

NEWS
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La Crosse Becomes Home To The First Hammer-Schlagen® License Ever Granted In Wisconsin

LA CROSSE, WI (January 21, 2019) -- Just two days ago, WRB Inc. granted a trademark license to The Driftless Axe located on the corner of 4th and Jay streets. Never heard of WRB?

"I bet you have," says Jim Martin, one of the guys handing out Get Hammered®, Get Nailed®, and Got Wood® stickers at Oktoberfest USA for the past 20-years. If you live in La Crosse, you probably know all about the nationally renowned Hammer-Schlagen® brand of entertainment that was established in 1957 near Stillwater, Minnesota. When you see the federally registered three-dimensional Hammerschlagen Stump (USPTO Reg. No. 5,548,112), you think Hammer-Schlagen®. WRB is the company that owns and operates the brand at events and festivals across the United States.

The Driftless Axe is the very first business ever allowed to use the Hammerschlagen Stump apart from WRB in the entire state of Wisconsin. As a traveling show, the operators of The Driftless Axe have been in the entertainment business for quite some time. Joining the World Axe Throwing League in October last year, The Driftless Axe was granted a liquor license and opened the doors of its permanent blade-wielding bar a month later. It is a great place to grab a bite to eat while you have a strikingly fun, beer-fueled, axe-hurling experience with friends and family.

Continuing to hail from the birthplace of Hammer-Schlagen®, WRB has made several attempts to license the use of its Hammerschlagen Stump. Martin says those attempts have failed due to unduly and over-burdensome government regulations, though remnants of those licensing attempts still exist in a couple of states. Martin and his crew have been to countless family gatherings, festivals, weddings, and corporate events in the area. "We have exposed ourselves to over two million people through our La Crosse operations," Martin said with a smile, "so it's fitting the first licensed use ever in Wisconsin occurred here. Go Get Hammered® at The Driftless Axe, then show us what you've learned at the Oktoberfest, Between The Bluffs, and all of the other smashingly great events in the La Crosse area!"

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<https://www.driftlessaxe.com/>
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