



For  
More  
Information  
concerning the  
Bucking Horse  
& Rider trademark,  
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## History of the Bucking Horse & Rider



### Did You Know . . .

- The Bucking Horse & Rider mark has represented the State of Wyoming for nearly 100 years.
- The Bucking Horse & Rider mark first appeared on Wyoming's license plates in 1936.
- The State of Wyoming is the only state in the country that owns and actively protects the Bucking Horse & Rider mark for use by its citizens.
- The horse seen in the silhouette is most commonly referred to as Steamboat - "the horse that couldn't be ridden."
- The Wyoming National Guard first used the Bucking Horse & Rider mark in World War I.
- The University of Wyoming has used the Bucking Horse & Rider mark since 1921.



The Bucking Horse & Rider was used by Wyoming servicemen during the conflict in Korea.

The State of Wyoming is internationally recognized for its famous trademark, the Bucking Horse & Rider. The Bucking Horse & Rider has gracefully represented Wyoming since at least as early as 1918 with its uniquely western spirit and flair.

During World War I the Bucking Horse & Rider mark was used as an insignia and worn by members of the Wyoming National Guard in France and Germany. The Bucking Horse & Rider displayed on uniforms was originally designed by First Sergeant George N. Ostrom of E Battery, 3rd Battalion, 148th Field Artillery Regiment, AEF. It was at this time that the mark was officially adopted by the United States Army and used as a means of identification on gun trails, trucks, helmets and other equipment.

The use of the Bucking Horse & Rider mark continued and was used extensively by Wyoming military units during out-of-state and overseas duties, including Korea and Vietnam. The mark eventually became a rallying point, a symbol of pride and a reminder of home to our troops.



USS WYOMING Commanding Officers: Captain John Pasko (left), Captain Seth Paradise (right)

Some believe that the Bucking Horse & Rider mark is representative of a legendary rodeo horse named "Steamboat" dating back to the early 1900's. One of the best known bucking horses of all time, Steamboat was known as "the horse that couldn't be ridden." However, there has been a great deal of dispute as to who is the man on the bucking horse.

In 1935 Secretary of State, Lester Hunt, proposed legislation which permitted his office to make changes to Wyoming's license plate design. At the time, this change was deemed necessary to combat the problem of widespread counterfeiting of Wyoming's license plate. Therefore, Secretary Hunt commissioned Mr. Allen T. True of Littleton, Colorado to "put to paper" his concept for a new license plate design which included the famous "Bucking Horse & Rider."

In 1936, Wyoming's unique license plate containing the BH&R made its debut. Advance sales for the new license plate in 1935 totaled \$15,588-approximately double the amount sold the previous year. The Bucking Horse & Rider mark has been featured on Wyoming's license plates ever since and will most likely have a home there forever.