

Balenciaga Moves to Block Trademark Registration for Cheeky U.S. Beauty and Fashion Startup

French luxury fashion house seeks to oppose Bootie Babe trademark application.



Fairfax, California Dec 30, 2022 ([Issuewire.com](https://www.issuewire.com)) - French luxury fashion house Balenciaga is seeking to block the trademark registration for the California beauty and fashion startup Bootie Babe.

With only three days remaining before being approved, the law firm representing Balenciaga requested an extension to oppose the “BB” mark, which was approved on December 27th 2022:

<https://ttabvue.uspto.gov/ttabvue/v?pno=97228069&pty=EXT&eno=2>

Bootie Babe Creative Director Mookie O'Hara responded to this action with his usual sense of humor.

"I consider this my last stand, my Bootie Waterloo. I've worked too hard over the last 13 years to let some kinky and weird french pedo-friendly fashion house push me around."

From reviewing the information provided in the link above, it is clear that Balenciaga has been very active over the last several decades in blocking dozens of trademark applicant's use of ANY BB style logo, no matter how different.

Mookie offered his opinion regarding logo design.

"To be brutally honest, their BB logo looks like two hot dogs cut in half and stapled together - is this some secret reference to penile punishment or what?"

O'Hara also wondered who the hell is in charge over there.

"Considering their current brand issue problems it seems they are more concerned with protecting their IP at all costs than making sure their ad campaigns avoid combining bondage gear, teddy bears and toddlers..."

Mookie then pondered the future of this luxury brand with some biting commentary.

"If Balenciaga had any brains or morals they would fire their Creative Director and hire me to replace him. There's a fine line between edgy and stupid and obviously they have no idea of how depressing and idiotic their brand, campaigns (and designs) have become."

#FREETHEBOOTIE

Media Contact

Bootie Labs LLC / Mookie OHara

info@bootiebabe.com

4156961020

Source : Bootie Labs LLC

[See on IssueWire](#)