Announcements

TeX Merchandising — An Announcement

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Motivation

Wouldn't it be nice to drink your coffee from a mug with TeX the lion on it or something like an `overfull/underfull\vbox`, wearing a T-Shirt which proudly announces to the world that TeX is the system where you get what you want and not what you see, or having a friendly TeX lion plush doll sitting at your desk and watching over your TeXts? The TeX community lacks visibility like this to the public eye, because there is no merchandising. If you don't go to a TeX conference you might have never seen a TeX T-Shirt. The Linux and BSD communities have their mascots (the penguin and the daemon) and have plush dolls of them; we do have TeX and META, but no plush dolls or anything. I want to develop merchandising to get some nice things, make some money for user groups and raise the public awareness of TeX.

Projects

We are working on or thinking of the following projects:

- Plush dolls like TeX the lion, META the lioness and the small computer which makes TeX and META run (and which still needs a name — suggestions?)
- Mugs
- T-Shirts
- Bags
- Umbrellas
- Phone cards
- Key tags
- Ear-drops
- Ties and tie clips
- Paper
- Pencils
- Mouse pads
- ...

The Legal Department

TeX is a trademark of the American Mathematical Society (AMS). METAFONT is a trademark of Addison Wesley Longman (AWL). *Computers & Typesetting* is a series by Donald E. Knuth, published by AMS and AWL with drawings by Duane Bibby.

I have permission from AWL to use the drawings from the books as long as the money goes to TeX user groups, and informal permission from the AMS. And I'm working on an agreement with Duane Bibby.

Mailing list

If you want to help creating this wonderful TeX merchandising, visit `http://www.dream.hb.north.de/merchandising/index.html` or join the mailing list by sending e-mail to `majordomo@hb.north.de` with the following body

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subscribe tm
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Organization

This project is an independent working group and will only be associated with the TeX user groups by being associated with the chair for independent TeX research projects from TUG.

The user groups are welcome to participate (and may be needed to finance and distribute the merchandise), but the idea of TeX merchandising should not be associated with any particular user group.

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