

TradeMark G. (aka Mark Gunderson) is a musician and founded the band The Evolution Control Committee in 1986. He is also a culture jammer, equipment designer, and organizer. The Evolution Control Committee is best known for its copyright-challenging stance, using found sounds frequently without permission to create new musical works. The ECC is credited as having created the “Mashup” genre of music (also called Bastard Pop or Bootlegs). TradeMark has been instrumental in all of The ECC’s projects, including the development and construction of the Thimbletron, a live sampling performance instrument; the 2003 nationwide release of the “Plagiarhythm Nation v2.0” CD (which charted #1 in LA, NYC, San Francisco, and elsewhere), and acquiring and managing the 10,000-record-strong ECC media archives. Over its full history The ECC has produced 16 full-length albums, a videotape, 2 seven-inch records, and even an 8-track tape and a wax cylinder recording. The Evolution Control Committee and other bands TradeMark has headed have made appearances on dozens of compilation albums. The ECC and other bands have given over 500 live performances at festivals, concert halls, bars, and galleries in Australia, Germany, Holland, England, France, New York, San Francisco, and elsewhere.

In addition to The Evolution Control Committee, TradeMark also formed these bands:

- Gaga (primitive percussion-heavy tribal music)
- The Weird Love Makers (Electronica / Exotica / Erotica)
- MelloDeath (piano lounge covers of hard rock and punk)
- The Mood Swingers

Additionally, TradeMark has also been involved with many other organizations and efforts including:

- BMIR, official radio station of the Burning Man festival (co-leader)
- Mad Lab, an alternative theater and performance space (musical curator)
- Burning Corn, an annual fringe culture festival (founder)
- Café Ashtray, a weekly performance art venue which existed for two years at the Acme Art Company (curator/manager)
- ele_mental, a central-Ohio electronic music collective
- Active Radio, a student-based alternative radio group (president)
- Radio-Free 91.5 FM, an unlicensed radio station (co-founder, DJ)
- Lyceum 23, an artists collective (organizer)