

THE NAME “WALT DISNEY” BECOMES A TRADEMARK

Walt Disney was not only a favorite of children, he also received many personal awards included honorary degrees from Harvard, Yale, the University of Southern California, and UCLA; the Presidential Medal of Freedom; France's Legion of Honor and Officer d'Academie decorations; Thailand's Order of the Crown; Brazil's Order of the Southern Cross; and Mexico's Order of the Aztec Eagle.

His cartoon characters are household names, including Mickey Mouse, Donald Duck, Goofy, Snow White, all of the Dwarfs, Bambi, Pinocchio, Peter Pan and hundreds more. Some of these were already known in literature, but he put a new face on them all.

He was the founder of the Disneyland and Walt Disney World and similar parks from France to Hong Kong (Sept 2005!).

It is no wonder that the decision is made in this document to use his name as a trademark on many of their commercial ventures.