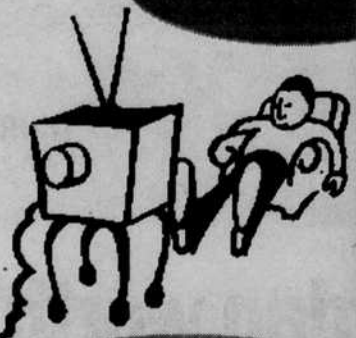




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Trademark: Loss of mascot not too painful

Continued from Page 5

boards at the gym and football field — all with the leprechaun logo prominently displayed. Removing the symbols on center court and the scoreboards will cost up to \$4,500.

"Notre Dame is just one level below heaven here," said Ann Colliflower, Catholic Central's director of development. "What was great for Notre Dame was great for us."

"I know there was some thoughts that we had people picketing, but that was never the case," she added. "We simply had a number of individuals who were indignant about what Notre Dame did."

Catholic Central, which is about 40 miles east of Dayton and has about 350 students, used to be known as the Tornados. But Fighting Irish has been its unofficial nickname since it opened in 1928, and the Notre Dame leprechaun started appearing at the school in the mid-1970s. Tornados was officially dropped as the school's nickname in 1979.

School officials always won-

dered if they'd hear from Notre Dame, and they figured it was only a matter of time once basketball star Jason Collier began drawing nationwide attention. Collier, a 7-foot center, was one of the highest-rated recruits last year, and pictures of him playing in the leprechaun-decorated gym were all over.

Coaches from across the country — including Notre Dame's John MacLeod — packed the gym to see Collier play. Collier eventually signed with Indiana, and Notre Dame officials said that had nothing to do with the letter Colliflower received in October, telling her the leprechaun had to go.

In fact, it was a football program with the look-alike leprechaun on the front that alerted Notre Dame, said Richard Conklin, associate vice president of university relations.

"Whether it's a high school or a product somewhere, we always write a letter telling the people we own the trademark and copyright protection," he said Wednesday. "We don't want to be the heavy on

this, but we're driven by legal considerations."

Notre Dame officials don't really care if schools use a leprechaun, just so long as it's not *their* leprechaun. If Notre Dame didn't protect its rights to the leprechaun, it could lose millions of dollars in licensing fees, he said.

While some people were mad, Catholic Central officials took the edict in stride. They held a contest to design a new leprechaun, and 73 entries were submitted. The winner, drawn by a Catholic Central graduate, still has the green coat and hat, but it's facing forward with its arms crossed. It also has a red beard and blue eyes.

The Notre Dame logo is a side view of a leprechaun with its fists raised. Both its beard and eyes are black.

Getting people to use the new logo hasn't been too much of a problem, Colliflower said. Letters were sent to those who marketed or made items for the school, and there were only a few sightings of the old logo when Catholic Central won the Division IV state championship in the spring.

Oregon Daily
Emerald

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1 p.m. ONE business day prior to publication

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Please call 346-4343 for BUSINESS RATES.

Horoscope by Frances Drake

For Thursday, July 11, 1996

ARIES

(March 21 to April 19)

It's a wonderful time for couples to get out and about together. On the job, you're fixed in your way of thinking and are overly critical of others. Try to strive for cooperation.

TAURUS

(April 20 to May 20)

You get a jump-start on the competition by rising early and tackling your day with gusto. Be on the lookout for new opportunities. Later, don't discuss your financial affairs with a friend who talks too much.

GEMINI

(May 21 to June 20)

Morning hours bring welcome career developments, although you hit a few snags later in the day. Pay close attention to details. At night, the accent is on family life.

CANCER

(June 21 to July 22)

A new cultural interest is liable to captivate you. However, be sure to treat those in authority with the proper respect. Social life is fun, provided you meet your mate halfway.

LEO

(July 23 to Aug. 22)

The accent is heavily on leisure interests. Some take up a new hobby while others meet with new romance. At night, be careful you don't spend too much in the pursuit of pleasure.

VIRGO

(Aug. 23 to Sept. 22)

You're wise to conduct some research into an investment matter, since it pays off for you. Behind-the-scenes moves are favored on the job. At night, you have a tendency to speak before you think.

LIBRA

(Sept. 23 to Oct. 22)

You need some time alone to tend to private concerns. This leads to insightful thinking and new ideas. At night, you have a tendency to be too critical with loved ones.

SCORPIO

(Oct. 23 to Nov. 21)

You and a partner are on the same wavelength. Unfortunately, mixed trends affect your social picture after dark. A minor spat with a friend is caused by envy.

SAGITTARIUS

(Nov. 22 to Dec. 21)

It's a great time for visiting with friends. On the job, you're in top form when presenting your ideas. However, some you deal with are evasive and guarded in their opinions.

CAPRICORN

(Dec. 22 to Jan. 19)

Things go along quite nicely in business. At the same time, a partner or relative feels you're not paying enough attention to them. Be sure to set aside some time during evening hours for close ties.

AQUARIUS

(Jan. 20 to Feb. 18)

It's a good time to have a family meeting concerning the behavior of children. Partners work well as a team, although you could get bogged down in details. Don't pay attention to idle gossip making the rounds.

PISCES

(Feb. 19 to March 20)

It's a good time to meet with bankers and deal with domestic concerns. Work interests go smoothly. After dark, try to avoid frivolous spending.

YOU BORN TODAY often direct your concerns toward supporting the needs and feelings of other people. You generally accomplish this in a parental sort of way. You are attracted to sincere, concerned people and clash with those who are too calculating and stuck up. Your nurturing instincts make you suitable for a career in medicine, psychology, counseling or teaching. You enjoy being known as a person who is willing to help others help themselves.

Birthdate of: Nicolai Gedda, opera singer; Tab Hunter, actor; Al MacInnis, hockey player.

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195 OPPORTUNITIES

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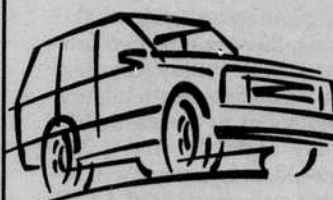
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