

ROADRUNNER[®]

EXCLUSIVE TRADEMARK ACQUISITION

The Crown Jewel of the Logistics Industry.

PREPARED FOR AMAZON

JULY 2025



RoadRunner® Trademark Acquisition

Executive Summary

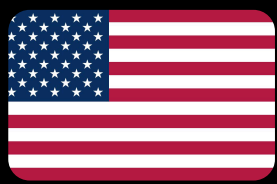


This proposal presents Amazon with a unique, time-sensitive opportunity to acquire full legal ownership of the federally registered and incontestable RoadRunner® trademark, a brand asset protected across five key U.S. trademark classes: 039 (Courier & Logistics Services), 035 (Business Operations Consulting), 012 (Vehicles, Drones, & Mobility Hardware), 009 (Software & Mobile Apps), and 042 (Web-Based & AI-Powered Platforms).

Unlike generic trademarks, RoadRunner® is a semantically rich and globally recognizable term that delivers cross-market flexibility and strong emotional resonance. It stands at the intersection of legal strength, cultural ubiquity, and strategic utility—making it a one-shot opportunity to enrich Amazon’s logistics, fulfillment, and AI-driven delivery services with a new ownable name with iconic potential.

This acquisition is being offered discreetly and exclusively. The RoadRunner® mark is not listed publicly, is not being auctioned, and no other parties are being approached.

Trademark Class Protection Overview

The RoadRunner® trademark is structured as a multi-class, high-strength IP asset, offering comprehensive legal coverage and versatility for diverse deployment across Amazon’s core operational ecosystems:

Status	Date	Serial No.	Reg No.	Goods & Services	
Registered INCONTESTABLE	May 01, 2018	87-503,275	5,457,286	IC 039: Courier & Logistics Services	
Live/Pending		98-925,515		IC 035: Business & Operations Consulting	
Live/Pending		98-925,517		IC 042: Providing online non-downloadable software for transportation-related	
Live/Pending		98-925,519		IC 009: Downloadable software for mobile application for transportation logistics.	
Live/Pending		99-117,839		IC 012: Cars; trucks; drones; land vehicles; air vehicles for commercial & logistical use.	
		Ref No.	Reg No.		
International Protections		A0155441	1 852 244	IC: 39, 35, 42, 09	 
Madrid Protocol Coverage: International Transfer Rights for Canada & Mexico.					

These classes were selected strategically to ensure maximum latitude in deployment across physical vehicles, software systems, enterprise services, and advanced delivery technologies. The incontestable status of Class 039 provides rare legal insulation, significantly reducing exposure to trademark challenge or infringement claims.

International Protections

In addition to U.S. protections, the RoadRunner® trademark bundle includes Madrid Protocol transfer rights for Canada and Mexico, enabling Amazon to activate the mark instantly across North America. This cross-border strength enhances operational agility while minimizing the friction of trademark expansion. Amazon can deploy RoadRunner® across all three NAFTA markets with no licensing hurdles, providing a clean runway for brand unification on a continental scale.

Why RoadRunner® is a Distinctive Brand Asset

RoadRunner® is more than a name. It's a semantically intuitive, globally resonant brand that evokes speed, intelligence, and agility—instantly understood across cultures, industries, and age groups. Its linguistic power sits at the crossroads of branding psychology and operational identity.

- Instant Symbolism: Implies swift, seamless delivery and smart systems—key pillars of Amazon's logistics.
- Linguistic Simplicity: Easy to pronounce, recall, and translate—ideal for global scale.
- Cross-Sector Relevance: Works for B2C, B2B, and industrial audiences alike.

While many trademarks require expensive campaigns to earn recognition, RoadRunner® arrives preloaded with cultural capital. It is the type of brand that consumers and partners already know and trust, giving Amazon a strategic shortcut to deeper market penetration and emotional connectivity.

Strategic Objective

Amazon's operational ecosystem is vast—encompassing retail, robotics, logistics, AI, and cloud computing. RoadRunner® offers an elegant, flexible identity that can unify disparate systems into a singular, powerful narrative. It becomes the semantic anchor for Amazon's next generation of fulfillment technologies, last-mile delivery services, and vehicle innovation initiatives.

- Operational Synergy: Unifies software, hardware, and transportation arms under a single ownable label.
- Brand Cohesion: Reduces internal brand fragmentation, improving marketing efficiency and customer clarity.
- Strategic Leverage: Unlocks new business verticals with a recognized brand already shielded from infringement risk.

This isn't a rebrand—it's a smart brand addition, built to scale.

Strategic Imperative

In today's legal and digital environment, brand control equals market power. RoadRunner® is not just an available name—it is a rare, federal-grade, multi-class registered trademark in a branding category (speed/logistics) that is typically saturated, legally constrained, and crowded with generic contenders.

It is difficult, if not impossible, to secure a name with this level of linguistic relevance and trademark clearance across critical classes. This is not a licensing opportunity, not a naming suggestion, and not a negotiation framework. This is the rare chance to take outright ownership of a brand that is:

- Clean (no encumbrances)
- Legally insulated
- Instantly marketable
- Scalable across regions & products/services
- Never been legally opposed in 5+ years

Amazon’s Current Brand Limitation: The “Prime” Constraint

Amazon’s logistics empire has been built around the term Prime—a powerful customer promise, but also a legal liability. "Prime" is trademarked in Class 039 by Prime, Inc., a freight company with pre-existing rights. Although Amazon has found ways to navigate the overlap, the branding landscape remains cluttered.

- **Brand Conflict:** "Prime" cannot be fully owned across logistics, which restricts Amazon’s ability to expand or spin out services independently.
- **Licensing Vulnerability:** Continued reliance on shared or ambiguous trademark space invites legal risk and brand dilution.
- **Narrative Inflexibility:** "Prime" is deeply consumer-facing, but lacks elasticity for Amazon’s more industrial or technical initiatives.

RoadRunner® is more than just prime real estate in logistics—a blank canvas with sharper edge, broader flexibility, and clean legal backing.

Brand Risk Exposure vs. RoadRunner® Advantage

Factor	Current State (Prime)	With RoadRunner®
Legal Ownership	Partial (Not Exclusive)	Full (incontestable)
Brand Expansion Freedom	Constrained	Unlocked
Licensing Obligations	Required	None
Internal Brand Aligment	Fragmented	Unified
Deployment Versatility	Medium (consumer-limited)	High (enterprise, tech, logistics)
Symbolic Semantics	Abstract (membership, perks)	Literal (speed, agility, transport)

Deployment Strategy & Creative Potential

The RoadRunner® mark isn't just strong on paper—it's ripe for activation. Amazon can deploy the name across multiple fronts, within its logistics and robotics ecosystem:



- RoadRunner Freight: Trucking and transportation infrastructure brand.
- RoadRunner Driver: Driver management platform for fleet operations.
- RoadRunner Dispatcher: Real-time coordination and delivery optimization hub.
- RoadRunner AI: Predictive planning and operational efficiency algorithms.
- RoadRunner Last-Mile: Delivery vans, drones, and autonomous electric vehicles.
- RoadRunner Next Day: Real-time tracking and next-day delivery management.
- RoadRunner Drone: AI-powered bots for fulfillment and navigation.
- RoadRunner Air Delivery: Drone-based air delivery and logistics R&D.

RoadRunner® removes ambiguity. It gives Amazon total clarity, control, and creative flexibility in logistics and beyond.

Amazon's Use of Animal-Themed Robotics: A Strategic Naming Pattern

Amazon has steadily introduced a growing fleet of autonomous robots into its warehouse and logistics operations, many of which share a clear pattern in naming: animals. This choice is not random—it reflects a strategic branding decision to anthropomorphize automation, giving each robot a distinct identity while reinforcing agility, strength, or speed, depending on the task. The animal motif also makes the technology more palatable to the public and easier to reference internally across departments.

Animal names aren't a gimmick—they're taxonomy in motion, building an autonomous ecosystem as diverse and dynamic as the Amazon rainforest itself.

Below is a list of Amazon's known animal-named robots:

- **Kermit** – A green autonomous mobile robot (AMR) used to move carts and lighten the load for human workers.
- **Pegasus** – A high-speed robotic drive that transports smaller inventory pods, replacing older models with more agility and intelligence.
- **Xanthus** – A modular robot platform that allows for faster deployment and more customization across different tasks.
- **Cardinal** – A robotic arm system capable of sorting packages by reading labels, designed to reduce worker strain and error.
- **Robin** – An AI-powered package-sorting robot that works in fulfillment centers to identify and sort packages by destination.
- **Sparrow** – A picking robot that uses AI and machine learning to identify, grab, and handle individual products, improving picking efficiency.

These names are not only memorable - they reflective of the roles each robot plays: nimble, smart, agile, and specialized.

Pattern Recognition → Strategic Opportunity: RoadRunner®

Owning RoadRunner locks in Amazon's brand continuity, eliminates legal ambiguity, and reinforces its edge in logistics identity. A name synonymous with speed, adaptability, and resilience. RoadRunner® fits perfectly within this strategic naming lineage—poised to become Amazon's next great leap in logistics identity. RoadRunner is already a logistics icon - known intrinsically as the fast, elusive symbol that always wins.



Amazon's current animal-named Robotics fleet. RoadRunner® is the next natural evolution in brand-aligned automation.

Competitive Edge

Few companies can match Amazon’s operational scale. Yet, in today’s branding landscape, owning memorable language holds more value than sheer reach. RoadRunner® offers a lasting competitive advantage, establishing a singular, powerful identity that seamlessly integrates with Amazon’s diverse initiatives.

While other companies may have vast logistical networks, few possess a brand that inherently communicates speed, efficiency, and innovation. RoadRunner® is not just a trademark; it’s a strategic asset that positions Amazon as a leader in agile, next-generation delivery.

- **Unified Branding:** A world of fragmented ecosystems, RoadRunner® becomes a single identifiable torch.
- **Legal Clarity:** In a legal landscape filled with grey areas, RoadRunner® is clean ink—a mark of clarity.
- **Future-Proof Identity:** In a future driven by AI-enabled delivery, RoadRunner® is both metaphor and mission—embodying fast, intelligent, and reliable logistics.

RoadRunner® in the Modern Logistics Landscape

The logistics environment is evolving rapidly, with competition from both traditional players and tech-driven newcomers. In this space, brand recognition and marketability are essential. RoadRunner® meets these challenges by embodying speed, agility, and reliability—qualities that resonate with consumers and partners.

Unlike traditional logistics names that lack cultural relevance, RoadRunner® delivers an inherent sense of momentum and efficiency. This makes it versatile and powerful, allowing Amazon to maintain a distinct presence. The name itself instantly communicates swift, precise movement—qualities synonymous with Amazon’s operational ethos.

The Brand Gap in Logistics

RoadRunner® is the only speed-first logistics brand with cultural icon potential - uniquely positioned.

Brand	Category/Power	Cultural Meaning	Brand Rating
RoadRunner®	Logistics / Speed	Speed and Agility	10
FedEx	Delivery / Generic	Lacks Uniqueness	7
UPS	Delivery / Generic	Reliable but not aspirational	6
DHL	Delivery / Acronym	Recognized but not iconic	6
Amazon Logistics “Prime”	E-commerce / Ambiguous	Functional but not unique	5
XPO, JB Hunt	Transport / Personal name	Limited niche recognition	4

By integrating RoadRunner® into Amazon's logistics ecosystem, the company gains a culturally robust brand and solidifies its position as a leader in smart, efficient delivery. RoadRunner® becomes a symbol of next-generation logistics, reinforcing Amazon's commitment to innovation and speed.

Final Opportunity: Secure the RoadRunner® Advantage

The RoadRunner® trademark represents a once-in-a-generation opportunity for Amazon to secure a brand asset that defines the future of logistics. Unlike other logistics-related trademarks, RoadRunner® is clean, unencumbered, and primed for integration across Amazon's vast operational ecosystem.

Acquiring RoadRunner® means not just owning a name—it means owning a concept that instantly communicates speed, efficiency, and innovation. With RoadRunner®, Amazon gains the strategic leverage to streamline branding across transportation, last-mile delivery, autonomous systems, and logistics technology.

This exclusive opportunity is being offered to Amazon alone, with no public listing or alternative negotiations. To move forward with the acquisition and secure the RoadRunner® name, please contact our representative within the designated response window.

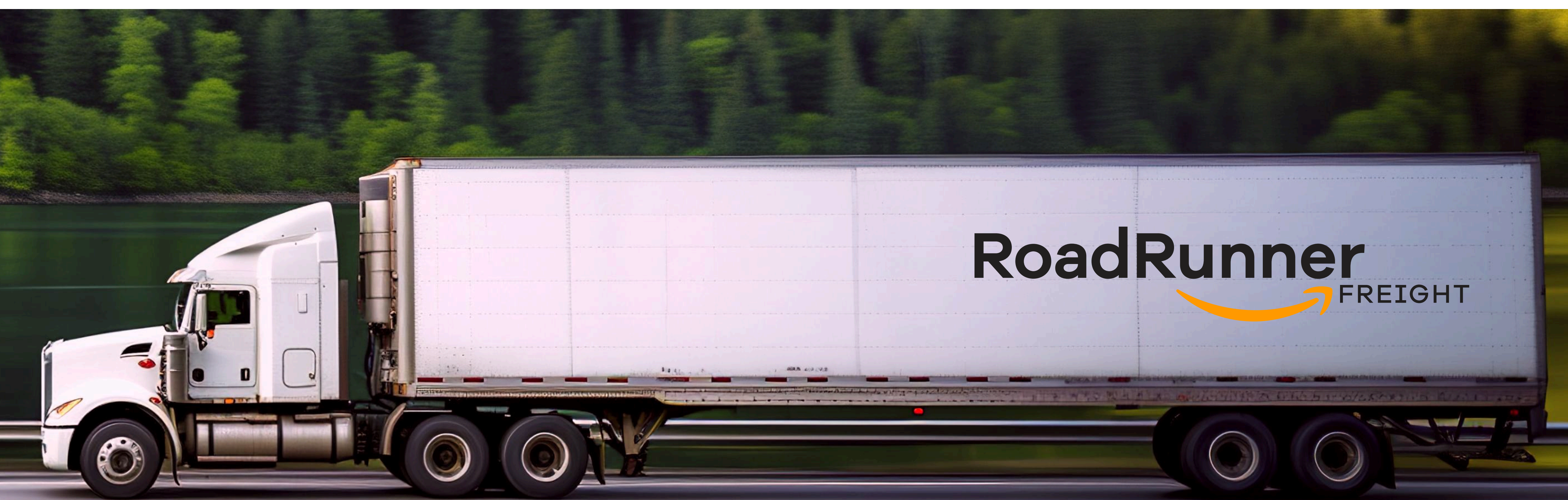
Final Note on Exclusivity

This proposal is being delivered once and only to Amazon. We are not soliciting bids, entertaining other parties, or publicly listing the trademarks. The offer is exclusive, and time-sensitive.

Kindly confirm interest within one week from reading this dossier.

We are open to discussions until end of July after which we will proceed with alternative placement opportunities.

One Name. One Legacy. One Chance.



ROADRUNNER[®]

EXCLUSIVE TRADEMARK ACQUISITION

Let's Make History.

VZJN / EXCLUSIVE

IP Acquisition Representation

JULY 2025

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