Intensional verbs raise a number of questions. For example, how can we think about unicorns, and so think about something, given that there are no unicorns, and so nothing to think about? Why should wanting red shoes entail wanting shoes, whereas fearing rabid dogs does not entail fearing dogs? I argue that such questions can be resolved by drawing on three resources: (I) an intensional or non-relational notion of representation, (II) the notion of “putting a representation on display” and (III) attention to the different ways in which the truth conditions of sentences containing intensional verbs depend upon the representations put on display.