
Good but...

Posted by Marco Abis - 2006/03/08 11:29

From a first, quick visit the website is well done, articles look good, etc, etc BUT I don't really like the fact that you trademarked Agile Journal and Agile Business. I mean: these are terms used for ages now, not original e quite common.

There are/were a bunch of small websites/blogs with the Agile Journal name and even a couple of conferences which uses the Agile Business name!!

My 2 cents

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Re:Good but...

Posted by Patrick Egan - 2006/03/09 20:34

Marco, thanks for you comments. We hope you enjoy this new publication.

As for the issue of trademarking, it is a common practice to protect business name especially in the case of a publication which is also a website address.

As you mentioned and as Liz mentioned in her article, there are many instances of word agile in use and so it is important to trademark our use of the terms in reference to our business. It does not prevent people from using the terms for other purposes.

A great example is the company Configuration Management Inc. They have trademarked Configuration Management but it is in relation to their business name. It does not prevent any one else from using the term but it does protect their interests in naming their company.

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