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[Kardashian/Jenner Trademarks](#)

September 23, 2011 by [Tiffany Blofield](#)

As our Minnesota-born Kris Humphries has now married into the Kardashian Klan, I thought I would check out what trademarks his in-laws have registered. Mother-in-law Kris Jenner (formerly Kardashian) has built an empire for her family. She manages the careers of her daughters through the company Jenner Communications that is very active in branding. Attorney Jennifer K Craft must be very busy with all of the intellectual property issues surrounding the Kardashian/Jenner brand.

The family has numerous trademarks. [Kim Kardashian](#) owns trademarks with her name that range from jewelry, clothing, cosmetics, perfume to entertainment. She has abandoned trademarks for Kimberly Kardashian and kimsaprincess. This is likely because Kim Kardashian is the lucrative brand she has been building through her reality shows. Indeed, her [September wedding](#) reportedly cost \$10 million (although she did not have to pay for it). This free multi-million dollar wedding was one of the many benefits of having built a mega strong brand.

Her sister Kourtney Kardashian has registered her name as a trademark for numerous types of clothing and accessories. Sister Khloe has a trademark for her name and for the mark "unbreakable bond by Khloe and Lamar" for fragrances and countless other products ranging from clothing, candles, eyewear, to jewelry. Khloe and Lamar recently launched their new [unbreakable unisex fragrance](#). The process of choosing the fragrance and the bottle containing the product was well documented on the reality show Khloe & Lamar.

As mom Kris Jenner is brand savvy, she has also registered numerous trademarks related to her Kardashian daughters including: K Dash by Kardashian (referring to the family's clothing store), Kardashian Kollektion, Kardashian Khaos, and Kardashian Kurves.

Now Kylie and Kendall the youngest children of Kris Jenner have registered trademarks for their names. They each have at least seven trademarks and numerous trademarks for Kylie and Kendall.

Kris Jenner knows the value of intellectual property and branding. Do you think that his mother-in-law will register trademarks for our local celebrity Kris Humphries?

