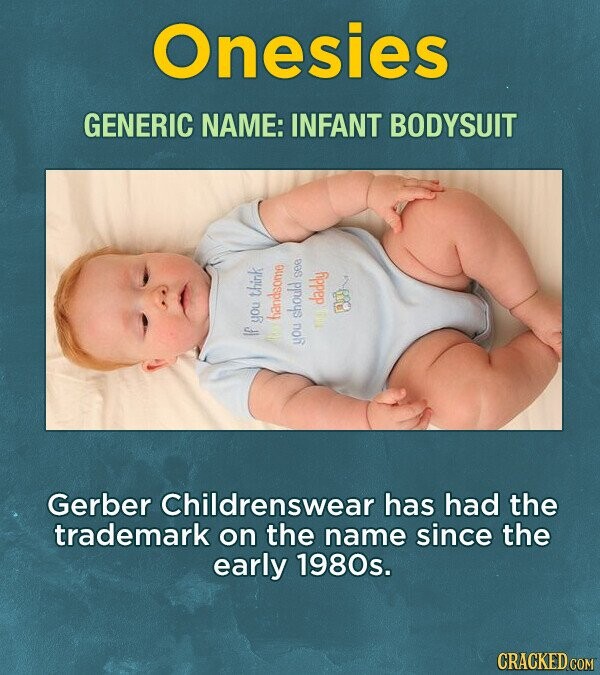
# Things We Didn't Know We Were Calling By The Brand Name

Many of the things we use daily, such as zippers as well as escalators, were formerly big brands. Perhaps heroin, which should never be used, had a brand name. These trademarks are or have been copyrighted, but they're now commonly used to refer to any company in a particular product area.

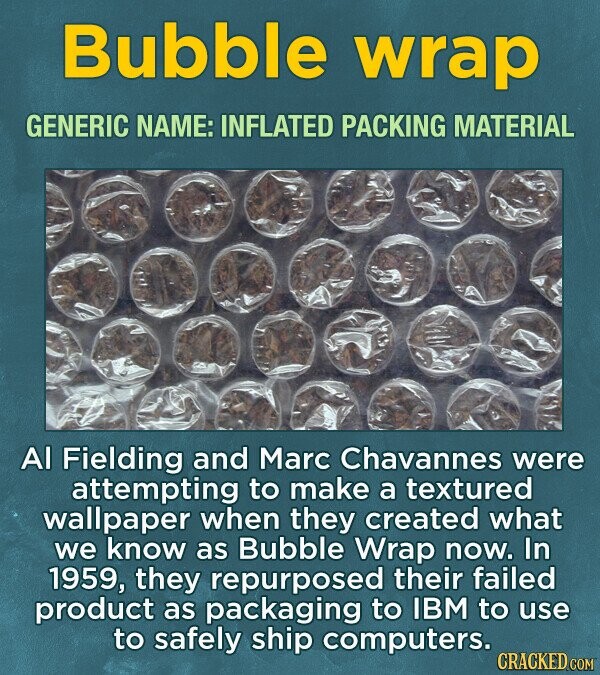




Source: [Gerber](http://www2.gerberchildrenswear.com/HOME/GerberChildrenswearBrandUsage/tabid/128/Default.aspx)

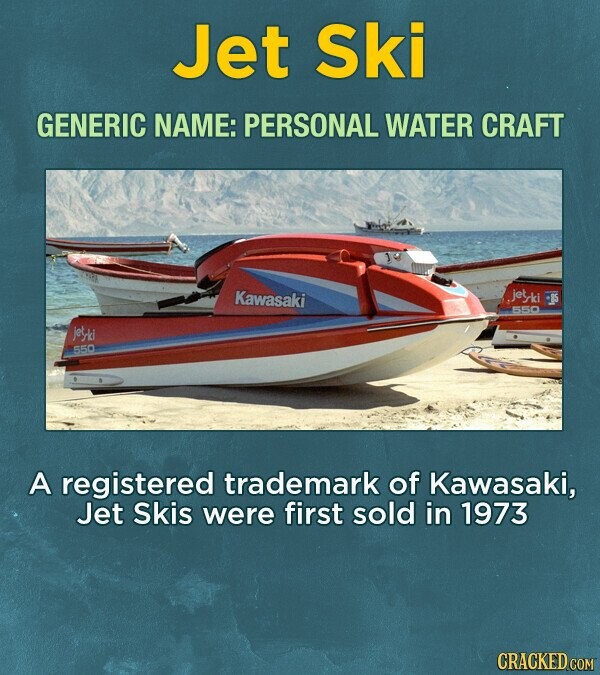
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## 12



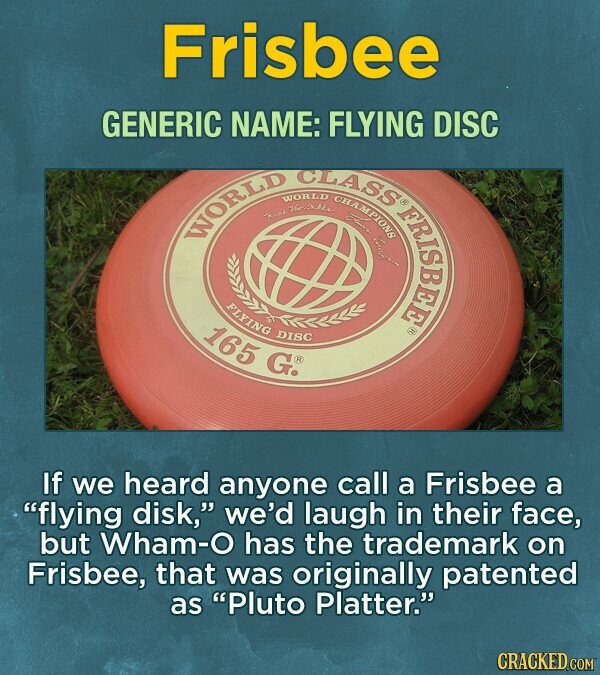
Source: [Mental Floss](https://www.mentalfloss.com/article/13092/bubble-wrap-was-originally-supposed-be-wallpaper)

## 11



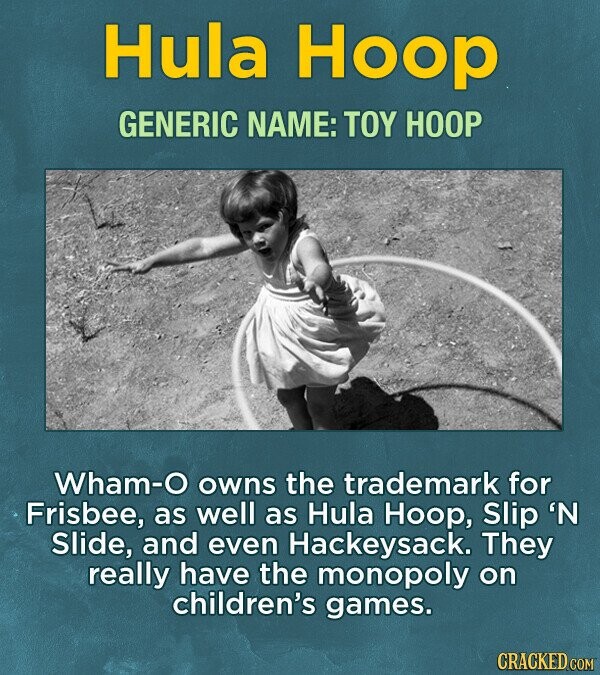
Source: [Kawasaki](https://global.kawasaki.com/en/stories/articles/vol44/)

## 10



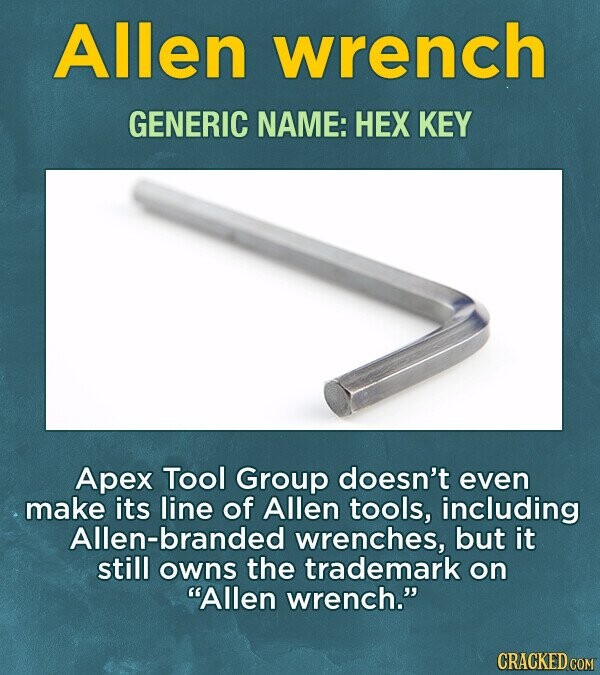
Source: [Funding Universe](http://www.fundinguniverse.com/company-histories/wham-o-inc-history/)

## 9



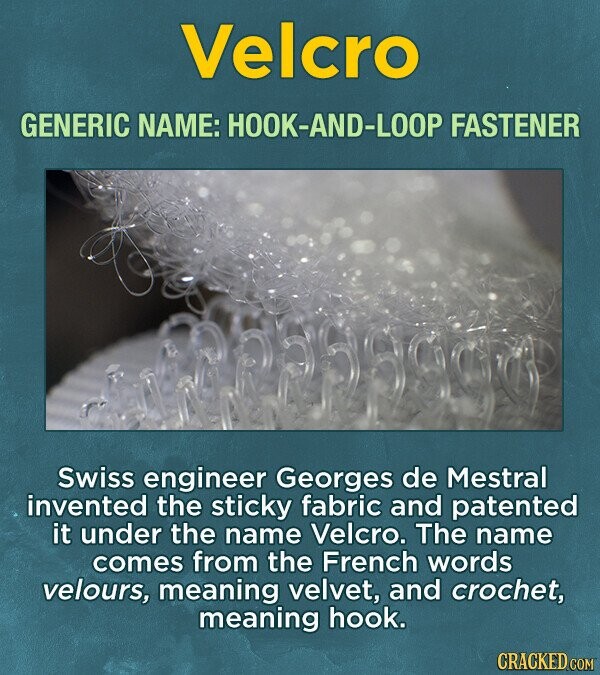
Source: [Westlaw](https://content.next.westlaw.com/Document/Ic9f8f0e8cc5e11dd93e8a76b30106ace/View/FullText.html?contextData=(sc.Default)&transitionType=Default)

## 8



Source: [Justia Trademarks](https://trademarks.justia.com/755/63/allen-75563653.html)

## 7



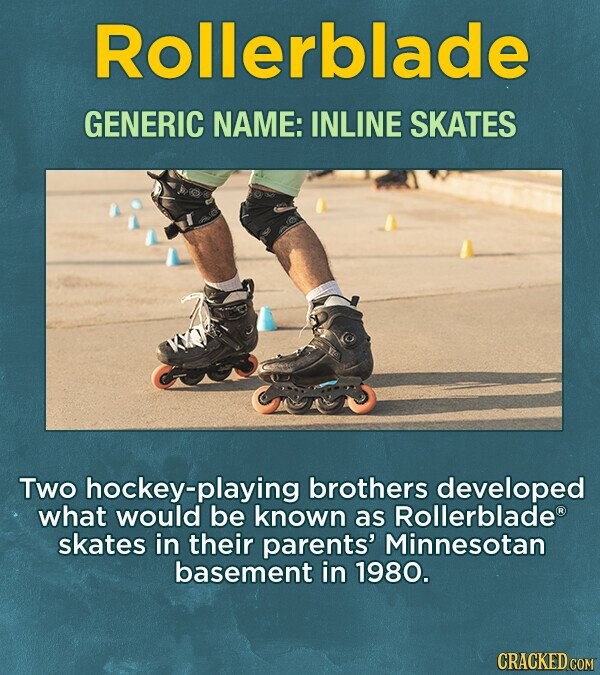
Source: [Swiss Broadcasting Corporation](https://web.archive.org/web/20120208093857/http://www.SwissInfo.ch/eng/Home/Archive/How_a_Swiss_invention_hooked_the_world.html?cid=5653568)

## 6



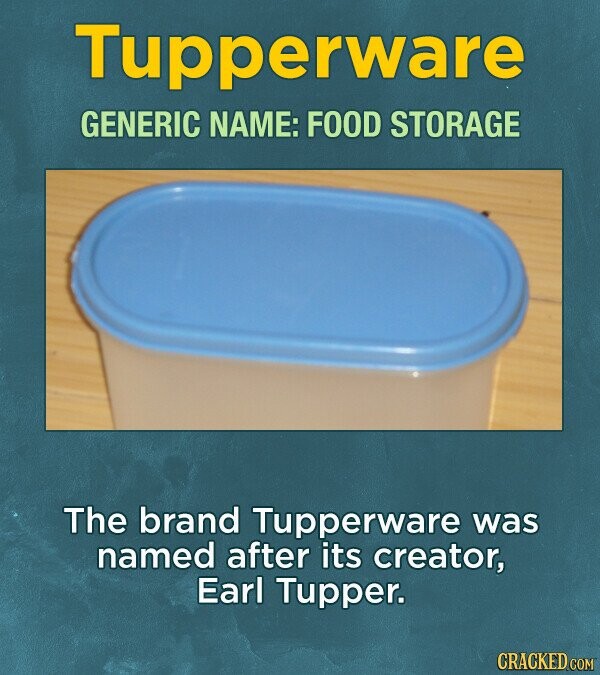
Source: [Band-Aid](https://www.bandaid.ca/band-aid-history)

## 5



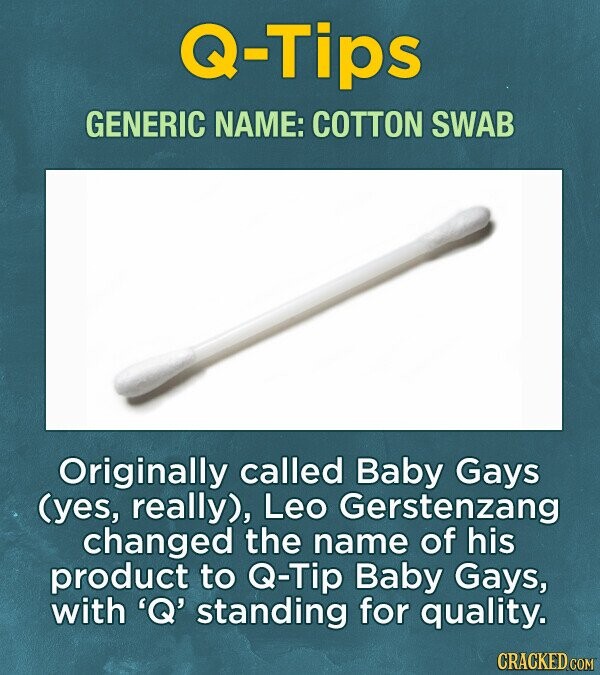
Source: [Rollerblade](https://www.rollerblade.com/usa/about-us/)

## 4



Source: [New York Times](https://www.nytimes.com/1983/10/07/obituaries/earl-tupper-the-father-of-tupperware-dies.html)

## 3



Source: [Q-Tips](https://www.qtips.com/about/)

## 2



Source: [The Atlantic](https://www.theatlantic.com/health/archive/2010/07/dont-use-the-p-word-a-popsicle-showdown/59412/)

## 1



Source: [Dow Chemical Company](https://web.archive.org/web/20051201163706/http://craft.dow.com/craft/about/cup.htm)