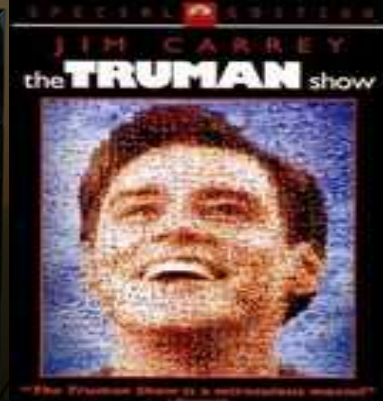
Associate Professor  
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**“Why, oh, why didn’t I take the blue pill?”**

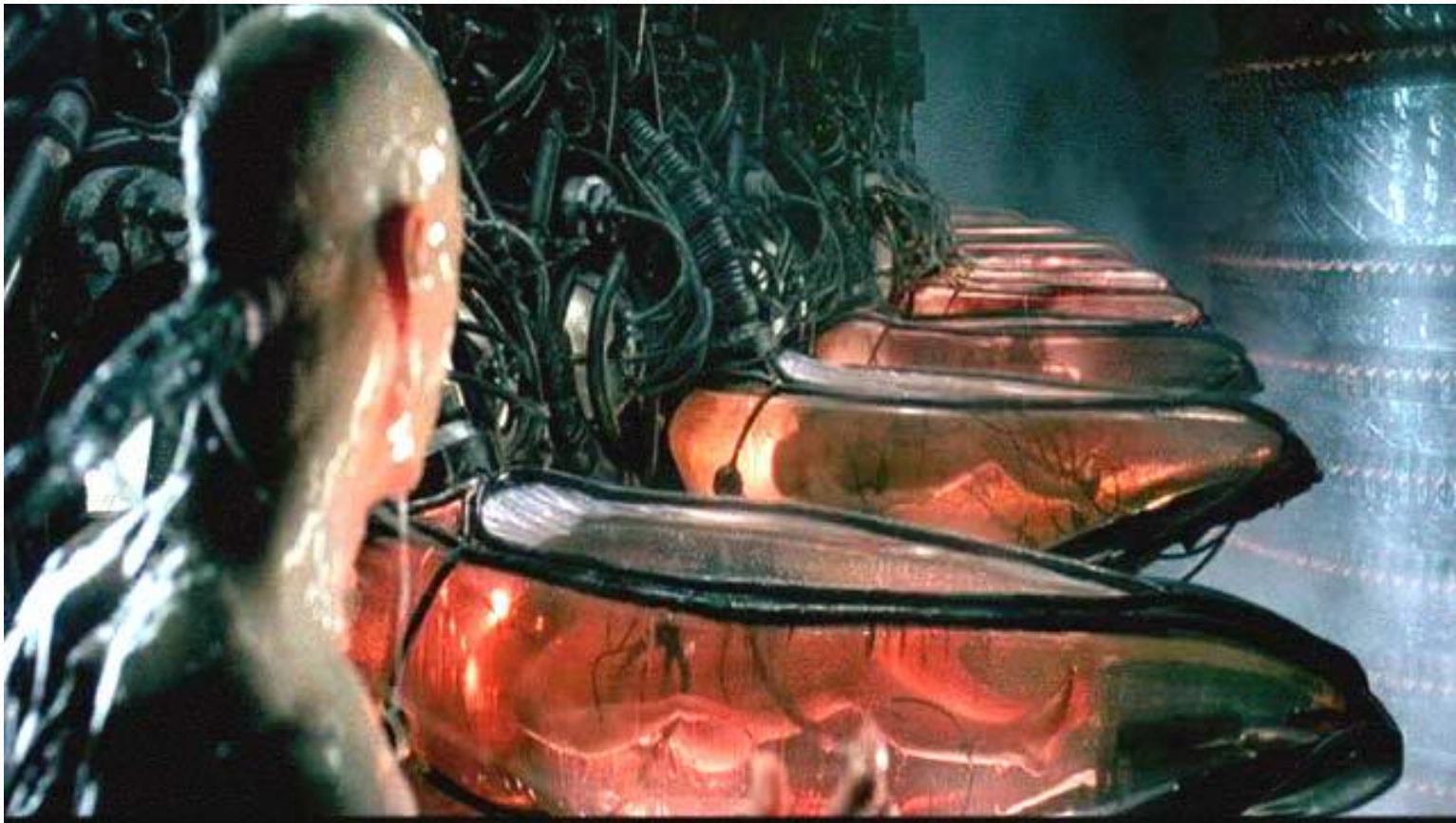



# Life with a side of product placement





# The Experience Machine





Experience is the mama of Science.

McFANCY

CREATED BY THE COOL HUNTER



HERMÈS  
PARIS











## Conclusions

- Hedonic analysis potentially supports dilution, post-sale confusion, and sponsorship and affiliation confusion
- Initial interest confusion remains puzzling through a hedonic lens



# Objections

- Measurement problems
- Effects on competition
- Encouraging materialism
- First Amendment concerns

**The End**

