

Can You Trademark Your Child's Name?

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While most of us would not receive any economic benefit from [trademarking](#) the names of our children, this is not the case when it comes to celebrities. In fact, Beyoncé and Jay-Z have filed an application with the U.S. Patent and Trademark Office to trademark their month-old baby's name, Blue Ivy Carter. According to the application, the famous parents seek to reserve the trademark for future use on a line of baby carriages, baby cosmetics, and diaper bags.

While it may seem strange at first, the decision to trademark Blue Ivy's name is a smart business decision. It prevents someone else from trademarking the name first and offering to sell it back to Beyoncé and Jay-Z. In addition, it allows the famous parents to pursue third parties looking to cash in on the child's name.

As reported by the [Washington Post](#), several others have already attempted to trademark the child's name. Fashion designer Joseph Mbeh submitted an application to trademark "Blue Ivy Carter NYC" just four days after the baby was born. Another applicant filed on Jan. 20 for "Blue Ivy Carter Glory IV" to use on a line of fragrances.

While Beyoncé and Jay-Z's application will likely be approved, the trademark office has already denied the prior filings. The office stated that the name belonged to a "very famous infant" and consumers would mistakenly assume that her parents endorsed the products.

How Can We Help?

Even if you aren't a celebrity, your trademark is your company's unique face to the world and can add value to your products and services. Contact us today by phone or email to schedule your free 30-minute consultation.

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