



## Kanye West Sends Cease and Desist Letter to Stop New COINYE WEST Virtual Currency

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Whether you are in the *Yeezus* camp or the *My Beautiful Dark Twisted Fantasy* camp, or even if either of those references mean nothing to you, you might still be interested to know that a new currency is in development – in a few days we will all be able to own some COINYE WEST. Or will we?

As the [Wall Street Journal](#) first reported, [Kanye West](#) has tried to stop seven anonymous coders behind a new virtual currency called COINYE WEST, similar to [bitcoin](#). Not surprisingly, Kanye West, by and through his attorneys, has claimed trademark infringement, unfair competition, cyberpiracy and dilution. You can read the cease and desist letter [here](#). While the company has changed its domain name from coinycwest.com to coinycoco.in, the coders launched their site on January 7.

West has built a music empire on his KANYE WEST brand, a brand that, according to West's [interview](#) with BBC Radio 1, is the most influential in the world. As if being the "[number one rock star on the planet](#)" was not enough, West's "[I am a God](#)" statement truly makes him a *being* to reckon with.

While West might be a bit *high and mighty* (pun intended), he does understand the importance of protecting his brand. This situation highlights the cross section between trademark rights and the new and evolving internet frontier. First it was domain names, then came AdWords, and now crypto currency. While COINYE WEST might face an uphill battle if the case proceeds to court, similar disputes are certain to arise as new technologies develop. At Pattishall, we strive to stay on the forefront of emerging technologies. And, while I may not be in the market for any COINYE in the



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near future, I will be ready to purchase some KARDASH-CASH if [Kim Kardashian](#) ever makes any available.<sup>1</sup>

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<sup>1</sup> KARDASH-CASH is not a real trademark, nor is it a real currency. I just made it up for fun.