

Signals in the Static: Artist [Jeff Koons](#) introduces a new line of skin care products to be sold at Kiehl's. The **City of Beverly Hills** will launch its own line of namesake [perfumes](#). **Robert Downey, Jr.** is the new voice of [Mr. Peanut](#). **Madonna** opens a chain of gyms around the world, starting with one in Mexico City. **Robin Williams** will make his Broadway debut next year in the play *Bengal Tiger at the Baghdad Zoo*. **Master Card** offers a **Kardashian** sisters-branded prepaid [credit card](#). Jazz great [Mose Allison](#) turns 83. The Bulova [Accutron](#) watch turns 50. [Doonesbury](#) turns 40. The web banner ad turns 16. The **iPod** turns 9. Died: The **Sony Walkman**, 31; **Jerry Bock**, 82, composer of *Fiddler on the Roof*; cartoon artist **Alexander Anderson, Jr.**, 90, who created [Rocky](#) the flying squirrel and [Bullwinkle](#) the moose.

Mattel will launch an online reality series called *Genuine Ken: The Search for the Great American Boyfriend*, on [Hulu](#). The **Rubick's Cube Company** has signed with L.A. talent agency CAA to package [Rubick's Cube: The Movie](#).

In the recent election, more Californians voted for Prop. 19 (cannabis legalization) than voted for Republican Governor nominee **Meg Whitman** or Senator nominee **Carly Fiorina**. For the first time in its 124-year history, **Sears** will open on Thanksgiving Day. **Apple** patents a [Smart Bike](#). **Izzy's Ice Cream Cafe** in St. Paul, Minn., equips their dipping cabinet with RFID tags that automatically update their [website](#), allowing customers to remotely check the availability of their flavors. **Zagat** launches a [website](#) to track food trucks in NYC. **Southwest Airlines** will enable their entire fleet for WiFi by the end of 2012 (\$5/flight). There are no books at the new **Applied Engineering and Technology Library** at the University of Texas at San Antonio. Its collection of 425,000 volumes and 18,000 journal articles is available only online.

Groupon: This 2-year-old startup offers its members (free sign-up) a big discount on a product or service for one day only. However, the deal only kicks in if enough customers buy it. Otherwise, the deal disappears and no credit cards are charged. On one day last August, [Groupon](#) offered a \$25 voucher good for \$50 worth of Gap merchandise and sold 445,000 of them. Groupon has amassed 25 million subscribers and is expanding worldwide.

One Life, Run By Viewers: [ControlTV](#), a new web reality series developed by actor **Seth Green**, allows viewers to both watch and influence what 25-year-old **Tristan Couvares** does with his life via the Internet. Fans vote about 12 times a day on what Tristan should eat and how he should spend his time.

The New Singles Scene: Never-married single people ages 25 to 34 (46%) now slightly outnumber those who are married (45%), a stark reversal from a decade ago, when couples held a 20-point edge in the age group. *AdAge.com*

What Do You Want? When American adults were asked whether they would most want to be richer, thinner, smarter or younger, 43% said they would want to be richer, 21% thinner, 14% smarter and 12% younger. *Adweek Media/Harris Poll*.



Minneapolis schools now sell ad space on student lockers, generating around \$200,000 per year for each district.