



Ladies, Lipstick & Litigation: March Madness®

<https://www.youtube.com/watch?v=4FHSZUAmTxY>

Spring has finally sprung, and that means one thing for the NCAA and college basketball fans: March Madness®. However, did you know the amount of litigious work the NCAA has done to maintain their trademarks related to this popular tournament? For the sixth episode of Ladies, Lipstick & Litigation, associates Jeunesse Rutledge and Heidi Thole discuss a slew of cases and trademark disputes involving the largest college athletics association, including:

- The licensing dispute to the term March Madness® that led to the creation of the March Madness Athletic Association
- A 2005 trademark infringement lawsuit over the web domain "marchmadness.com"
- The attempted trademark registration of the term "40-0"
- An ongoing dispute between the NCAA and a group of Virginia urologists over the phrase "Vasectomy Mayhem"
- The anti-trust lawsuit against the NCAA currently under review by the Supreme Court of the United States

If you have trademark questions involving your products or services, please contact [Heidi Thole](#) or your Reinhart attorney.

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