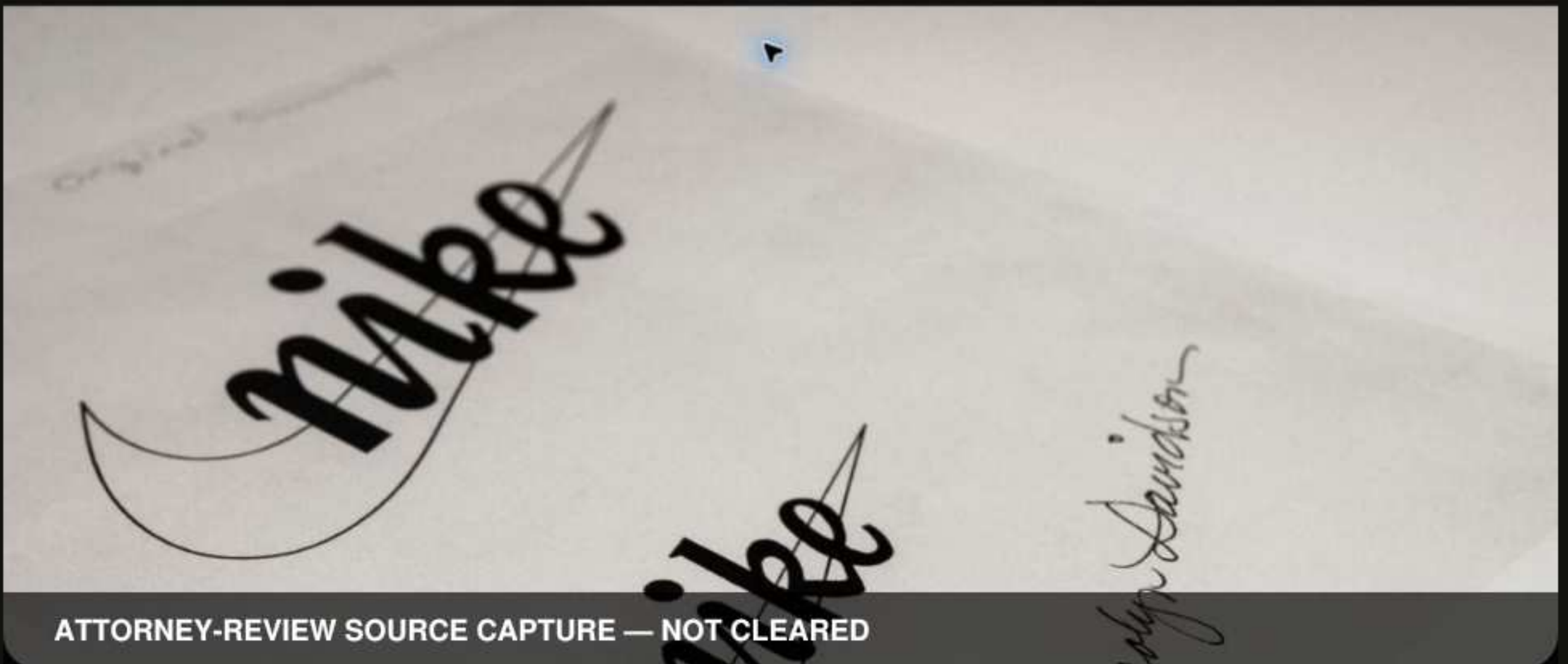


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The Nike Swoosh Logo: From Humble Beginnings to Global Icon



Nike paid \$35 for the Swoosh. That still does not tell you what it bought.

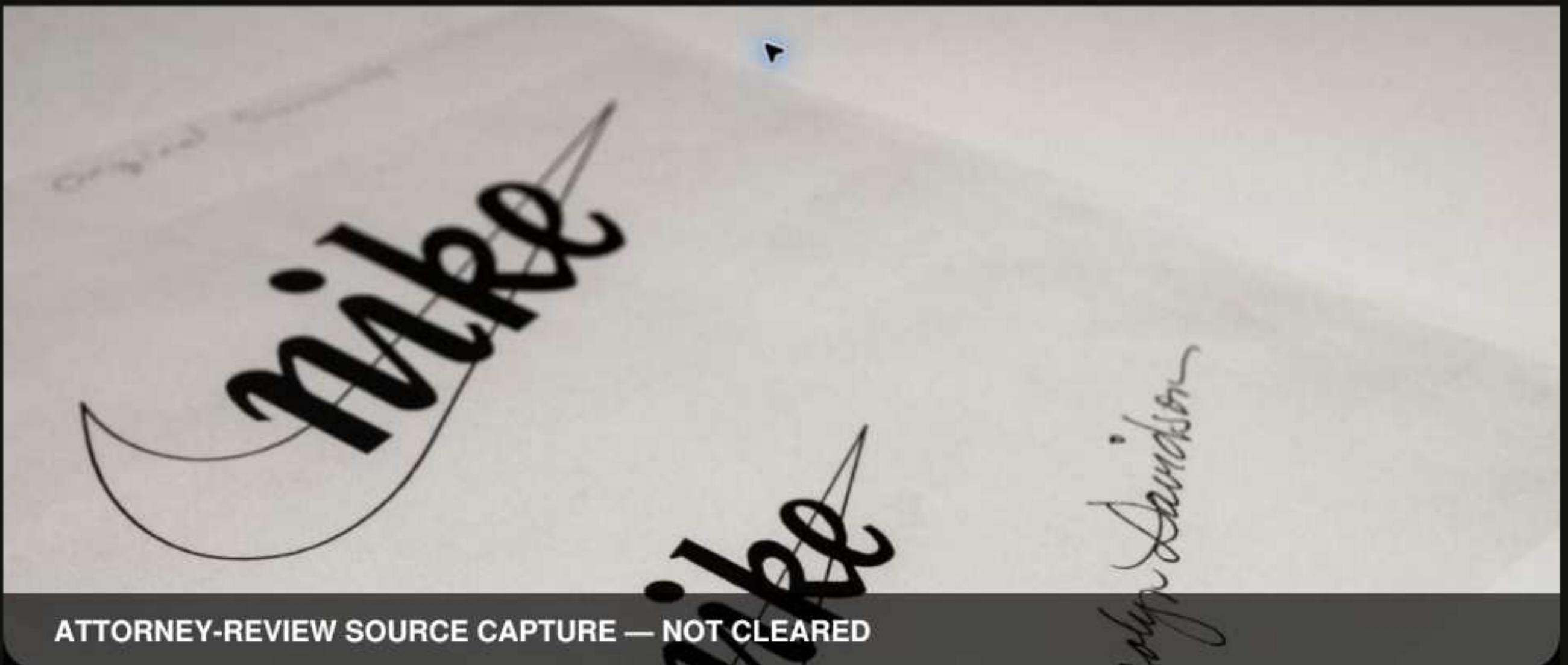
Nike's archive reports a \$35 invoice; the amount alone does not establish every transaction term.

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THE COMMISSION RECORD

History

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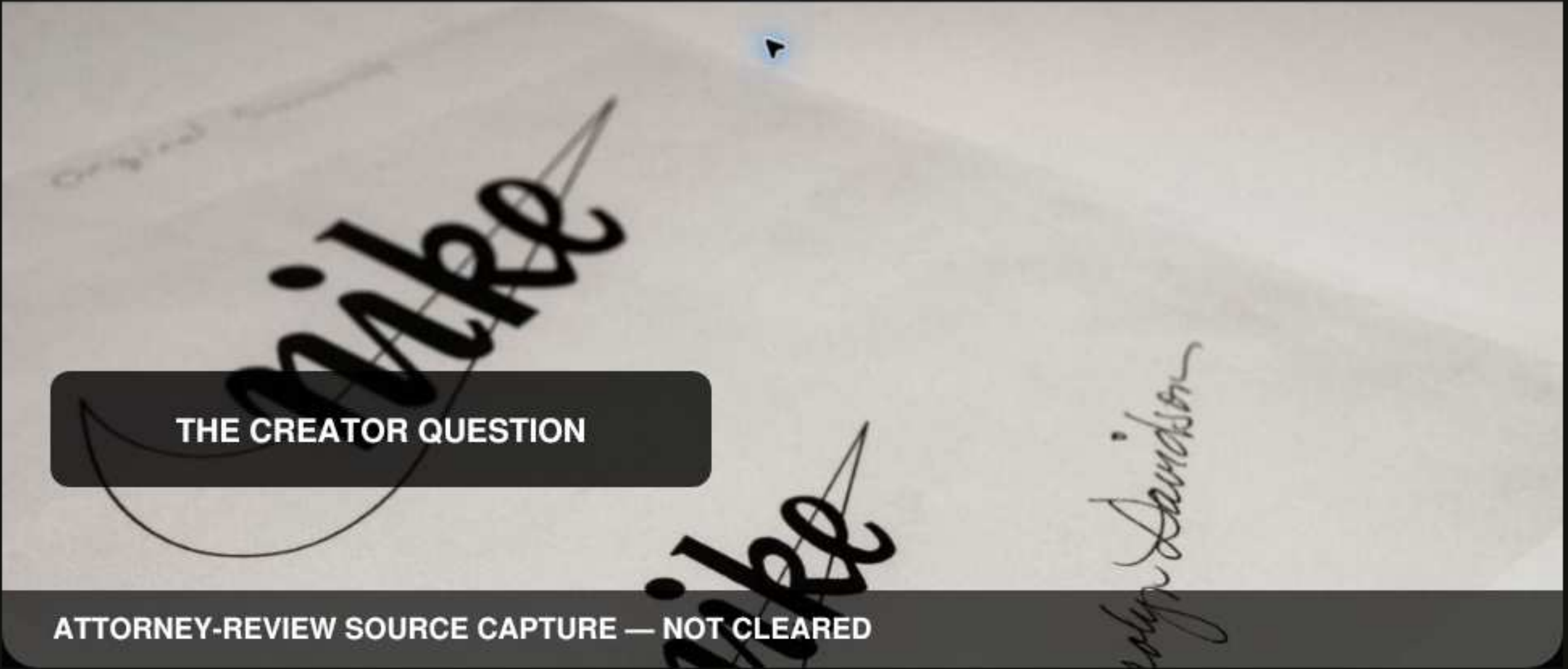


An invoice can record a charge. It does not automatically record every right transferred.

Original editorial treatment for Nike / Carolyn Davidson / the Swoosh; source posture and proof limit travel with the package.

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THE CREATOR QUESTION

ATTORNEY-REVIEW SOURCE CAPTURE — NOT CLEARED

Who created the work?

Original editorial treatment for Nike / Carolyn Davidson / the Swoosh; source posture and proof limit travel with the package.