



FOR IMMEDIATE RELEASE
November 17, 2023

Destroyer.Rocks Receives Federal Trademark Registration for HEAD BANGERS

Trademark Protects the Company's Distinctive Brand for Its Bobblehead Line

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 HEAD BANGERS, the name of the company's bobblehead line.

The mark was registered with the USPTO as Registration No. 6,198,894, protecting a name that brings together two things at the heart of the Destroyer.Rocks brand: sports promotions and rock-and-roll culture.

For Destroyer.Rocks founder and CEO Jeff Bouchy, HEAD BANGERS is a natural fit for a company whose roots are closely tied to bobbleheads.

"If you're a rock fan, you've probably head banged at your favorite concert at some point in your life," said Jeff Bouchy, CEO of Destroyer.Rocks. "And what does a bobblehead do? Its head bangs. When you put the two together with a company called Destroyer.Rocks, Head Bangers just seemed like the perfect name for our bobbleheads."

Bobbleheads have a special significance to Destroyer.Rocks. Bouchy founded the company in 2002, initially building the business by developing bobblehead concepts for sports organizations. More than two decades later, bobbleheads remain an important part of the company's promotional products business.

"Bobbleheads are really where this company started," Bouchy said. "When I started the business, I was literally sketching bobblehead ideas and sending them to China. We didn't have a huge product catalog or all the capabilities we have today. We had ideas, and bobbleheads were a big part of turning those ideas into a business. So Head Bangers is a brand that means a little more to me personally."

HEAD BANGERS also reflects Destroyer.Rocks' strategy of creating distinctive identities for individual product categories rather than simply listing products in a traditional promotional products catalog.

"We could just call them bobbleheads, but where's the fun in that?" Bouchy said. "Destroyer.Rocks is supposed to have a personality. Head Bangers fits our brand, it's easy to remember, and the second you understand the connection, it makes perfect sense. Those are exactly the kinds of names and ideas we want to create."

The federal registration of HEAD BANGERS (U.S. Trademark Registration No. 6,198,894) is part of Destroyer.Rocks' broader effort to identify and protect the original names, brands and concepts it has developed.

"Creativity has always been one of the most important parts of our company," Bouchy added. "Whether we're developing a new promotional product for a team or creating something for ourselves, original ideas have value. As the company has grown, we've become much more intentional about protecting the creative assets we've built."



Destroyer.Rocks plans to continue using the HEAD BANGERS brand across its bobblehead business while developing additional proprietary names and identities for other product categories.

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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