

Is Genericide Still A Thing? Maybe We Worry Too Much About 'Proper Use Of Trademarks'

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Earlier this year, the comedian Seth Meyers was making a joke about a politician on his talk show "*Late Night with Seth Meyers*." In doing so, he referred to a well-known brand of popular plastic building bricks as "Legos." Mr. Meyers was immediately flooded with online comments telling him that the plural of Lego is Lego. He took to the airwaves again on the topic, thanking the commenters but adding, "It's too late for me...I'm not going to walk home and tell my kids 'Clean up your Lego'". Not long after, the owner of the world-famous LEGO trademark got into the act via a tweet, saying, "Hey @SethMeyers, let us blow your mind...the plural is not 'Legos.' It's not even 'Legos.' It's actually 'LEGO BRICKS!'" @LEGO_Group, Twitter (February 11, 2021), https://twitter.com/lego_group/status/1359856214591627269.

If you have questions about this or any other legal matter, please feel free to contact Laura Winston at 347.589.8536

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