MASTER HISTORICAL RECORD

Get What You Get® Tattoo

Invented by: Richard Bohnsak (aka Ricky Bird)
Intellectual Property Owner: Blue Burro LLC
First Use in Commerce: November 15, 2012 — Chicago, Illinois

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Origin of the Concept

2009

The concept of dispensing tattoo designs through a gumball vending machine is conceived by Richard Bohnsak (Ricky Bird). The idea is temporarily held due to potential intellectual property conflicts with a tattoo shop owner at the time.

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First Use in Commerce

November 15, 2012

Ricky Bird introduces the first-ever Get What You Get® Tattoo game using a tattoo gumball vending machine at Taylor Street Tattoo in Chicago, Illinois.

Clients purchase a token, receive a randomly dispensed tattoo design from a capsule, and must get that design tattooed.

This marks the first use in commerce of the Get What You Get Tattoo concept and tattoo gumball machine system.

The event was publicly documented through an Instagram post.

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Early Industry Adoption

2012–2016

The Get What You Get Tattoo game spreads organically within the tattoo community through word-of-mouth between tattoo shops.

Tattooers begin recreating versions of the game after hearing about it from other artists.

Social Media Exposure

2016

Instagram introduces video posting, allowing tattooers and clients to visually demonstrate the Get What You Get Tattoo game in action rather than relying solely on written explanations.

This significantly increases visibility and understanding of the concept.

First Public Demonstration

2017

Get What You Get Tattoo is publicly demonstrated at the Navy Pier Tattoo Convention in Chicago, introducing the concept to a large international tattoo audience.

Industry Expansion

2018

The concept spreads rapidly within the traditional tattoo scene, inspiring numerous spin-off tattoo games including:

- Plinko boards
- Dice roll games
- Claw machine tattoo games

These variations demonstrate the influence of the original Get What You Get Tattoo game system on tattoo shop culture.

Mainstream Cultural Reach

2020

The COVID-19 pandemic dramatically increases social media usage.

Platforms such as TikTok and Instagram bring the Get What You Get Tattoo concept to a global audience, creating a mainstream cultural phenomenon within tattoo culture.

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Intellectual Property Protection & Brand Formation

2022

A formal Get What You Get® Tattoo trademark registration is submitted to the United States Patent and Trademark Office (USPTO).

A structured licensing system for the brand is developed.

Key developments include:

• Formation of Get What You Get® Tattoo Design Co.
• Licensing partnership with Tattoo Space, producing tattoo design sets specifically created for use in the Get What You Get Tattoo Gumball Machine system.

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Federal Trademark Registration

2023

The Get What You Get® Tattoo trademark registration is finalized by the USPTO.

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Licensing Expansion

2023–2024

Licensing agreements are distributed to tattoo shops allowing them to become official Get What You Get® Tattoo licensed shops.

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Product Launch

2023

The official Get What You Get® Tattoo Gumball Machine and product line launch through

independent online sales via the brand's website.

Media Recognition

2023

The Chicago Sun-Times publishes an article crediting Ricky Bird (Richard Bohnsak) as the inventor of the Get What You Get Tattoo concept.

Museum Recognition

2024

The Get What You Get® Tattoo Gumball Machine is formally categorized and placed on public display at the Lucky Tattoo Museum, a nonprofit tattoo history museum.

This recognition acknowledges the machine as a culturally significant artifact within tattoo history.

Industry Licensing Development

2024

An official Get What You Get® Tattoo product line is pitched for licensing through Lucky Tattoo Supply, one of the tattoo industry's major supply distributors.

Educational Demonstrations

2025

Ricky Bird, alongside the traveling Lucky Tattoo Museum, performs live demonstrations of the Get What You Get® Tattoo Gumball Machine at multiple tattoo conventions and trade shows.

These demonstrations promote tattoo education, history, and the cultural significance of the Get What You Get Tattoo system.

Retail Product Release

2025

Official Get What You Get® Tattoo products become available for purchase through Lucky Tattoo Supply.

The first product released is:

Tattoo-Take Out™ Mystery Box

A packaged mystery tattoo experience based on the Get What You Get Tattoo gameplay concept.

Continuing Cultural Impact

2026 – Present

The Get What You Get® Tattoo game continues to be played in tattoo shops worldwide, influencing tattoo culture and introducing a gamified client experience within tattooing.

Intellectual Property Notice

Get What You Get® Tattoo
Invented by Richard Bohnsak (Ricky Bird)

Owned and administered by Blue Burro LLC

Trademark registered with the United States Patent and Trademark Office (USPTO).

First Use in Commerce:
November 15, 2012 — Chicago, Illinois

All associated systems, branding, licensing structures, and product concepts are protected intellectual property.

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