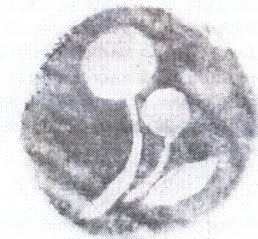


Name	Date started	Address/Phone	Notes
Morning Glory	1981	18-1 Tohwa-dong Mapo-ku Seoul / (02) 719-0400	In operation
Baiksan Products Co	1986	47 Gongdan 1-daero 27beon-gil Siheung-si	Primarily engages in the manufacture and sale of polyurethane artificial leather
Orange Story	2000	N/A	Not in operation and their mascots abandoned
Sunflower Fancy CO.	2008	556, Janghang 1-dong, Ilсандong-gu, GYEONGGI-DO, Goyang	N/A
Pinkfoot	N/A	64, Dongmak-ro 7-gil, Mapo-gu	In operation
mirik	N/A	N/A	N/A
Yellow Submarine	N/A	39-3, Sannam-ri, Gyoha-eup, GYEONGGI-DO, Paju / 82-31-942-2201	N/A
CREART Barunson Co LTD	1986	1462-7 Seocho-dong, Seocho-gu, Seoul	N/A
G.I.C	N/A	N/A	N/A
Post 103 I Love Me	N/A	N/A	N/A
IAM-1 Co LTD	N/A	N/A	N/A
Clive Seed Co	N/A	N/A	N/A

Seasons Guide



2022

522 W 37 TH ST FL 2

*When everything is flattened.
For the sake of obscurity and inexplicability.*

To start off, we are *Seasons Guide Co. Ltd.*, an ongoing print series with original designs made in ode to defunct Korean stationery brands. We really don't know much about the various brands that we've collected throughout the years, but our interest in the ways in which it communicates persists. There's an observable sensibility that is in conflict with itself, carrying various types of contradictions and errors.

After publishing Vol. 1 in 2020 and having next to no brand identity, we've come to favor the dandelion puff as our official logo, even though once plucked a dandelion quickly scatters and transforms within the expansiveness of a wish frozen in time. What usually remains is just the stem.



July 1, 2022...

At the time of writing this, we're in the process of making Vol. 2. It's impossible to know what will happen, so one has to adapt accordingly, further revelling in the mystery of it all. All we know is that there is a missing piece to our puzzle. We're going in circles, not unlike detectives, going off so little and following clues that lead to dead ends and uncovering vast webs that we couldn't have ever imagined.

July 2, 2022...

Sarah begins research on various stationery brands (see: table)...

Through our endless investigation, a select few of the more "successful" brands remain but have conformed to a globalized aesthetic, one which we consider to be generically Panasian and lacking of their original nonsensical yet endearing qualities.

And it appears that the more niche companies have completely disappeared or perhaps dissolved into something else. Their existence can only be validated by a few leftover goods floating around in the corners and backrooms of miscellaneous dollar stores you might happen to stumble across with vigilant eyes and a bit of luck.

August 8, 2022...

Upon researching Orange Story, this startling discovery was made from a random Trademark website...

SHIRO PETTO - Trademark Details

Status: 606 (Abandoned) - No Statement Of Use Filed



Shiro Petto

In the unforeseen event that Shiro Petto is unknown to you, you will soon find out!

Associated with this case is a lawyer listed by the name of R. Neil [REDACTED]. Our potential lead (at least for this one delicate thread). We don't know if he can help us...it might be that trademark law isn't as simple as we thought. But all we have is hope.

This is big news, since Shiro Petto could potentially be our vessel and actor for embodying a lot of inexpressible sentiments on our page designs. Stationery requires a connection between itself and the world around it. This often comes in the form of a mascot, which is something we do not have.

August 9, 2022 1:48pm...

Holiday reaches out to the only person she knows with a background in law, Chloe Truong-Jones, for advice on claiming Shiro Petto. Unfortunately she has no idea, but offers some helpful tips on getting free legal advice from lawyers in general and suggested getting in touch with the lawyer listed on the case: R. Neil [REDACTED].

August 10, 2022 4:44pm...

Holiday calls the number for R. Neil [REDACTED]'s office at (203) [REDACTED]. A secretary named Marie takes the call. Holiday inquires about trademarking Shiro Petto and provides personal contact information and necessary details regarding the case. She spells out 'Shiro Petto' and describes him as a cute dog. He was created as a mascot for a stationery company called Orange Story and has been abandoned since 2003. Her intent is to claim him. She now awaits a return call.



August 10, 2022 5:16pm...

Marie calls back. She says that R. Neil [REDACTED] will contact Holiday in the next day or two. Now we wait...

August 14, 2022...

Sarah sends a follow up email to R. Neil [REDACTED]'s office. The wait continues...

August 18, 2022...

Nothing from Neil...not sure what the hold up is, but might have to look elsewhere for advice.

August 25, 2022...

There's been some stagnation for this case, but we are still in the process of finding out what is or isn't possible in regards to Shiro Petto. As we wait, we've made peace with the fact that we might not be able to attain him through legitimate bureaucratic procedures. We've decided to begin subtly incorporating him into some of our designs.

We also realized we both have items our possession (a notepad from a brand called Maple Charm and a Jiang Chao plastic cup) that have completely co-opted Shiro Petto as a mascot. Just an example of other companies flagrantly stealing Shiro Petto for their own gains and we are essentially doing the same... even with the best intentions.

We will continue the process of trademarking Shiro Petto. For those concerned, updates will be present in our upcoming projects.

Despite the legality of the whole situation, he will fill the role of mascot for *Seasons Guide*. We are excited to build a home for him within our lettersheets, and further continue the life cycle and disintegration of this beloved genre of stationery

And for now...

Seasons Guide is intended to be ongoing. Since we've unveiled our brand new logo, naturally it will appear in all of the pages (prominently or slightly hidden) exerting our brand identity to the fullest potential, our pseudo totality. Suddenly we are brand new!

Signing off,
Holiday Lim & Sarah Wong

