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Animal Rights are Still a Concern!

After last week's decision from the General Assembly to not increase health code sanctions, the animal right's activists are back out in full force. This time they are asking to put an end to using animal by-products, such as leather, for consumer goods like purses, handbags, and shoes.

Their signs are ever more creative, "Would you wear human skin on your feet, too?" and pictures of cows, alligators, and snakes with speech bubbles begging, "Don't Tread on Me!"

If making shoes out of leather gets outlawed, what will happen to the jobs that are created from the hundreds of footwear corporations operating today? Will the shoe companies be able to find an alternative, animal-friendly materials that offers the same support and foot protection as leather? It's hard to say, but I know there are research teams doing their best to soften the upcoming blow.

Sports Fans Vote!

It's no surprise that with the Olympic Games being such an advertising opportunity and money making venture for the host country's, that sportswear companies across the country have been battling it out for the right to be the first name in athletic wear for the 2016 Olympic Games in Brazil.

The names at the top of the list are Grayson's Hockey Shop, Soccer Divas, Inc, and Zsoccer.com. The USA Olympic Association has given the right to vote to every past Olympian who is still alive today.

No matter the results, it's sure to mean good things in the financial department for the winning corporation!



Sweet Debate

Once again, the childhood obesity debate is at the forefront of current events and media. This time, a group of parents who call themselves the Child Advocacy League have called to an end of stores that target the sweet tooth.

On the other hand, capitalism and a free market economy allows a corporation to sell the goods and services it chooses, and it comes down to supply and demand.

Will consumers feel pressured to keep their families healthy, or will they continue to show their support for sugar and frequent these specialty shops regardless of CAL's hopes of bringing down the market?



PATENT FIGHT ERUPTS OVER KIDS' FAD

Amid a Bracelet-Crafting Craze, a Legal Battle Has Begun Over a Tiny Plastic Clasp

By Sarah E. Needleman and Adam Janofsky
The Wall Street Journal Online

Just 6 millimeters wide, a plastic C-shaped fastener enables kids around the U.S. to connect loops of colored rubber bands to form bracelets. Now, that clasp is at the center of a legal dispute among the entrepreneurs and retailers cashing in on the hottest crafting craze in years.

Rainbow Loom says it has sold more than 1 million bracelet kits. In August, the

founder of three-year-old Rainbow Loom—a rubber-band jewelry-making kit that is a blockbuster seller this fall—sued rival Zenacon LLC, claiming it copied the "distinctive trade dress" of Rainbow Loom's "unique" C-shaped clips with its competing FunLoom product.

The fasteners are key to rubber-band bracelet crafting because they're used to connect bands that have been woven together with a loom. The looming technique, which dates back to the 1800s,

creates looped knots called Brunnian links. Rainbow Loom's creator, Cheong Choon Ng, says he was angry enough to sue because FunLoom "works exactly the same as Rainbow Loom," and because he's responsible for creating a market for rubber-band craft-making.

Will Rainbow Loom win their Lawsuit and monopolize the rubberband bracelet market? What about local retailers?