

## O\*prah Sues O\*bama fo\*r Trademark Infringement

Written by Duke Caucus  
Tuesday, 11 November 2008

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O\*prah Winfrey, the TV talk-sho\*w ho\*st turned multimedia billio\*naire, filed a lawsuit in a Chicago\* district co\*urt alleging that presidential candidate Barack O\*bama has vio\*lated her exclusive trademark o\*f the letter "O\*."



In a written statement, Winfrey acknowledges that she had mixed feeling abo\*ut the lawsuit.

"Barack is my guy, and I'm suppo\*rting him co\*mpletely in his bid fo\*r the White House. I can't stress that eno\*ugh. Ho\*wever, I felt that it was just as impo\*rtant to\* pro\*tect my business and the vario\*us elements o\*f my empire. And the mo\*st impo\*rtant element is the letter 'O\*.'

"I was ho\*ping to\* no\*t have to\* seek legal action, but when I saw his o\*wn 'O\*' lo\*go\*, I knew I had to\* act, just as I have with every previous case o\*f trademark infringement," she added.

Winfrey's legal team, kno\*wn to\* be the seco\*nd-mo\*st extensive and well-paid in the entire wo\*rld, behind o\*nly the U.S. go\*vernment since Dick Cheney arrived, has already successfully sued several so\*up and cereal manufacturers fo\*r their unsanctio\*ned use o\*f the letter "O\*." She also\* wo\*n cases against the wo\*rd o\*rgasm and retired basketball player O\*scar Ro\*bertso\*n, who\* bo\*th used to\* be kno\*wn as "The Big O\*."

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"I have no\* idea ho\*w she did it," said Ro\*bertso\*n in an earlier statement. "I was The Big - damn I can't even say it no\*w because o\*f the injunction - befo\*re anyo\*ne had ever heard o\*f O\*prah. But her team o\*f lawyers had everything so\* bambo\*o\*zled that the next thing I kno\*w, I'm no\*w The Big R. That's messed up.

"But when I tried to\* resist," co\*ntinued Ro\*bertso\*n, "bad things started happening. My bank acco\*unts fro\*ze up. My friends and o\*ld teammates sto\*pped talking to\* me ... And when I agreed to\* the deal, everything went back to\* no\*rmal. That's o\*ne po\*werful woman, that O\*."

Acco\*rding to\* spo\*kespeo\*ple for O\*bama, they're mo\*ving no\*w to remo\*ve all uses o\*f their "O\*" lo\*go\*, and they'll go\* back to\* the previo\*us marketing to\*o\*ls that simply said Barack O\*bama in a mo\*re traditio\*nal manner.

"We mo\*ved as quickly as we co\*uld," said Eileen Left, one of O\*bama's handlers. "We even o\*ffered to\* change o\*ur candidates name to Barack Bama if that wo\*uld please Ms. Winfrey, but she said that wo\*uldn't be necessary. There was no\* way we were go\*ing to\* challenge her this clo\*se to\* the election. She can make vo\*tes disappear. She can have the 'O\*.'"

*\* The letter O is an exclusive trademark of Oprah Winfrey Industries.*