

Apple's trademarks are part of rentier capitalism

Published: January 12, 2026, 10:34 pm

Apple [has trademarked the layout of its stores](#). So now, if you want to open a shop with tables in it where people like at IT products I suspect you can't.

Why does this matter? First, because that seems, at the very least to be absurd. How can you trademark where you put a table?

Second, because you can apparently trademark where you put a table you do as a result create an entirely artificial property right that means that Apple can now extract a rent from ownership of that right.

And if you want to know where that leads, [listen to this](#). This is the direction in which capitalism is moving by seeking to control all aspects of our lives, and in the process are seeking to control all we do.

Please do not think we live in a world of benevolent corporations. We most definitely do not.