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Destroyer.Rocks Receives Federal Trademark Registrations for BEER. HOCKEY. and BIG PUCK ENERGY

Jacksonville-Based Company Protects Two of Its Original Hockey Brands

JACKSONVILLE, Fla. — Destroyer Promotional Products, LLC, doing business as Destroyer.Rocks, announced today that it has received federal trademark registrations from the United States Patent and Trademark Office (USPTO) for two of the company's original hockey brands: BEER. HOCKEY. and BIG PUCK ENERGY.

BEER. HOCKEY. was registered with the USPTO as Registration No. 7,226,597, while BIG PUCK ENERGY was registered as Registration No. 7,226,689. The registrations are part of a broader effort by Destroyer.Rocks to protect the original brands, concepts and intellectual property the company develops.

For Destroyer.Rocks founder and CEO Jeff Bouchy, the two marks capture the company's approach to creating merchandise that connects with the culture and personality surrounding sports.

"We've been using Beer. Hockey. for years, and it has become a fun and recognizable part of what we do," said Jeff Bouchy, CEO of Destroyer.Rocks. "Big Puck Energy came from that same mindset. Hockey has such a unique culture and sense of humor, and both of these lines immediately speak to hockey fans. They're simple, they're fun and people get them without needing an explanation."

Both marks were developed for use on apparel and merchandise geared toward hockey fans. While BEER. HOCKEY. combines two staples of hockey culture in a straightforward phrase, BIG PUCK ENERGY brings a more playful attitude to the company's hockey apparel offerings.

"Big Puck Energy is one of those lines that makes you smile as soon as you see it," Bouchy said. "It's a little edgy, it's memorable and it's perfect for hockey. When your company is called Destroyer.Rocks, you don't want everything you create to be boring and corporate. We want our products to have some personality."

Bouchy said the two registrations also reflect Destroyer.Rocks' increasing focus on protecting the creativity that has been an important part of the company's business since its founding.

"Creativity is a huge part of our business," Bouchy said. "We spend a tremendous amount of time developing ideas that we believe sports fans will connect with. As our company and our brands have grown, we felt it was time to become much more proactive about registering and protecting some of the marks we've created over the years."

For Destroyer.Rocks, developing proprietary brands such as BEER. HOCKEY. and BIG PUCK ENERGY is an extension of the same creative process the company uses when developing promotional products and merchandise for its sports clients.

"Sports merchandise should be fun," Bouchy added. "Fans don't always want another shirt that just has a logo across the front. Sometimes they want something that says



something about who they are as a fan. Beer. Hockey. and Big Puck Energy both do that. A hockey person sees either one and immediately understands it.”

The federal registrations of BEER. HOCKEY. (U.S. Trademark Registration No. 7,226,597) and BIG PUCK ENERGY (U.S. Trademark Registration No. 7,226,689) are part of Destroyer.Rocks’ continuing efforts to build a portfolio of proprietary brands alongside its longstanding work creating custom promotional products and merchandise for professional, collegiate and minor league sports organizations.

“Original ideas have value,” Bouchy said. “When you create something and invest the time and resources to build recognition around it, you need to protect it. These registrations are part of making sure the creative assets we’ve developed receive the same protection and attention as the other assets of our company.”

Destroyer.Rocks plans to continue developing both BEER. HOCKEY. and BIG PUCK ENERGY across apparel and related merchandise while creating additional original brands and concepts for sports fans.

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, 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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