PATENTS IN THE TWITTER PRODUCT SIDE

Putra Rahmadi

155100058

Fakultas Komputer, 4487571-67
putrarahmadi.student@umitra.ac.id

Abstract

Twitter has gained popularity throughout the world and currently has more than 100 million users. This is sometimes described as "SMS from the internet". Twitter has a patent logo right in the form of a blue bird named "Larry the Bird", named after the name of a former NBA basketball player, Larry Bird.

Keywords: patents on the twitter logo

A. INTRODUCTION

Twitter is a website that is owned and operated by Twitter Inc., which offers social networking in the form of microblogs, allowing users to send and read messages called tweets. Twitter is a text of up to 140 characters displayed on the user's profile page. Twitter can be seen outside, but the sender can restrict sending messages to their list of friends only. Users can see the tweets of other authors known as followers ("followers").

Twitter itself began with a discussion organized by the board member of the Odeo Podcasting company. During the meeting, Jack Dorsey introduced the idea of Twitter where individuals could use SMS services to communicate with a small group. This project began on the 21st open on July 15, 2006. Twitter became its own company in April 2007.

Twitter's popularity began to increase in 2007 when there was the South by Southwest (SXSW) festival. During the event, Twitter usage increased from 20,000 tweets per day to 60,000. The reaction at the festival was very positive.

On September 14, 2010, Twitter changed the logo and launched a new design and the logo changed again to "Larry the" Bird "on June 5, 2012. The logo was directly patented so that no one from another company copied or copied the blue bird's logo.

B. CONCLUSION

Witter is a website operated by Twitter Inc., Twitter was first podcasted by Odeo company. And now Twitter has left the Odeo company and now Twitter has its own company. Twitter is defined as Twitter, Twitter is interpreted as writing text up to 140 characters displayed on the user's profile page. And Twitter changed its logo to a blue bird which was patented right to become its Twitter logo

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