



JOHN DEERE

Name: _____

NOTHING RUNS LIKE A **DEERE**

John Deere has used many different trademarks since 1876. Take a close look at the trademarks below and think about how they have changed over the years.



1876



1912



1936



1937



1950



1956



1968



JOHN DEERE

2000

NOTHING RUNS LIKE A **DEERE**™

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1876

First trademark

Protected against copying

Deer bounding over log



1912

More detail

First appearance of slogan



1936

Deer's legs outstretched

Addition of 12-sided border



1937

Simplified design

Border removed



1950

Deer's antlers and tail turned upward

New slogan and border

Moline removed



1956

Simplified design

Slogan removed

First time John Deere under deer



1968

Simplified deer

Two legs, not four

One four-point antler rack



JOHN DEERE

2000

Color added

Deer leaping up – not landing