

# Xerox Team India

The global document management firm entered India in partnership with the Modi Group of companies in 1983. The joint venture, which lasted until 1995, made deep inroads into the Indian market. "We now take full control of our destiny," says Andrew Horne, an American who has been managing director of India operations since 2004.

Xerox offers more than 35 products, including monoprinters, color printers and multifunction devices. Its network extends to 14 regional offices and some 140 partners who sell only Xerox products. The company has an effective service infrastructure across the country and expects sales to accelerate substantially over the next few years, especially in the small and medium sector where it plans to promote itself as a brand that sells more than just copiers, says Natesh Mani, executive director of the company's New Office Group division.

Xerox Corporation has also earned

goodwill through its corporate social responsibility initiatives. Be it the 2004 tsunami, earthquakes in South Asia or hurricanes in the United States, the company made cash and in-kind contributions to the humanitarian efforts. After the 2005 earthquake in northern India and Pakistan, Xerox representatives joined a team of American corporate houses sent by President George W. Bush to assess the scale of suffering and provide immediate relief to victims. In India, Xerox has spent more than Rs. 1.4 million on hygiene, literacy, environment, medical and family welfare and infrastructure improvement projects such as roads and schools in Rampur, Uttar Pradesh, where it has a factory, and in adjacent villages. To encourage bright village kids to attend school, the company began providing scholarships in 1995.

—A.V.N.

*Andrew Horne, managing director of Xerox India.*



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## Common U.S. Trademarks

A trademark is a word, symbol, design or any combination of these used in association with products or services. It distinguishes a specific product from others in the market. Only the owner of a trademark can put it on a product.

A trademark can become generic if it becomes so widely known and used with a particular category of goods or services as to designate that particular category. The term escalator was a registered trademark of the Otis Elevator Company until 1950, when the U.S. Patent Office ruled it was in the public domain since escalator had become the generic name for a moving stairway. Here are some brand names that are still protected by trademark:

**Kleenex:** It is a registered trademark of the Kimberly-Clark Corporation, which has been in the tissue business since the 1890s and first offered facial tis-

suages in 1924.

**Dictaphone:** The name was trademarked in 1907 by the Columbia Graphophone Manufacturing Company that became a leading maker of these voice-recording devices. Dictaphone was spun off into a separate company, Dictaphone Corporation, in 1923. After changing many owners it was acquired by Nuance Communications in 2006. It is one of the five oldest surviving U.S. brands.

**Teflon:** Commonly known as the coating for non-stick cookware, Teflon is the brand name of the polymer polytetrafluoroethylene discovered by Roy J. Plunkett of DuPont in 1938. It was trademarked in 1945 and first used by the military in artillery shell fuses.

**Vaseline:** This brand of petroleum jelly was discovered in 1859 by Robert Augustus Chesebrough. In 1874 the original company was incorporated as

the Chesebrough Manufacturing Company and the brand name was registered as a trademark in 1877.

**Scotch Tape:** The trademarked adhesive tape manufactured by 3M company was developed in the 1930s by Richard Drew. Besides Scotch Transparent Tape, the company has more than 80 variants, such as Scotch Rug and Carpet Tape, Scotch Painters' Masking Tape, Scotch Hair Set Tape, Scotch Freezer Tape.

**Post-it note:** This usually yellow stationery with a strip of reusable adhesive on the back is a trademark of 3M. Spence Silver, a researcher at 3M, first developed the technology in 1968 while looking for ways to improve acrylate adhesives. His colleague Art Fry came up with the Post-it note concept when he used the glue to stop bookmarks from falling out of his

church choir hymnal.

**Bubble Wrap:** The transparent, plastic cushioning material with air-filled bubbles is a trademark of the Sealed Air Corporation. It was invented in 1960 by Alfred Fielding and Marc Chavannes and was originally intended to be a type of textured wallpaper.

**Band-Aid:** A registered trademark of Johnson & Johnson, these adhesive bandages were developed in the 1920s by Earle Dickson, who worked as cotton buyer at the company and went on to become a vice president. Dickson made the prototype of Band-Aid for his wife Josephine, who was prone to cutting herself while cooking.

**Scrabble:** The popular word game invented by Alfred Moshier Butts was trademarked in 1948. In the United States, it is currently owned by Hasbro Inc.

—D.K.