

Honey Badger Don't Care About Trademark Infringement, But The Ninth Circuit Does

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by Ben Kappelman

Long ago (by internet standards), a spoof of Discovery Channel-style nature videos went viral. “The Crazy Nastyass Honey Badger” is a three-minute montage of wild honey badgers running across the desert, hunting prey, and, perhaps most disgusting, eating a snake, all set to classical music. The narrator, Christopher Gordon, describes the honey badgers’ activities without resorting to “science-y” language, saying things like “watch it run in slow motion”; “watch it dig, look at that digging,” and “it doesn’t care about being stung by bees, nothing can stop the honey badger when it’s hungry.” Gordon’s patter drove the video to more than 89 million views on YouTube. Gordon repeatedly tells the viewer “honey badger don’t care,” “honey badger don’t give a s- - -,” and more vulgar variations.

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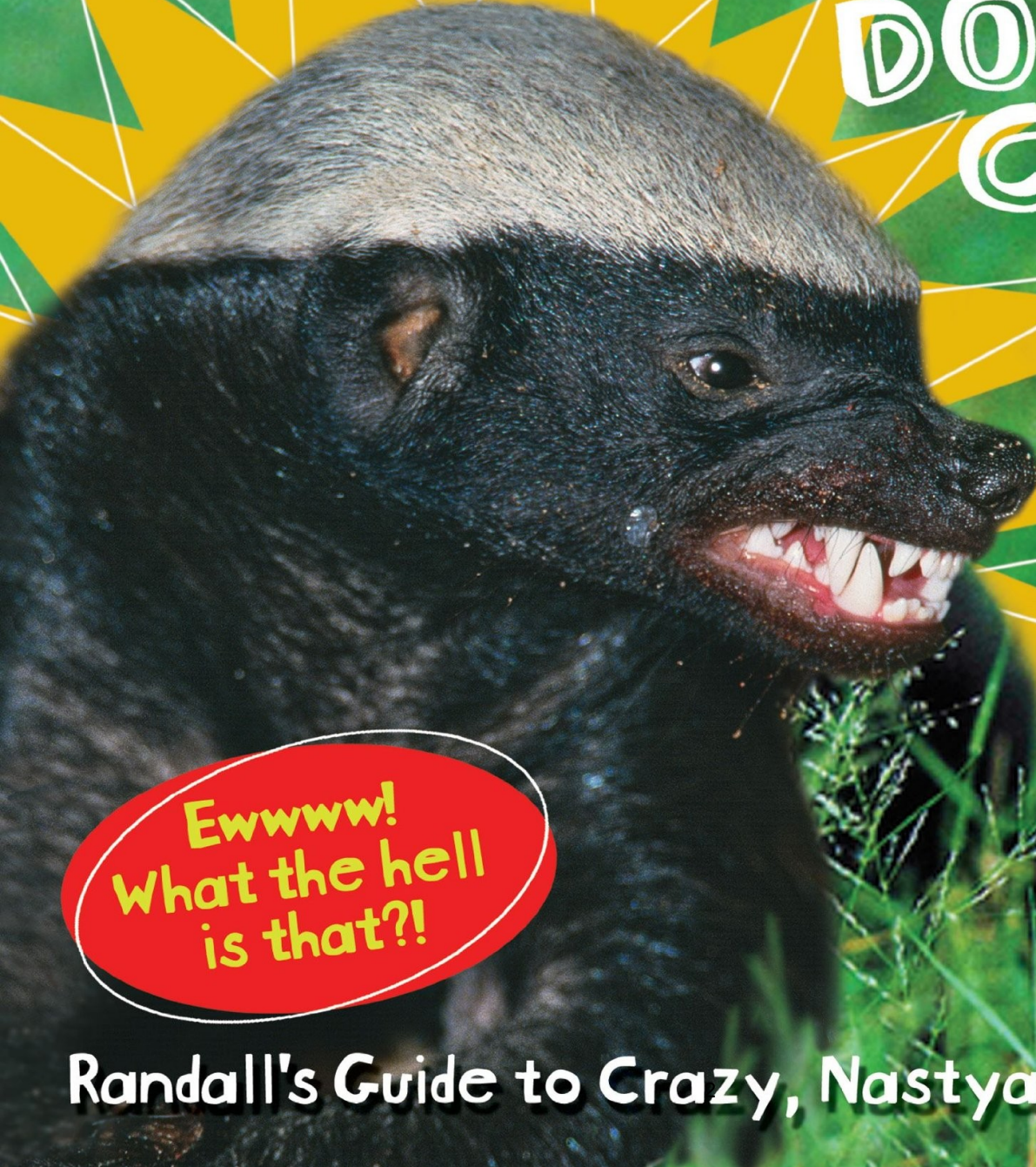
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Related Capabilities

- Trademark, Copyright + Advertising
- Intellectual Property Litigation

HONEY BADGER

**DON'T
CARE™**



**Ewwww!
What the hell
is that?!**

Randall's Guide to Crazy, Nastyass Animals

