

FOR IMMEDIATE RELEASE

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Swim Creative Issues Reminder of Aerial Lift Bridge™ Trademark

DULUTH, MN — Duluth ad agency Swim Creative firmly reminds the greater Duluth community to follow proper trademark usage of the Aerial Lift Bridge™.

In 2014, Swim Creative secured the official trademark from the United States Patent and Trademark Office (USPTO) of the historic structure. All images and written documents featuring the Aerial Lift Bridge™ must be authorized by Swim Creative.

Since then, Swim has issued many cease and desist letters, yet improper usage of the Aerial Lift Bridge™ in hundreds of images, logos, ads and documents still persists.

“Originally, we sought the trademark because we didn’t want the bridge’s image to get overused when representing the beautiful city of Duluth,” said Patrice Bradley, Swim Creative’s CEO. “Unfortunately, we’re still seeing infringements.”

To see the identity guidelines or find the trademark usage request form for the Aerial Lift Bridge™, please visit www.swimcreative.com/lift-bridge.

Swim Creative is currently in the process of applying for the official trademark of the iconic Ma Bell Tower in downtown Superior, WI. Watch for that exciting announcement, most likely on April 1, 2024

Psych. Happy April Fools’ Day!

About Swim

[Swim](#) is a collective of thinkers, tacticians and artists that build brands through collaboration, insight and hard work. Founded on a commitment to telling the truth, they use whip-smart strategy to turn ideas into creative that empowers, inspires and transforms. When strategy and creativity sync: you Swim.