

LMFAO Cleans Up Its Act for Second Trademark Application

By: Sheldon Mak & Anderson

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The band LMFAO is known for its catchy music and its unique, R-rated name. But maybe we all need to get our minds out of the gutter. In a recent [trademark application](#), the band clarified that the acronym really stands for “laughing my *freaking* ass off.”

It is also possible that LMFAO is telling the U.S. Patent and Trademark Office examiners what they want to hear. The band’s first registration application was rejected by a trademark examiner on the basis that the mark “consists of or comprises immoral, deceptive or scandalous matter” in violation of 15 USC § 1052 (a). The application was subsequently abandoned.

Now, the band is following the path of another trademark applicant that successfully applied to use LMFAO on clothing. When the significance of the term was questioned by the examiner, the applicant’s trademark attorney cleverly responded, “LMFAO appearing in the mark means or signifies or is a term of art for Laughing My Freaking Ass Off in the relevant trade or industry or as applied to the goods/services listed in the application.”

In LMFAO’s new trademark application, filed on March 16, the band also makes it clear that its name does not stand for a four-letter curse word. The application explicitly states, “LMFAO stands for ‘laughing my freaking ass off.’”

Source: [Hollywood Reporter](#)

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