**Title:** What Does Linsanity Have to Do With Sports Law?

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**Meta Description:** With the recent obsession behind NBA player, Jeremy Lin, one may sit with the question - what does Linsanity have to do with sports law?

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At this point, we assume you have heard about the New York Knicks' point guard Jeremy Lin. Since coming off the bench, the Harvard graduate has led the team to eight wins, outscored the Lakers’ Kobe Bryant, and sunk a game-winning three-point buzzer beater against the Toronto Raptors.

As a result, the unlikely star, who was undrafted and previously released by two NBA teams, has dominated ESPN highlight reels and social media like Twitter. The excitement surrounding the basketball player even has its own catchphrase, "Linsanity."

Given the buzz surrounding Lin, it should not be surprising that other people are also looking to cash in on his record-breaking success. According to Bloomberg, Linsanity has officially made it to the steps of the U.S. Patent and Trademark Office.

The first trademark application was filed by Yenchin Chang, a 35-year-old California resident, who like Lin is of Taiwanese descent. He has applied to use the mark on T-shirts and other items but said if he were awarded the mark, he would consider selling to Lin (for a steep price I’m sure). However, given that Chang isn’t affiliated with Lin in any way, I suspect his application won’t go very far.

Andrew W. Slayton, also of California, has filed a second trademark application. He apparently used to coach Lin in high school and told the New York Post that in 2010 he registered the domain names Linsanity.com and thejeremylinshow.com to sell Lin-related merchandise.

From the perspective of a sports attorney, Lin should contest these applications and seek his own trademark. Doing so will protect the valuable intellectual property rights his success has created and prevent others from profiting from his play on the court.

As “Linsanity” demonstrates, it is important for professional athletes to take steps to protect their name, image, and likeness. If not, someone else will likely try to beat you to the punch.

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<p>As a result, the unlikely star, who was undrafted and previously released by two NBA teams, has dominated ESPN highlight reels and social media like Twitter. The excitement surrounding the basketball player even has its own <a href="/practices/sports-and-entertainment-law/">catchphrase</a>, "Linsanity."</p>
<p>Given the buzz surrounding Lin, it should not be surprising that other people are also looking to cash in on his record-breaking success. According to <a href="http://www.bloomberg.com/news/2012-02-14/knicks-linsanity-reaches-trademark-office.html" target="\_blank" rel="noopener">Bloomberg</a>, Linsanity has officially made it to the steps of the U.S. Patent and Trademark Office.</p>
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