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Destroyer.Rocks Receives Federal Trademark Registration for METAL HEADS

Trademark Protects the Company's Distinctive Headwear Line and Expands Destroyer.Rocks' Portfolio of Proprietary Brands

JACKSONVILLE, Fla. — Destroyer Promotional Products, LLC, doing business as Destroyer.Rocks, announced today that it has received federal trademark registration from the United States Patent and Trademark Office (USPTO) for METAL HEADS, the name of the company's headwear line.

The mark was registered with the USPTO as Registration No. 7,537,696, adding another federally registered trademark to Destroyer.Rocks' growing portfolio of proprietary brands and creative concepts.

For Destroyer.Rocks founder and CEO Jeff Bouchy, METAL HEADS is a perfect example of the company's approach to developing products and brands that are memorable, creative and a little irreverent.

"Metal Heads is what we call our headwear line, and it's one of those names that just fits who we are," said Jeff Bouchy, CEO of Destroyer.Rocks. "Obviously, there's the connection between 'heads' and headwear, but with our company being Destroyer.Rocks, there's also the natural connection to rock music and metal fans being called metalheads. We thought it was a really fun way to bring the Destroyer personality into an entire product category."

Destroyer.Rocks has also developed a distinctive lightning bolt label that is placed on every METAL HEADS hat, providing a consistent visual identifier across the company's headwear line. Regardless of the team, design or style of the hat, the lightning bolt signifies that the product is part of the METAL HEADS collection.

"The lightning bolt is our signature," Bouchy said. "When you see that label on a hat, we want you to immediately know it's a Metal Heads hat. We're trying to build more than a line of headwear. We're building a brand within the Destroyer.Rocks brand, and that little lightning bolt is what ties all of those products together."

Rather than simply treating headwear as another item in a product catalog, Destroyer.Rocks saw an opportunity to create a recognizable identity around the category.

"There are thousands of companies that sell hats," Bouchy said. "We wanted ours to have an identity. Metal Heads gives us something that's memorable, ties directly into the Destroyer.Rocks brand and lets us have a little fun with what would otherwise just be called our headwear division. The lightning bolt gives the product a visual identity, while the Metal Heads name gives it a personality. That's the kind of creative thinking we want to bring to everything we do."

The federal registration of METAL HEADS (U.S. Trademark Registration No. 7,537,696) also continues Destroyer.Rocks' broader initiative to protect the intellectual property it develops.

"We create a lot of ideas, names and concepts, and we've become much more intentional about protecting that creativity," Bouchy added. "Our intellectual property is



an asset of the company just like anything else we own. When we develop something distinctive that we believe has long-term value, we want to make sure we protect it.”

The company plans to continue developing the METAL HEADS brand as part of its headwear business while expanding its portfolio of original brands and concepts across the sports merchandise and promotional products industries.

About Destroyer.Rocks

Destroyer Promotional Products, LLC, dba Destroyer.Rocks, is a Jacksonville, Florida-based sports merchandise, promotional products and custom manufacturing company serving professional and collegiate sports organizations throughout the United States and Canada.

Founded by CEO Jeff Bouchy, the company has more than two decades of experience developing custom promotional products, retail merchandise and specialty items for teams and organizations across the sports industry.

Destroyer.Rocks combines creative product development, overseas manufacturing capabilities and domestic production resources to provide sports organizations with products designed specifically for their brands, fans and events.

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