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The Trademarks THE SLANTS, REDSKINS, and Now FUCT Are Registrable Trademarks Following the Supreme Court's *Iancu v. Brunetti* Ruling

Antony McShane and Andrea Fuelleman recently authored the article "The Trademarks THE SLANTS, REDSKINS, and Now FUCT Are Registrable Trademarks Following the Supreme Court's *Iancu v. Brunetti* Ruling," published in the September edition of *Intellectual Property & Technology Law Journal*. In the article, Antony and Andrea discuss how the U.S. Supreme Court recently ruling that prohibitions of speech must be viewpoint-neutral, and not viewpoint-based, in the context of trademark registrations. This ruling may cause a short-term spike in applications for edgier marks containing terms some may consider offensive or vulgar.

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