

# Revelation 13:17

Authorized King James Version (KJV)

And that no man might buy or sell, save he that had the mark,  
or the name of the beast, or the number of his name.

## Analysis

---

**And that no man might buy or sell, save he that had the mark, or the name of the beast, or the number of his name....** This verse from Revelation's vision of beast from sea and earth - antichrist's power, false prophet, mark of the beast employs apocalyptic imagery rich with Old Testament allusions and symbolic meaning. The Greek text uses vivid apocalyptic language characteristic of Jewish prophetic literature, drawing heavily from Daniel, Ezekiel, Isaiah, and Zechariah.

The symbolism must be interpreted within its first-century context while recognizing timeless spiritual realities. The imagery would resonate powerfully with persecuted believers facing Roman imperial cult worship, providing hope that despite present suffering, Christ reigns sovereign and will consummate His kingdom. The apocalyptic genre uses symbolic numbers (seven, twelve, 144,000), colors, beasts, and cosmic imagery to convey theological truth rather than photographic descriptions.

Christologically, Revelation consistently exalts Jesus as the victorious Lamb, the faithful witness, the King of kings and Lord of lords. Every vision ultimately points to Christ's supremacy, His finished redemptive work, and His certain return to judge the living and dead and establish the new creation.

## Historical Context

---

John received this revelation circa AD 95 during Domitian's persecution, exiled on Patmos for his testimony. The seven churches of Asia Minor faced increasing pressure to participate in emperor worship and pagan religious practices. Refusal meant economic hardship, social ostracism, and potential martyrdom. Understanding this context illuminates Revelation's encouragement to faithful endurance.

The apocalyptic genre was familiar to first-century Jewish and Christian readers. Rather than newspaper-style predictions, apocalyptic literature uses symbolic imagery to reveal spiritual realities behind earthly events, encourage the faithful, warn the unfaithful, and assert God's ultimate sovereignty over history. Parallels with Daniel, Ezekiel, and intertestamental apocalyptic writings would help original readers decode the symbols.

Rome's imperial cult demanded worship of Caesar as divine, placing Christians in impossible situations—compromise their faith or face persecution. Revelation identifies Rome as "Babylon" and assures believers that despite appearances, the Lamb conquered through His death and resurrection, and all earthly kingdoms will submit to His reign.

## Related Passages

---

**Hebrews 11:1** — Definition of faith

**Romans 1:17** — The righteous shall live by faith

## Study Questions

---

1. How does Revelation 13:17 reveal God's character, particularly His sovereignty, holiness, and justice?
2. What specific encouragement or warning does this verse offer for maintaining faithful Christian witness amid cultural pressure?

3. How does this passage point to Christ's victory and the hope of new creation, and how should that shape your present priorities?

## Interlinear Text

---

καὶ	ἴνα	μή	τις	δύνηται	ἀγοράσαι	ἢ	πωλῆσαι	εἰ	μὴ	
<b>And</b>	<b>that</b>	G3361	G5100	<b>might</b>		<b>buy</b>	<b>or</b>	<b>sell</b>	G1487	G3361
G2532	G2443			G1410		G59	G2228	G4453		

  

ό	ἔχων	τὸ	χάραγμα	ἢ	τὸ	όνόματος	τοῦ	θηρίου
G3588	<b>that had</b>	G3588	<b>the mark</b>	or	G3588	<b>name</b>	G3588	<b>of the beast</b>
	G2192		G5480	G2228		G3686		G2342

  

ἢ	τὸν	ἀριθμὸν	τοῦ	όνόματος	αὐτοῦ
<b>or</b>	G3588	<b>the number</b>	G3588	<b>name</b>	<b>of his</b>
G2228		G706		G3686	G846

## Additional Cross-References

---

**Revelation 14:11** (Parallel theme): And the smoke of their torment ascendeth up for ever and ever: and they have no rest day nor night, who worship the beast and his image, and whosoever receiveth the mark of his name.

**Revelation 13:16** (Parallel theme): And he causeth all, both small and great, rich and poor, free and bond, to receive a mark in their right hand, or in their foreheads:

**Revelation 15:2** (Parallel theme): And I saw as it were a sea of glass mingled with fire: and them that had gotten the victory over the beast, and over his image, and over his mark, and over the number of his name, stand on the sea of glass, having the harps of God.

**Revelation 22:4** (Parallel theme): And they shall see his face; and his name shall be in their foreheads.

**Revelation 13:18** (Parallel theme): Here is wisdom. Let him that hath understanding count the number of the beast: for it is the number of a man; and his number is Six hundred threescore and six.

**Revelation 14:9** (Parallel theme): And the third angel followed them, saying with a loud voice, If any man worship the beast and his image, and receive his mark in his forehead, or in his hand,

**Revelation 3:12** (Parallel theme): Him that overcometh will I make a pillar in the temple of my God, and he shall go no more out: and I will write upon him the name of my God, and the name of the city of my God, which is new Jerusalem, which cometh down out of heaven from my God: and I will write upon him my new name.

---

From KJV Study • [kjvstudy.org](http://kjvstudy.org)