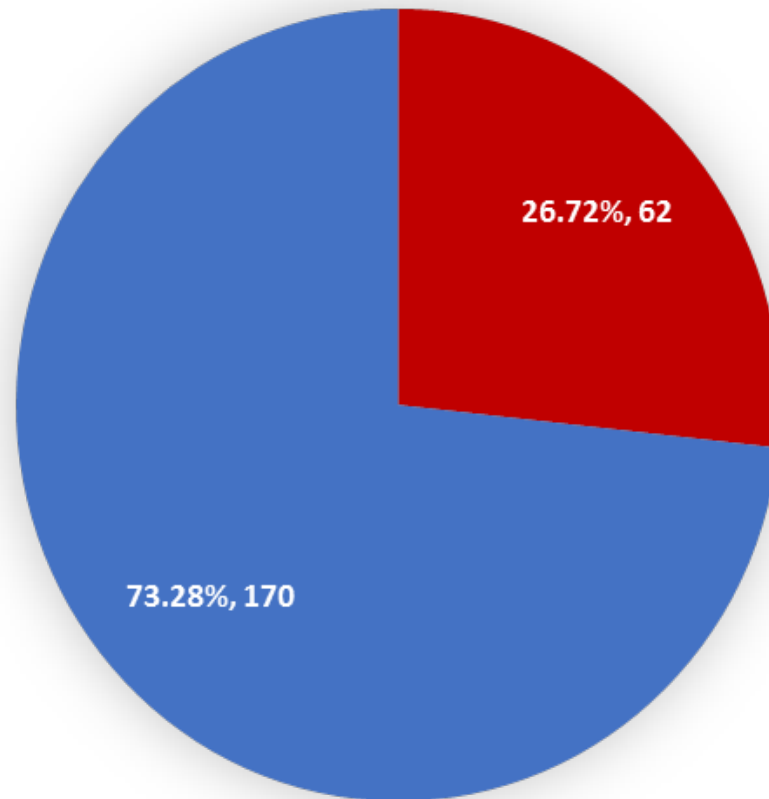


NSFW:
Empirical Study of Scandalous Marks

Megan M. Carpenter

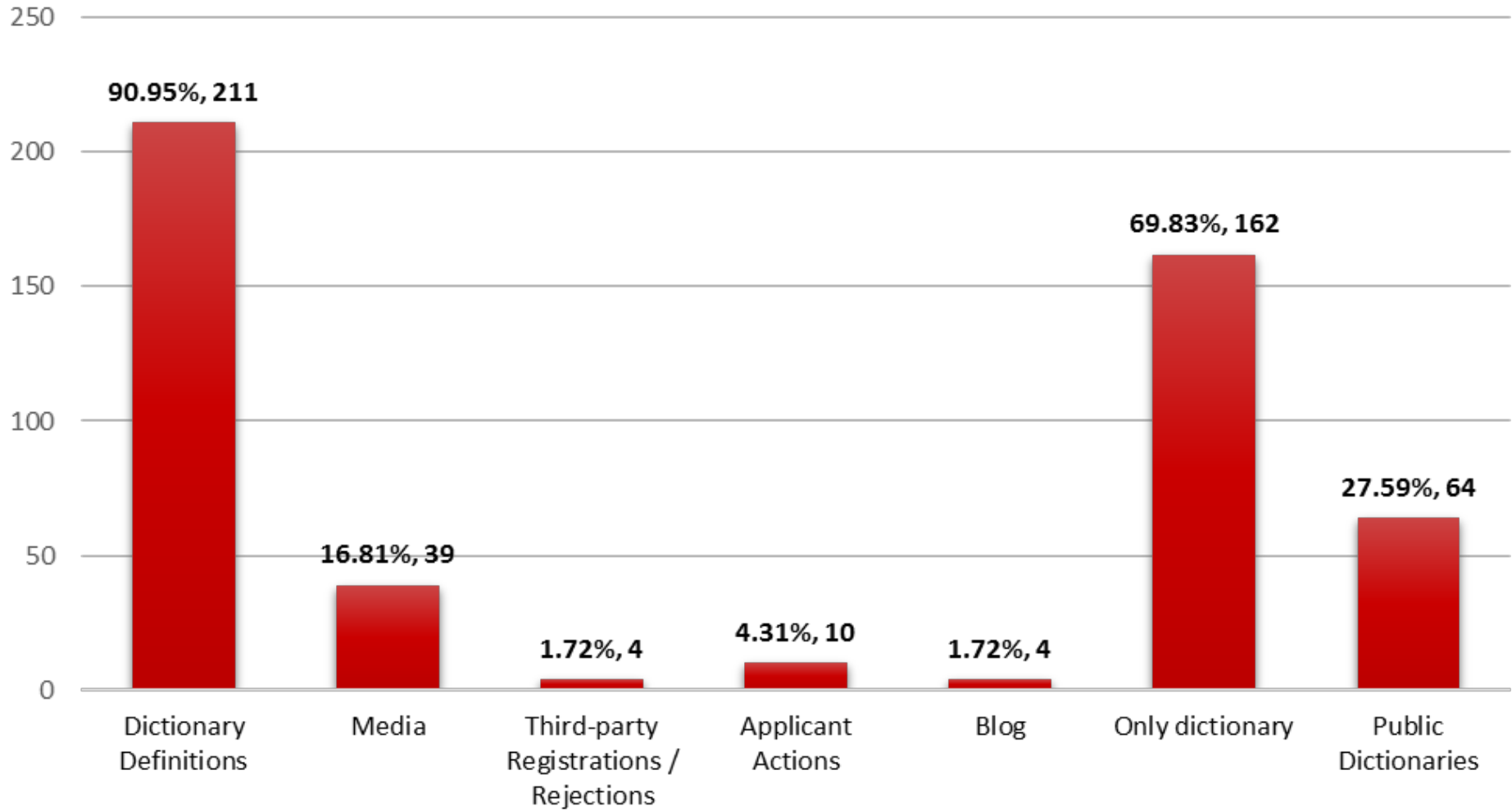


Did the Office Action Discuss Context?

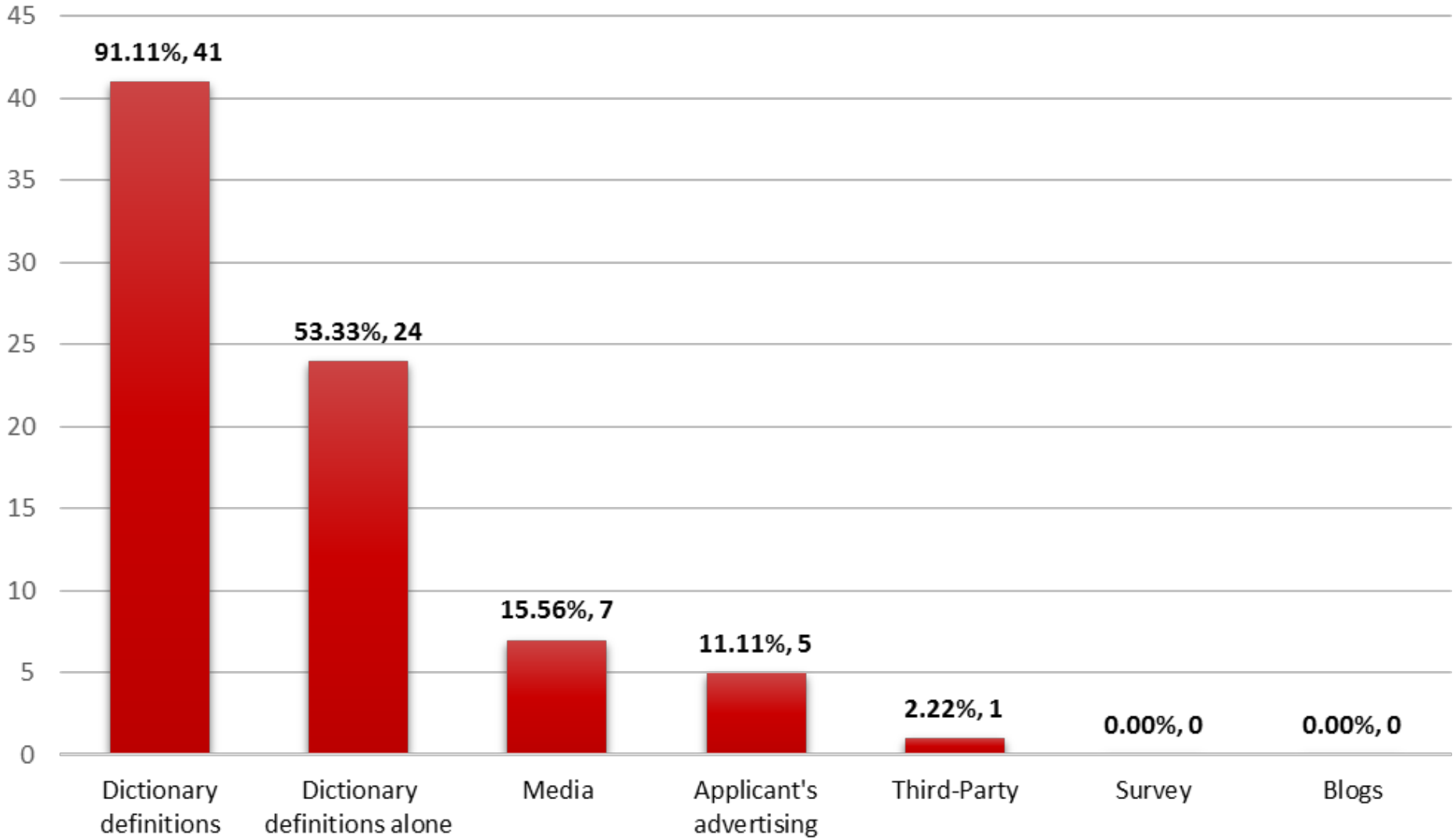


■ Yes ■ No

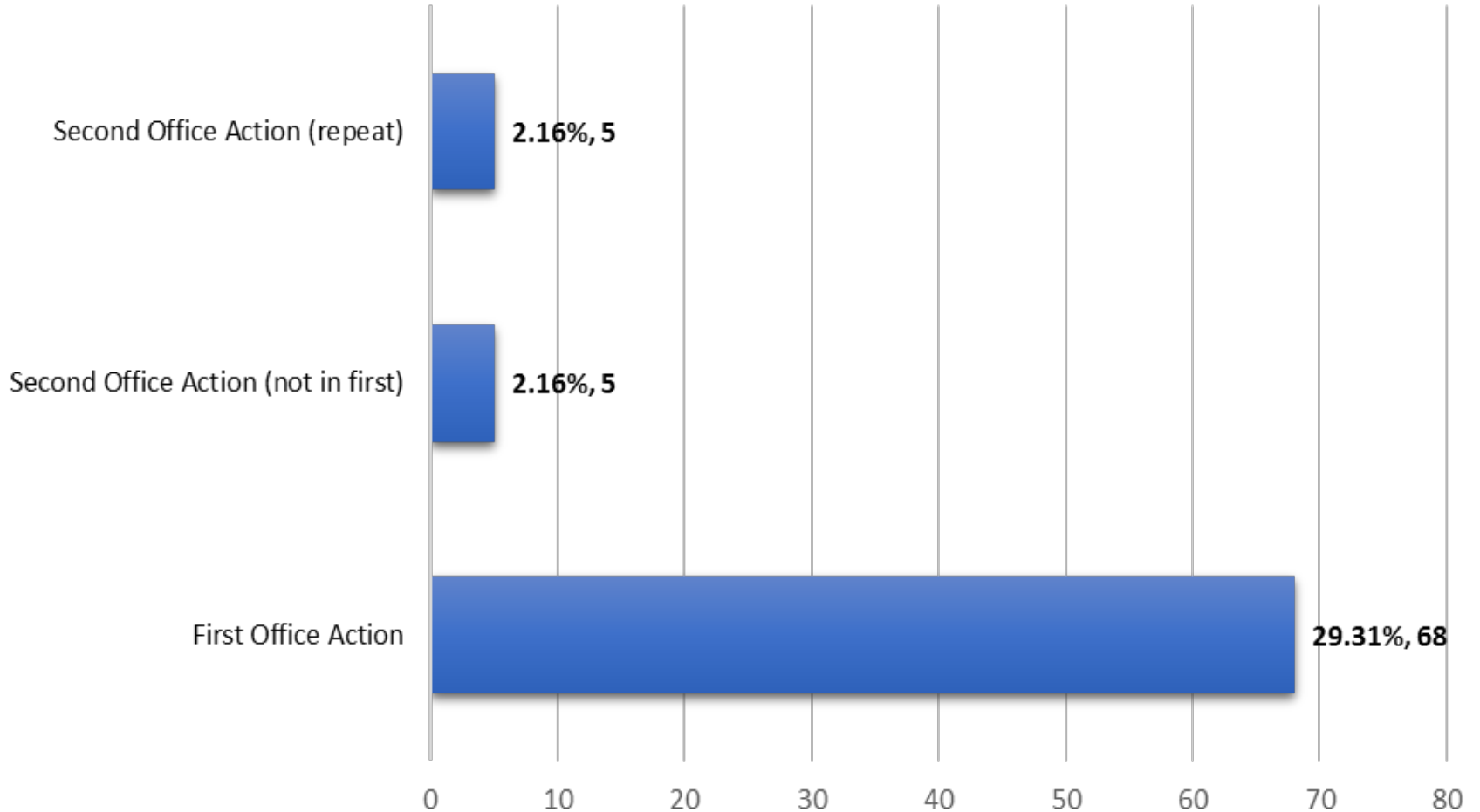
Evidence Used by Examiner



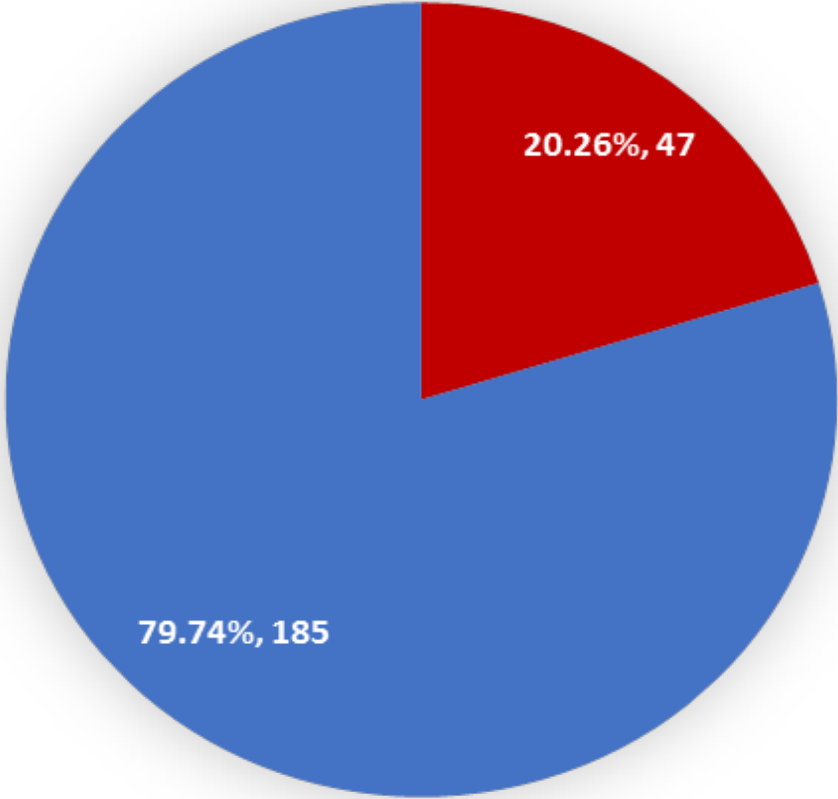
Evidence Used by Examiner for Niche Markets



Cites context and also that profanity is more common in society

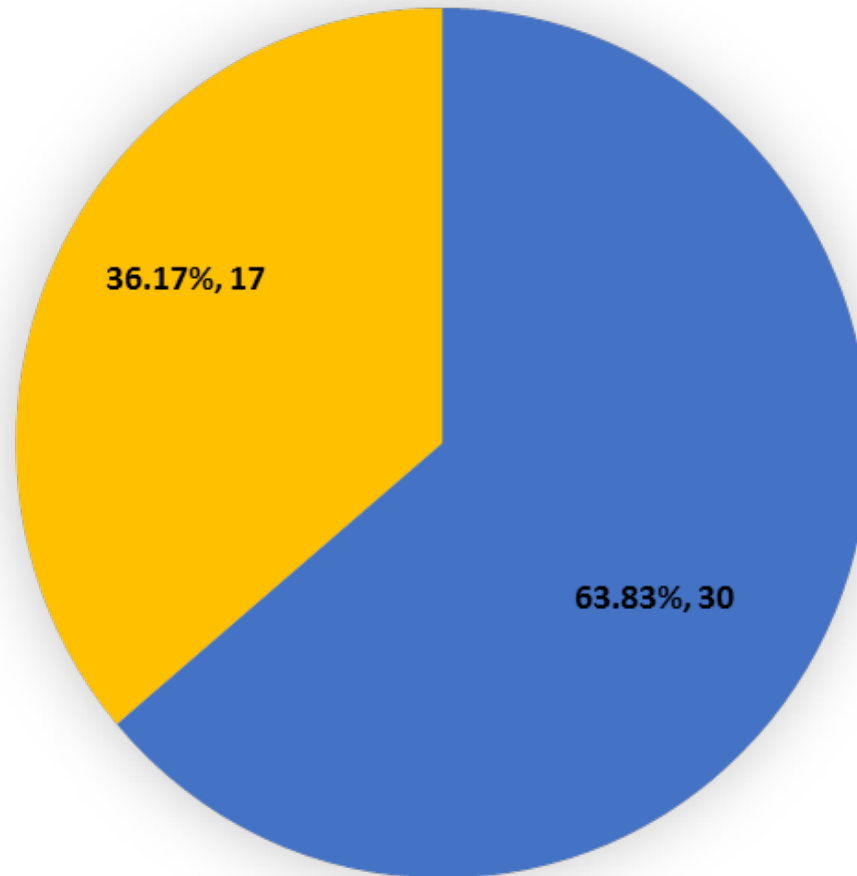


How Often Did Applicants Respond?



■ Applicant Responded ■ Applicant Did Not Respond

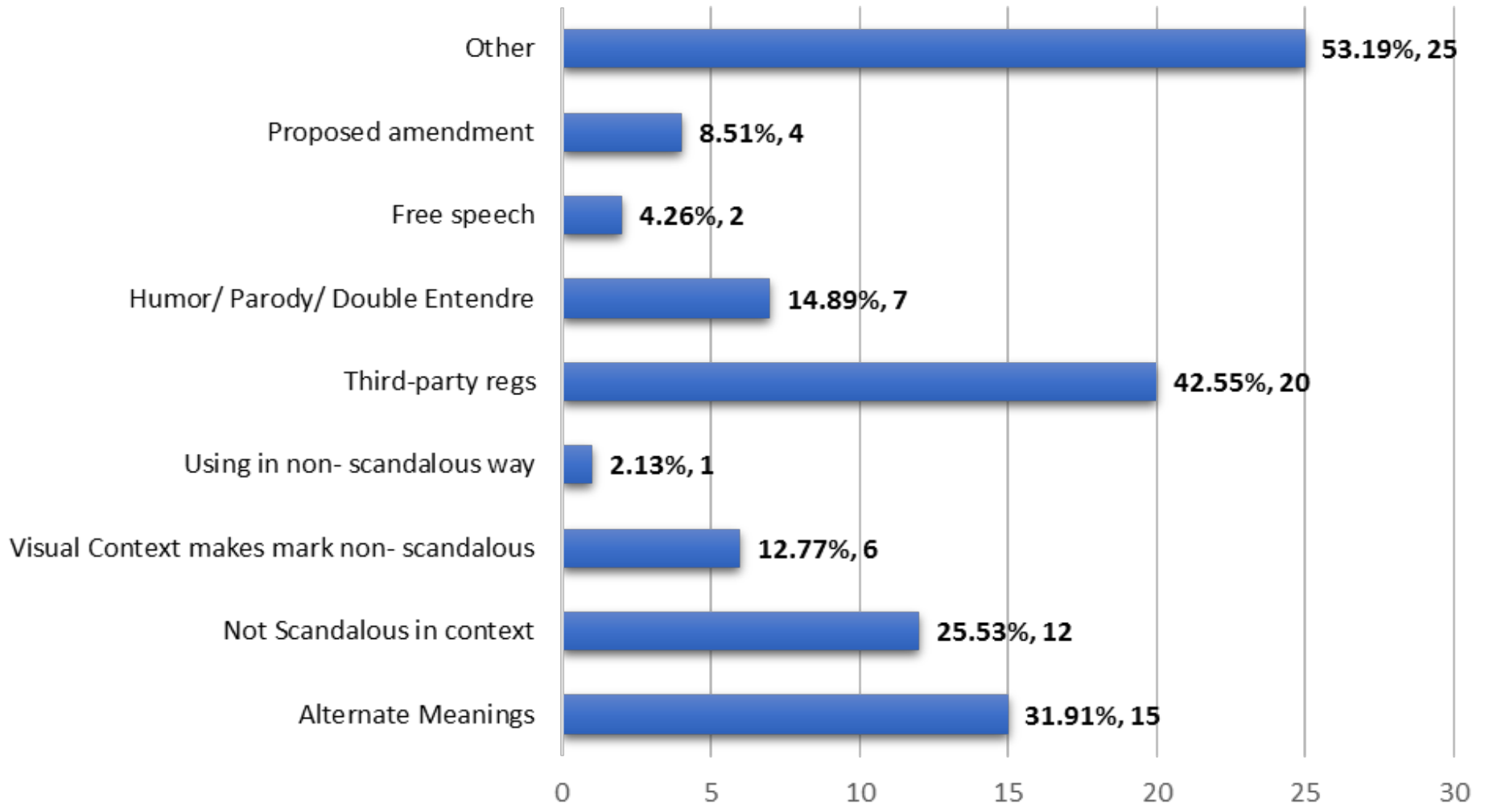
Did the Applicant Argue Context?



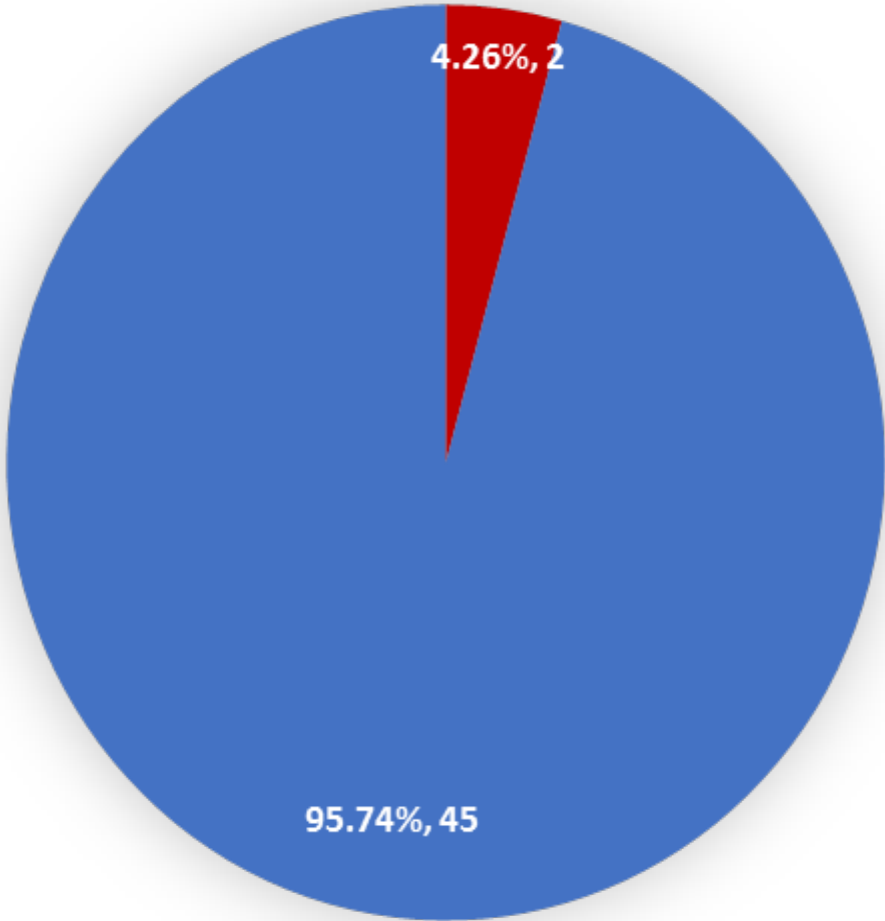
■ Context in Applicant Response

■ No Context in Applicant Response

What Arguments did Applicants Make in Response?

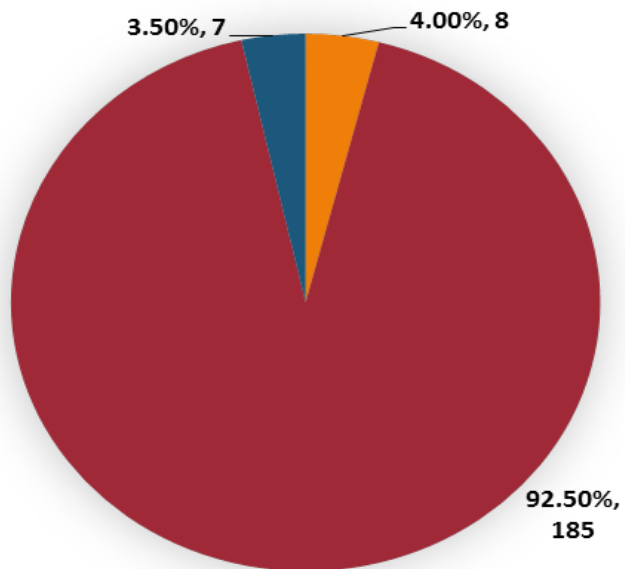


When the Applicant Argued Context, Did it Work?

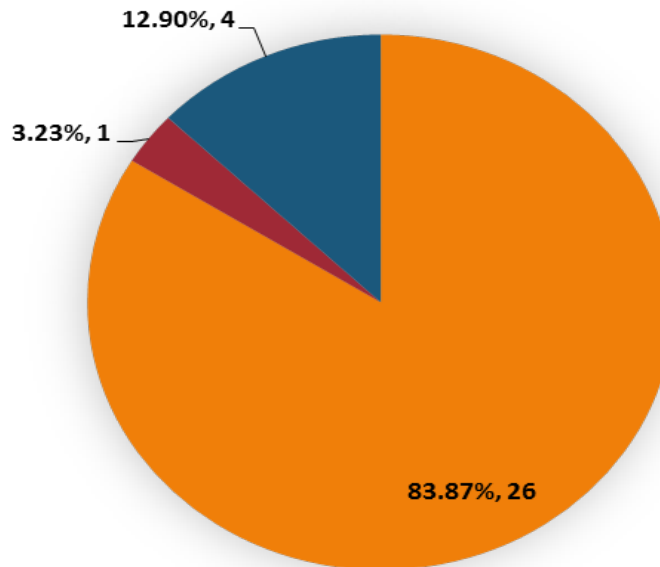


■ Yes ■ No

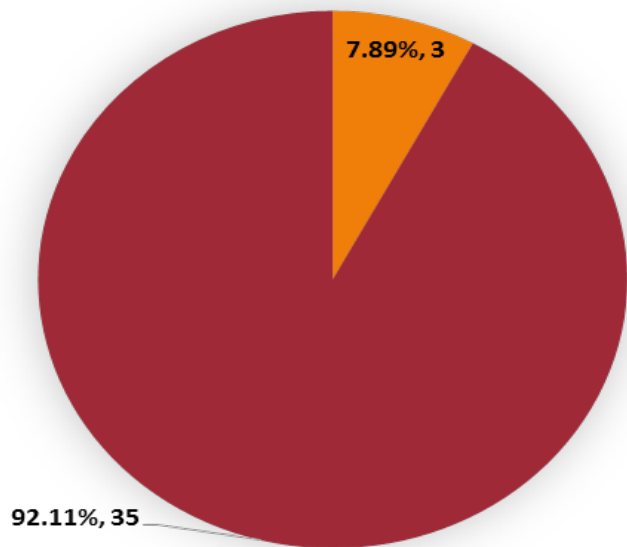
BITCH



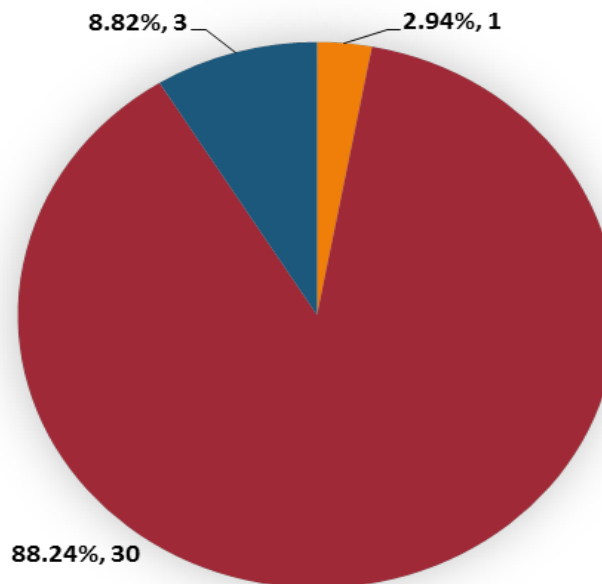
SHIT



WHORE

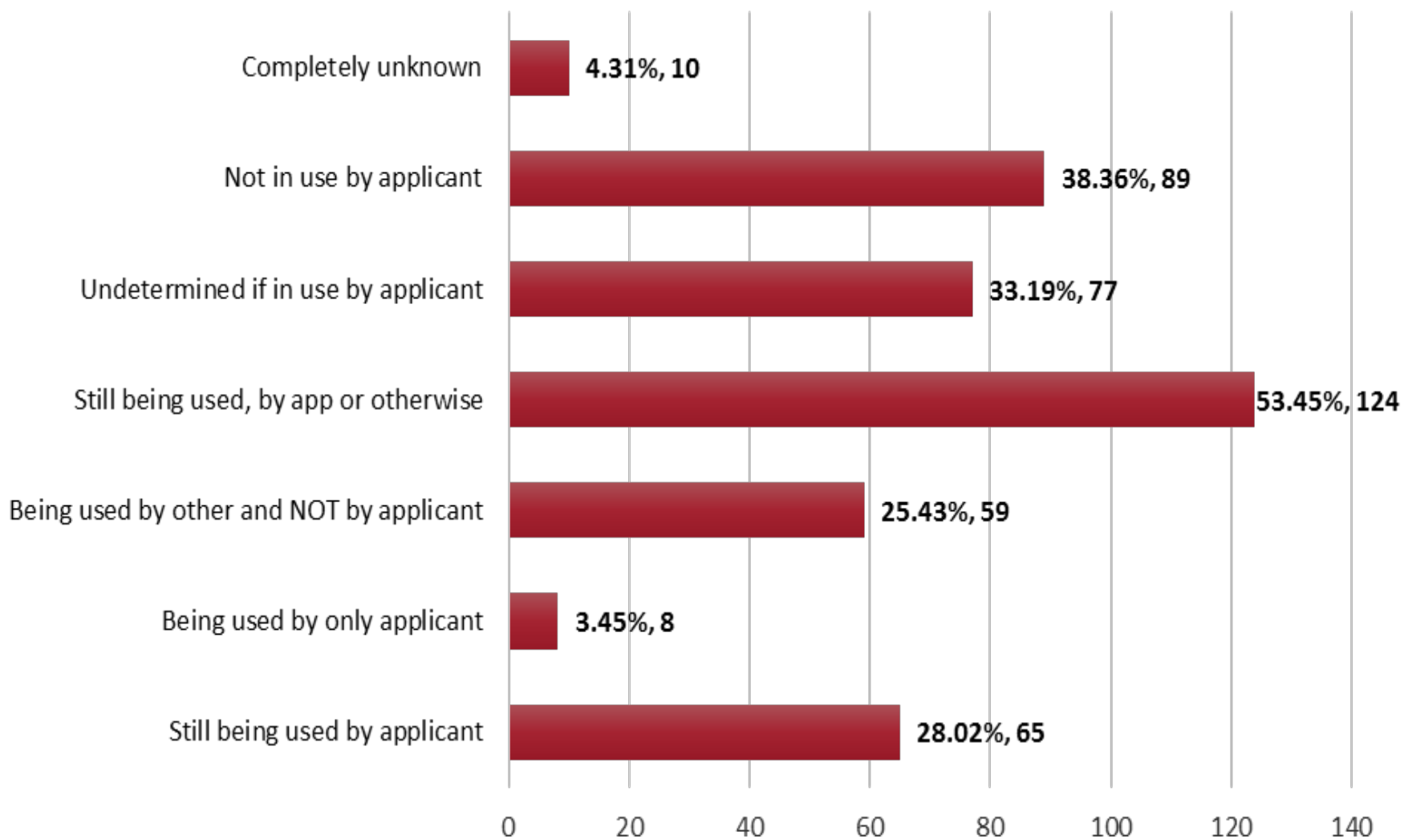


SLUT



Rejected as scandalous/immoral

Post-Rejection Usage



#*%*!

(I mean, Thank You!)

