



Old Rocks, New Names: Synonyms, Trademark and Marketing Names for Old Favorites and New Finds

Kristi Hugs

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It is often difficult to decipher whether a crystal or mineral's name is the real deal or something made up, especially if you are just beginning your crystal journey. A new name can often be a legal right, one that has gone through proper channels, testing and legal trademark registration. Many times, however, it is a made up name to increase its value, unbeknownst to the buying public. Each name has been researched and checked through the US Trademark Database, the UK Trademark Database, the Australian Trademark Database as well as the Canadian Trademark Databases.

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