

Bootie Labs LLC Registers Declaration of Incontestability for BB Trademark

Cheeky indie beauty and fashion brand secures additional IP protection.



Fairfax, California May 1, 2023 ([IssueWire.com](https://www.issuewire.com)) - Bootie Labs LLC, the firm behind the Bootie Babe beauty brand, has registered a Declaration of Incontestability with the USPTO for their BB logo:

<https://tsdr.uspto.gov/documentviewer?caselid=sn86767335&docId=S1520230426145300#docIndex=0&page=1...>

Doing so grants the company the exclusive right to use the trademark with any other goods including apparel, footwear, accessories, backpacks and many others.

Founder and Creative Director Mookie O'Hara commented on this development. "It's like being the registered trademark holder of the Superman "S" emblem - very exciting!"

O'Hara is seeking development and/or licensing partners to leverage this IP.

He states "With the additional trademark protection, we feel that we are well positioned to succeed as the definitive cheeky lifestyle brand for women!"



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