

History of Trademark Protection

Historic Trademark of KWS

SEEDING
THE FUTURE
SINCE 1856

KWS



Historic Trademark of KWS – Trademark Protection

For more than 125 years the KWS trademark protects our seeds

Already in 1885, KWS seeds were goods in demand. At that time the company was based in Eastern Germany in Klein Wanzleben and the breeding and manufacturing of seeds was exclusively focused on sugar beet.

KWS products were of such a high quality that other companies in their advertisements even promoted to sell imitations of those sugar beet seeds in order to profit of the company's good reputation. Carl Valentin Rabbethge, at that time managing director, reacted immediately with the objective to protect the company's own breeding achievements legally and registered

the company's trademark as patent No. 273 in the just founded "Kaiserliches Patentamt" in Berlin. This patent No. 273 constitutes the oldest trademark of KWS and even one of the oldest trademarks in whole Germany.

From that time on farmers could trust that seed bags sealed with the KWS brand contained seeds that were provably produced by the company in Kleinwanzleben. The symbol of three stars crowning a sugar beet and the words "Schutzmarke, Kleinwanzlebener Original, Rabbethge und Giesecke" assured that they bought best seeds quality with consistent quality features. With this the trademark served on the one hand as protection and on the other hand as quality signs, as long as there were no laws concerning variety protection yet. The trademark had a strong recognition factor and it symbolized reliability and product safety.

After the Second World War KWS, now situated in Einbeck, had to defend its property rights of its trademark against an in the GDR established company, named "Deutsche Saatgut-Handelszentrale".

Kommerzienrat Carl Valentin Rabbethge
(1842–1890)





Sugar Refinery Kleinwanzleben (drawing by Gustav Hansen, 1940)



"Schutzmarke, Kleinwanzlebener Original, Rabbethge und Giesecke" – the oldest trademark of KWS

This company had a subsidiary for sugar beet seed in Kleinwanzleben and used the name "Kleinwanzleben" for promoting their seeds. To get the rights of the name, the company opened a legal dispute, but after some time it abandoned its action and was not allowed to use the name "Kleinwanzlebener Original" any more. With this decision the former trademark gave KWS brand protection during the difficult time of Germany's reconstruction.

Today many more types of variety crops belong to the company's product portfolio. The historical trademark was object to some amendments over the

years and 1972 the current brand logo was introduced.

The symbol of an orange sun rising over green fields and the three letters are representing KWS values for over forty years: reliability, foresight and independence.

Our high-quality seeds and high-performance varieties add to building trust in our brand. Our high level of investment in research and development to deliver sustainable solutions signify our foresight. And our independence in managing constitutes the base for long-term oriented and sustainable economic activity of the family-owned company. These values were transmitted over generations and characterize KWS still today. To obtain KWS's most valuable goods, our trademark as well as our values, we have always protected our trademark against imitators and trademark infringers.



