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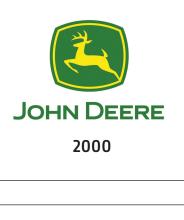
NOTHING RUNS LIKE A DEERE

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.





1968





| Name: | | | | | |
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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

First trademark

Protected against copying

Deer bounding over log



1912

More detail

First apperance 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



2000

Color added

Deer leaping up — not landing