

Now, I'm not sure how many of you guys use Twitter (if so, be sure to follow me by clicking on the link at the bottom of the page!) but among the usual trending topics on the site, there will occasionally be one or two which are "Promoted" by certain companies for movies or what have you. They do this by purchasing certain keywords, something that Bleeding Cool point out was done by DC recently. What's the big deal? Well, try searching for "Marvel" and you'll get... Now THAT is what I call a crafty bit of marketing! The site point out that, "Trademark owners can challenge when their trademarks are bought as keyword searches." Hmm...I'm guessing that it won't be too long until the latest division of the House of Mouse contact their lawyers, eh?

Read more: http://www.comicbookmovie.com/fansites/joshw24/news/?a=46121&t=Perhaps_The_Cleverest_And_Cheekiest_Piece_Of_Marketing_For_DC's_The_New_52_Yet