I/1 C01

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Carolyn Davidson designed Nike's Swoosh in 1971.

Source: Nike, Inc. archive
Frame: Sailko, CC BY 3.0, cropped
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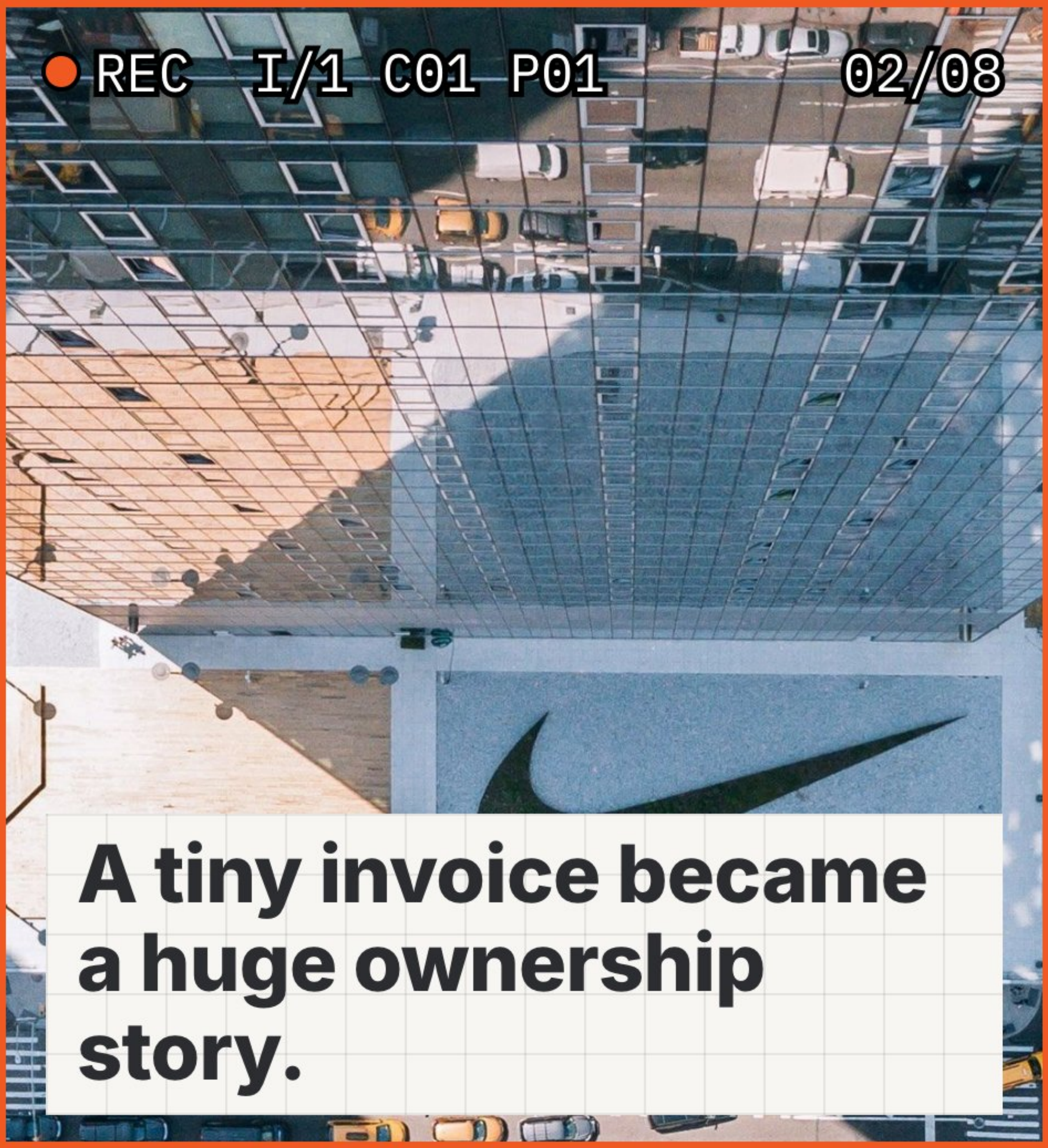
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Nike's own archive confirms she billed just $35 for it.

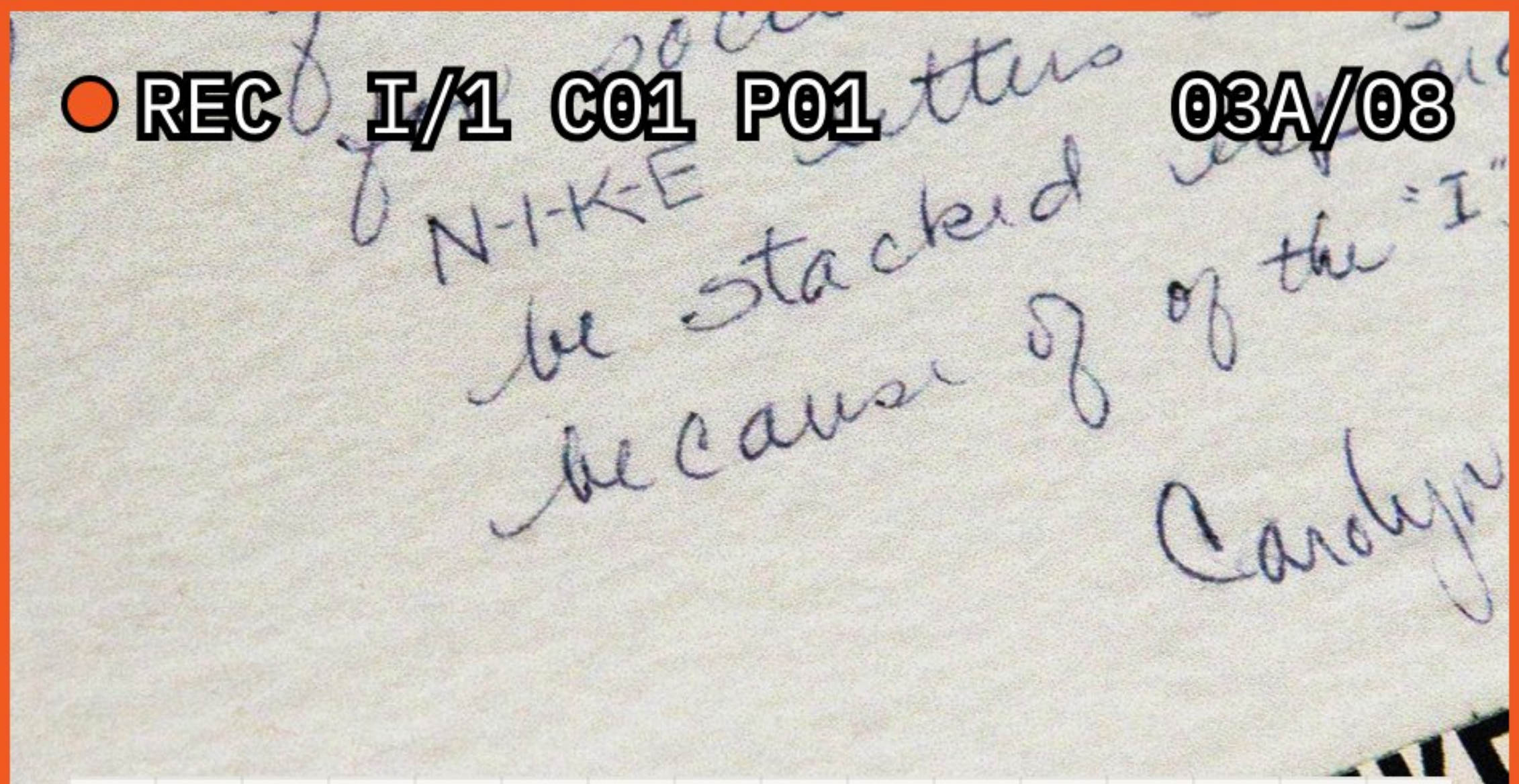
Photo: Alastair Philip Wiper
Frame: Sailko, CC BY 3.0, cropped
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A tiny invoice became a huge ownership story.

Source: Nike, Inc.
Frame: Sailko, CC BY 3.0, cropped
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The invoice records a price. It does not reveal every right exchanged.

Invoice record

Price	$35
Assignment	not shown

Source: Nike, Inc. archive
Frame: Sailko, CC BY 3.0, cropped
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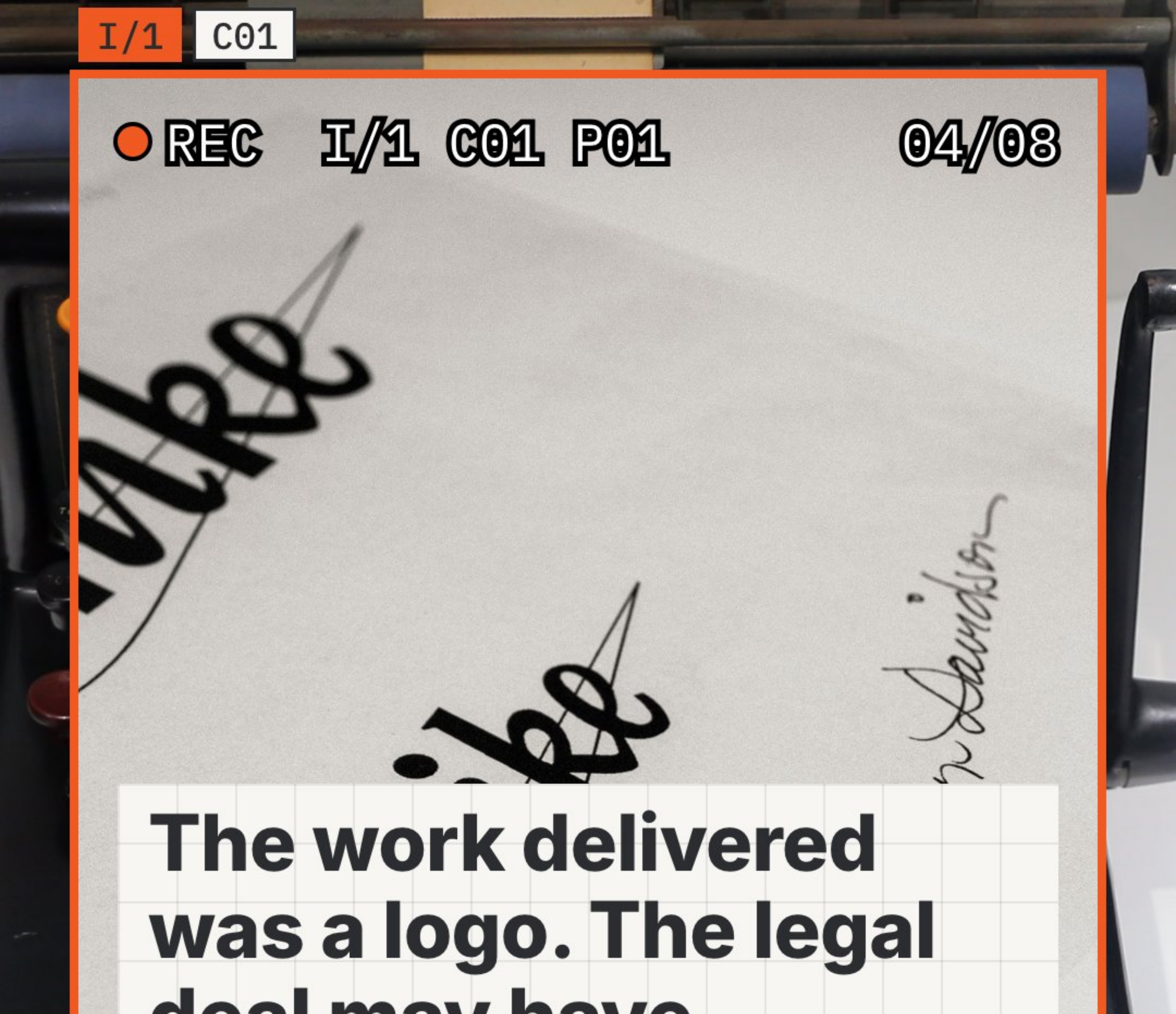


License	not shown
Media and territory	not shown

Photo: LeDroider
Frame: Sailko, CC BY 3.0, cropped
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The work delivered was a logo. The legal deal may have contained much more.

Source: Nike, Inc. archive
Frame: Sailko, CC BY 3.0, cropped
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WHAT WE ACTUALLY KNOW



To know what Nike received, you need the actual agreement, not the legend.

What we know

Nike’s published account supports the $35 invoice fact.

What we don’t

It does not establish the invoice text, assignment, license, later compensation, or complete legal effect.

Photo: Alastair Philip Wiper
Frame: Sailko, CC BY 3.0, cropped
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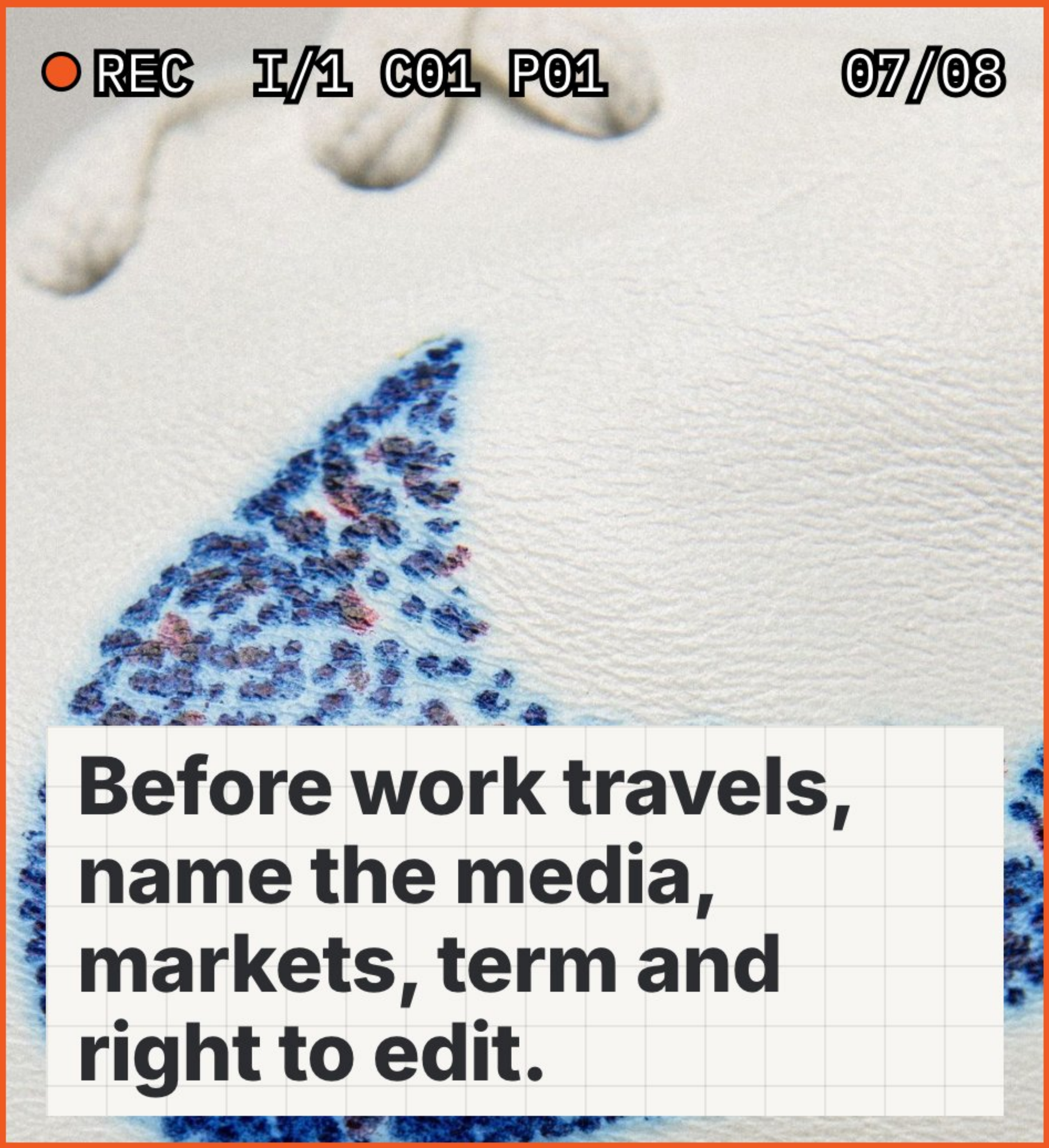


For an Institution of One, price, files, copyright and usage are separate choices.

Source: Nike, Inc. archive
Frame: Sailko, CC BY 3.0, cropped
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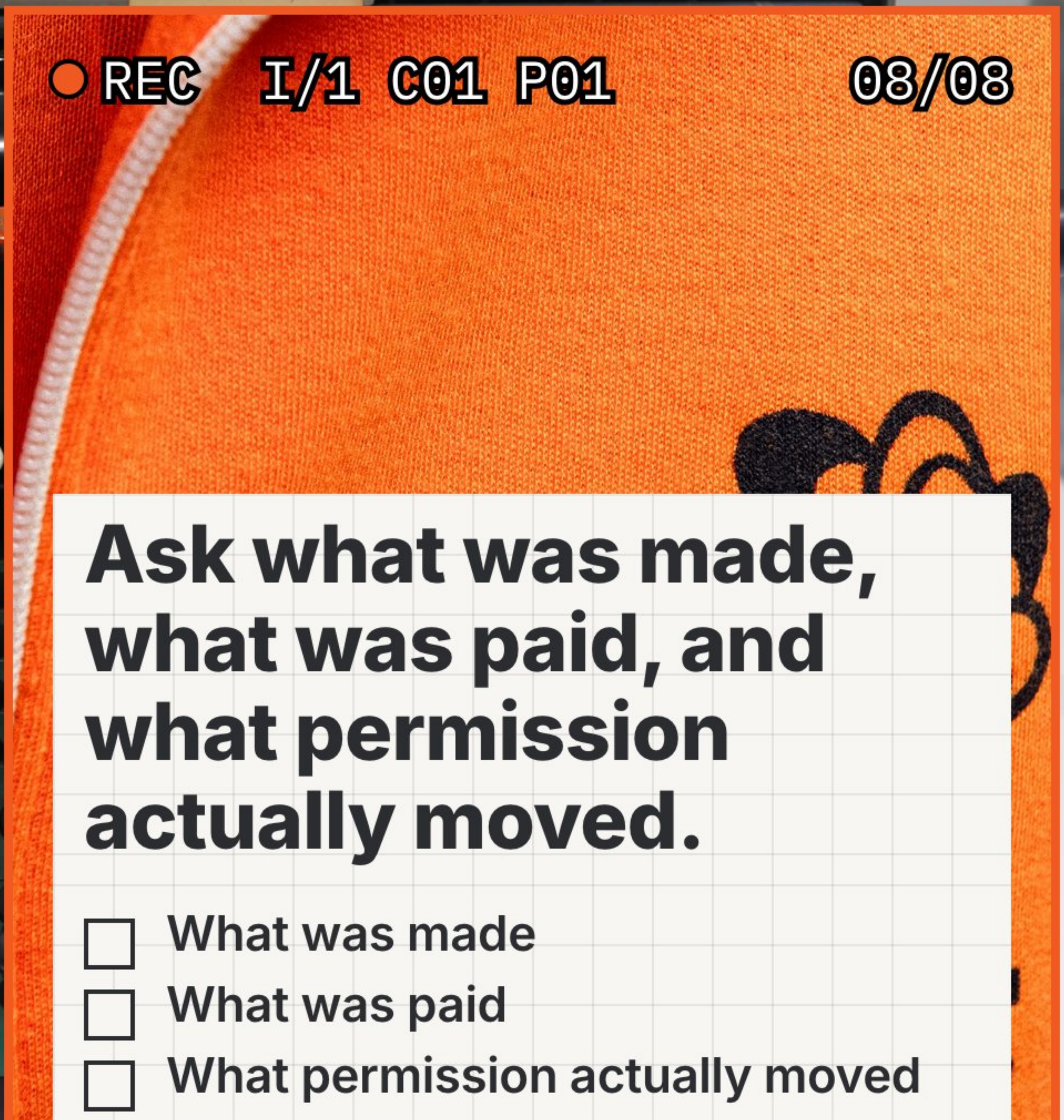
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Before work travels, name the media, markets, term and right to edit.

Source: Nike, Inc. archive
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Ask what was made, what was paid, and what permission actually moved.

- [ ] What was made
- [ ] What was paid
- [ ] What permission actually moved

Source: Nike, Inc. archive
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