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Destroyer.Rocks Receives Federal Trademark Registration for SMASHCOTS

Proprietary Plush Mascot Line Grew from a COVID-Era Supply Challenge into a New Product Category for Destroyer.Rocks

JACKSONVILLE, Fla. — Destroyer Promotional Products, LLC, doing business as Destroyer.Rocks, announced today that it has received federal trademark registration from the United States Patent and Trademark Office (USPTO) for SMASHCOTS, the company's proprietary line of plush mascot products.

The mark was registered with the USPTO as Registration No. 7,038,754, protecting a brand Destroyer.Rocks developed as the company expanded into the plush products business.

SMASHCOTS are oval-shaped plush dolls designed to resemble a team's mascot, combining the recognizable features and personality of the mascot into a distinctive plush format. The products are available in 5-inch, 8-inch and 12-inch sizes, allowing teams to use them as promotional giveaways, retail merchandise and fan collectibles.

The line also includes SMASHCOT BUDDIES, miniature 3-inch plush mascot key chains that give teams another way to translate their mascot into a collectible product.

The story behind SMASHCOTS began during the COVID-19 pandemic, when widespread supply-chain disruptions made sourcing many promotional products increasingly difficult. Prior to the pandemic, plush had not been a major product category for Destroyer.Rocks. When other suppliers struggled to provide plush products and Destroyer was able to maintain access to production, the company saw an opportunity.

"Before COVID, we really hadn't done a tremendous amount of plush," said Jeff Bouchy, CEO of Destroyer.Rocks. "During the pandemic, our customers were having a difficult time finding suppliers that could get plush made, and we could. Instead of looking at that as a temporary opportunity, we decided to get serious about the category, develop our own line and make plush a permanent part of our business."

That decision ultimately led Destroyer.Rocks to develop SMASHCOTS rather than simply becoming another supplier of traditional stuffed mascots.

"We didn't want to just make the same plush mascot everyone else was making," Bouchy said. "We wanted to create something that was distinctly ours. The oval shape gave us a fun platform that could be adapted to virtually any team's mascot, and Smashcots was the perfect name for them. They're compact, they're collectible and they have a completely different look from traditional mascot plush."

The multiple sizes also allow teams to use the same SMASHCOTS concept across different applications. Larger versions can serve as premium promotional items or retail merchandise, while the 5-inch version provides a smaller collectible option. SMASHCOT BUDDIES extend the concept into an even smaller 3-inch key chain format.

For Bouchy, the growth of the SMASHCOTS line is also an example of how Destroyer.Rocks has historically approached challenges within the promotional products industry.



“COVID created an incredible number of challenges for our business and for our customers, but sometimes challenges force you to look at things differently,” Bouchy said. “We found an area where our customers had a need, figured out how we could solve it and then asked ourselves how we could make the product better and more unique. What started because of a supply problem ultimately became an entirely new product line for Destroyer.”

The federal registration of SMASHCOTS (U.S. Trademark Registration No. 7,038,754) is also part of Destroyer.Rocks’ broader strategy of creating and protecting proprietary product names and concepts.

“Our goal isn’t simply to source products,” Bouchy added. “We want to create products and brands that our customers remember. When we develop something original like Smashcots, it’s important that we protect the creativity and investment that went into building it.”

Destroyer.Rocks plans to continue expanding SMASHCOTS and SMASHCOT BUDDIES while developing additional proprietary products for teams throughout professional, collegiate and minor league sports.

About Destroyer.Rocks

Destroyer Promotional Products, LLC, dba Destroyer.Rocks, is a Jacksonville, Florida-based sports merchandise, promotional products and custom manufacturing company serving professional and collegiate sports organizations throughout the United States and Canada.

Founded by CEO Jeff Bouchy in 2002, the company has more than two decades of experience developing custom promotional products, retail merchandise and specialty items for teams and organizations across the sports industry.

Destroyer.Rocks combines creative product development, overseas manufacturing capabilities and domestic production resources to provide sports organizations with products designed specifically for their brands, fans and events.

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