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[Home](#) > [content](#) > Top 10 Most Hated Tech Mascots Ever

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Mascots are marketing personified. When they're good, they're grrreat, as Tony the Tiger, one of the world's more successful mascots might say. When they're lame, uninspired, annoying or perplexing, they might end up on a list like this.

Mascots are particularly important in the technology industry, because so many tech products and services are intangible and would benefit from an evocative symbolic representative. It's hard to imagine Linux without thinking about penguins. As for the mascots that follow, some would be better forgotten.

[rest here](#) [2]

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