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Wal-Mart? Wal*Mart?? Walmart???

Published: Thursday, 13 Aug 2009 | 12:01 PM ET

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Correspondent

What's in a name? Apparently, a lot of complications.

Wal-Mart [WMT 54.23 ▼ -0.30 (-0.55%)] employees are known for spelling out the company's name in a famous cheer: "Give me a W! Give me an A! Give me an L? Give me a squiggly! M-A-R-T!"

Well, forget the "squiggly".

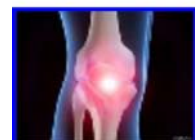
There's a new rule book of sorts on how to spell the name of the world's largest retailer. Media outlets are being notified by 'Walmart' (Wal-Mart? Wal*Mart?) via an editor's note at the end of news releases.

"Wal-Mart Stores, Inc. is the legal trade name of the corporation," the note says. "The name 'Walmart,' expressed as one word and without punctuation, is a trademark of the company and is used analogously to describe the company and its stores. Use the trade name when it is necessary to identify the legal entity, such as when reporting financial results, litigation or corporate governance."

Um, what?



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