

To: S&CO Enterprises, LLC (thecreolecat@aol.com)
Subject: U.S. TRADEMARK APPLICATION NO. 77946002 - WHO DAT CAT - N/A
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UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NO: 77/946002

MARK: WHO DAT CAT

77946002

CORRESPONDENT ADDRESS:

S&CO ENTERPRISES, LLC
S&CO ENTERPRISES, LLC
312 DODGE AVE
NEW ORLEANS, LA 70121-3310

RESPOND TO THIS ACTION:

<http://www.uspto.gov/teas/eTEASpageD.htm>

GENERAL TRADEMARK INFORMATION:

<http://www.uspto.gov/main/trademarks.htm>

APPLICANT: S&CO Enterprises, LLC

CORRESPONDENT'S REFERENCE/DOCKET NO :

N/A

CORRESPONDENT E-MAIL ADDRESS:

thecreolecat@aol.com

OFFICE ACTION

TO AVOID ABANDONMENT, THE OFFICE MUST RECEIVE A PROPER RESPONSE TO THIS OFFICE ACTION WITHIN 6 MONTHS OF THE ISSUE/MAILING DATE.

ISSUE/MAILING DATE: 3/15/2010

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62, 2.65(a); TMEP §§711, 718.03.

SEARCH RESULT

The trademark examining attorney has searched the Office's database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). TMEP §704.02; *see* 15 U.S.C. §1052(d).

FALSE CONNECTION

Registration is refused because the applied-for mark consists of or includes matter which may falsely suggest a connection with the New Orleans Saints. WHO DAT is associated with the New Orleans Saints. See attachments. Although the New Orleans Saints is not connected with the goods and/or services provided by applicant under the applied-for mark, the New Orleans Saints is so famous that consumers would presume a connection. Trademark Act Section 2(a), 15 U.S.C. §1052(a); *see* TMEP §§1203.03, 1203.03(e). *See generally* *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); *In re Nuclear Research Corp.*, 16 USPQ2d 1316 (TTAB 1990); *Univ. of Ala. v. BAMA-Werke Curt Baumann*, 231 USPQ 408 (TTAB 1986); *In re Cotter & Co.*, 228 USPQ 202 (TTAB 1985); *Buffett v. Chi-Chi's, Inc.*, 226 USPQ 428 (TTAB 1985).

The following is required for a showing of false connection under Trademark Act Section 2(a):

- (1) The mark sought to be registered is the same as, or a close approximation of, the name or identity previously used by another person or institution;
- (2) The mark would be recognized as such, in that it points uniquely and unmistakably to that person or institution;
- (3) The person or institution identified in the mark is not connected with the goods sold or services performed by applicant under the mark; and
- (4) The fame or reputation of the named person or institution is of such a nature that a connection with such person or institution would be presumed when applicant's mark is used on its goods and/or services.

In re Peter S. Herrick, P.A., 91 USPQ2d 1505, 1507 (TTAB 2009); *In re MC MC S.r.l.*, 88 USPQ2d 1378, 1379 (TTAB 2008); TMEP §1203.03(e); *see also* *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 1375-77, 217 USPQ 505, 508-10 (Fed. Cir. 1983) (providing foundational principles for the current four-part test used to determine the existence of a false connection).

The fact that applicant did not intend to adopt the name of, or trade upon the goodwill of, the named person or institution does not obviate a false connection refusal. Trademark Act Section 2(a) does not require such intent. TMEP §1203.03(e); *see, e.g., S & L Acquisition Co. v. Helene Arpels, Inc.*, 9 USPQ2d 1221 (TTAB 1987); *Consol. Natural Gas v. CNG Fuel Sys., Ltd.*, 228 USPQ 752 (TTAB 1985). However, evidence of such intent is highly probative that the public will make the intended false connection. *Univ. of Notre Dame du Lac v. J.C. Gourmet Food Imps. Co.*, 703 F.2d 1372, 217 USPQ 505 (Fed. Cir. 1983); TMEP §1203.03(e).

The trademark examining attorney refers to the excerpted materials from the GOOGLE® search engine which demonstrate that WHO DAT is a famous saying that refers to and is associated with the New Orleans Saints, which is especially relevant after the Saints won the recent Super Bowl. The applicant's specimen shows that the applicant's goods feature references to the New Orleans Saints and their Super Bowl win. Consumers are likely to believe that the goods are connected with the New Orleans Saints, which it does not appear to be.

INFORMALITIES

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

The applicant must respond to the requirement(s) set forth below.

DISCLAIMER REQUIRED

Applicant must insert a disclaimer of CAT in the application because it merely describes the goods, namely, that the art pictures, prints, and canvas feature a cat character. *See* 15 U.S.C. §1056(a); TMEP §§1213, 1213.03(a). Please see the attached definition.

The Office can require an applicant to disclaim an unregistrable part of a mark consisting of particular wording, symbols, numbers, design elements or combinations thereof. 15 U.S.C. §1056(a). Under Trademark Act Section 2(e), the Office can refuse registration of an entire mark if the entire mark is merely descriptive, deceptively misdescriptive, or primarily geographically descriptive of the goods. 15 U.S.C. §1052(e). Thus, the Office may require an applicant to disclaim a portion of a mark that, when used in connection with the goods or services, is merely descriptive, deceptively misdescriptive, primarily geographically descriptive, or otherwise unregistrable (e.g., generic). *See* TMEP §§1213, 1213.03.

Failure to comply with a disclaimer requirement can result in a refusal to register the entire mark. TMEP §1213.01(b).

A “disclaimer” is a statement that applicant does not claim exclusive rights to an unregistrable component of a mark. TMEP §1213. A disclaimer does not affect the appearance of the applied-for mark. *See* TMEP §1213.10.

A disclaimer does not physically remove the disclaimed matter from the mark, but rather is a written statement that applicant does not claim exclusive rights to the disclaimed wording and/or design separate and apart from the mark as shown in the drawing. TMEP §§1213, 1213.10.

The following is the accepted standard format for a disclaimer:

No claim is made to the exclusive right to use “CAT” apart from the mark as shown.

TMEP §1213.08(a)(i).

RESPONSE GUIDELINES

In the response, applicant should address each refusal and/or requirement raised in the Office action. If a refusal has issued, applicant may wish to argue against the refusal, i.e., submit arguments and/or evidence as to why the refusal should be withdrawn and why the mark should register. To respond to requirements, applicant should simply set forth in writing the required changes or statements and request that the Office enter them into the application record.

The response must be signed by applicant or someone with legal authority to bind applicant (i.e., a corporate officer of a corporate applicant, the equivalent of an officer for unincorporated organizations or limited liability company applicants, a general partner of a partnership applicant, each applicant for applications with multiple individual applicants, etc.). 37 C.F.R. §2.62(b); TMEP §712 *et seq.* The signer must personally sign and date the response or manually enter their electronic signature in the signature block. 37 C.F.R. §2.193(a)(1)-(2); TMEP §605.02.

Applicant may wish to hire an attorney to assist in prosecuting this application because of the legal technicalities involved. The Office, however, cannot aid in the selection of an attorney. 37 C.F.R. §2.11. Applicant may wish to consult a local telephone directory for a listing of attorneys specializing in trademark or intellectual property law, or seek guidance from a local bar association attorney-referral service.


TEAS PLUS APPLICANTS MUST SUBMIT DOCUMENTS ELECTRONICALLY OR SUBMIT FEE: Applicants who filed their application online using the reduced-fee TEAS Plus application must continue to submit certain documents online using TEAS, including responses to Office actions. For a complete list of these documents, see TMEP §819.02(b). In addition, such applicants must accept correspondence from the Office via e-mail throughout the examination process and must maintain a valid e-mail address. 37 C.F.R. §2.23(a)(2); TMEP §§819, 819.02(a). TEAS Plus applicants who do not meet these requirements must submit an additional fee of \$50 per international class of goods and/or services. 37 C.F.R. §2.6(a)(1)(iv); TMEP §819.04. Responding by telephone to authorize an examiner’s amendment will not incur this additional fee.

/Alex Seong Keam/
Attorney
Law Office 114
Phone: 571-272-9176
Fax for Responses: 571-273-9114

RESPOND TO THIS ACTION: Applicant should file a response to this Office action online using the form at <http://www.uspto.gov/teas/eTEASpageD.htm>, waiting 48-72 hours if applicant received notification of the Office action via e-mail. For *technical* assistance with the form, please e-mail TEAS@uspto.gov. For questions about the Office action itself, please contact the assigned examining attorney. **Do not respond to this Office action by e-mail; the USPTO does not accept e-mailed responses.**

If responding by paper mail, please include the following information: the application serial number, the mark, the filing date and the name, title/position, telephone number and e-mail address of the person signing the response. Please use the following address: Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451.

STATUS CHECK: Check the status of the application at least once every six months from the initial filing date using the USPTO Trademark Applications and Registrations Retrieval (TARR) online system at <http://tarr.uspto.gov>. When conducting an online status check, print and maintain a copy of the complete TARR screen. If the status of your application has not changed for more than six months, please contact the assigned examining attorney.



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Retrieved March 15, 2010, from <http://www.merriam-webster.com/dictionary/cat>

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These search terms are highlighted: **who dat saints**

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Who Dat?

From Wikipedia, the free encyclopedia

*This article is about the spectator chant, **Who dat?**. For other uses, see **Who Dat**.*

Who dat? is a *chant* of team support, used especially by fans of the **New Orleans Saints**, an American football team. The entire chant is: **"Who dat? Who dat? Who dat say dey gonna beat dem Saints?"**

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Origins

[\[edit\]](#)

The chant of "**Who Dat?**" originated in *minstrel shows* and *vaudeville* acts of the late 1800s and early 1900s and was taken up by jazz and big band performers in the 1920s and 30s.

The first reference to "**Who Dat?**" can be found in the 19th Century in the poetry of Paul Laurence Dunbar, first in his poem "When Malindy Sings" and later in his lyrics to the song "**Who Dat** Say Chicken in dis Crowd," a featured song in E.E. Rice's "Summer Nights," in a show called *Clorindy: The Origin of the Cake Walk* by Will Marion Cook.^{[1][2][3]} A common tag line in the days of Negro minstrel shows was: "**Who dat?**" answered by "**Who dat say who dat?**" Many different *blackfaced* gags played off that opening. Vaudeville performer Mantan Moreland was known for the routine.^[3] Another example is "Swing Wedding," a 1930s Harman-Ising cartoon musical, which caricatured Fats Waller, Cab Calloway, Bill "Bojangles" Robinson, Ethel Waters, and the Mills Brothers as frogs in a swamp performing minstrel show jokes and jazz tunes. The frogs repeatedly used the phrase "**who dat?**"

In the swing era, "**who dat**" chants back and forth between the band and the band leader or between the audience and the band were extemporaneous. That is, there was no one specific set of words except for the two magic ones.

"**Who Dat?**" lyrics from 1937:

Who dat up there who's dat down there
Who dat up there **who dat** well down there
Who's dat up there, sayin' who's dat down there
When I see you up there well who's dat down there
Who dat inside who's dat outside
Who's dat inside **who dat** well outside
Who's dat inside, singin' who's dat outside
When I see up there well who's dat out there
Button up your lip there big boy
Stop answerin' back
Give you a tip there big boy
Announce yourself jack
Who dat up there who's dat down there
Who dat up there **who dat**, well down there
Who's dat up there, singin' who's dat down there
When I see you up there you bum
Well who's dat down there
Who dat

Staged minstrel skits featured frightened African-American characters saying "**who dat**" when they encountered a ghost, or someone imitating a ghost. Then, the "**who dat**-"**who dat** say **who dat**" skit would play itself out. This skit was done frequently in short reels from the 1930s to 1950s and in some early TV shows too. Even the **Marx Brothers** had a "**who dat**" routine, which they included in their film *A Day at the Races*.^[3] Often, a ghost was called a "**who dat**". MGM's now-banned animated character **Bosko** once had such an encounter in a 1938 toon called "Lil Ol Bosko in Bagdad".

"**Who Dat?**" became a familiar joke with soldiers during **World War II**.

Back in WWII, US fighter squadron pilots would often fly under radio silence. But things get lonely up there in the cockpit, so after a while there'd be a crackle of static as someone keyed his mike. Then a disembodied voice would reply, "**Who dat?**" An answer would come, "**Who dat** say **who dat?**" And another, "**Who dat** say **who dat** say **who dat?**" After a few rounds of this, the squadron commander would grab his microphone and yell, "Cut it out, you guys!" A few moments of silence. Then... "**Who dat?**"^[cite this quote]

Origins of the "**Who Dat?**" chant

[[edit](#)]

"**Who Dat**" became part of a chant for fans cheering on their favorite team. It has been debated exactly where it started, but some claim it began with **Southern University** fans either in the late 1960s or early 1970s and went "**Who dat** talkin' 'bout beatin' dem Jags" — Southern University being nicknamed the Jaguars.^[4] Another claim is that around the same time it began at **St. Augustine High School**, a historically African-American all-boys Catholic high school in New Orleans, and then spread to the **New Orleans Public Schools**. Another claim is that the cheer originated at **Patterson High School** in **Patterson, Louisiana** (home of **Saints** running back **Dalton Hilliard**).^[3] In the late 1970s fans at **Alcorn State University** and **Louisiana State University** picked up on the cheer.^[5] By 1983, the New Orleans **Saints** organization officially adopted it during the tenure of coach **Bum Phillips**, and **Aaron Neville** (along with local musicians **Sal** and **Steve Monistere** and **Carlo Nuccio**) recorded a version of "**When the Saints Go Marching In**" that incorporated the chant (performed by a group of **Saints** players) that became a major local hit, due in part to the support of sportscaster **Ron Swoboda** and the fact that **Saints** fans had been using the chant already.^[3] Meanwhile, in about 1981 **Cincinnati Bengals** fans and players had started with their similar "**Who Dey**" cheer.^[6]

"Who Dat?" spin-off chants

[edit]

After the **Saints** won the **NFC Championship Game** on January 24, 2010, against the Minnesota Vikings in the **Superdome**, fans from all across New Orleans, including fans who were exiting the game, started a Mardi Gras-style **"Who Dat"** on Bourbon Street with modified lyrics, chanting, **"Who Dat, Who Dat, Who Dat** in the Super Bowl!" in reference to the **Saints** advancing to the Super Bowl for the first time ever in their 43-year history.^{[7][8]} In **Super Bowl XLIV**, on February 7, 2010, the **Saints** beat the Indianapolis Colts 31-17.

Who Dat Nation

[edit]

In recent years the phrase **"Who Dat Nation"** has become a popular term for the community of **Saints** fans.^{[9][10][11]} According to **Bobby Hebert**, formerly a **Saints** quarterback and currently a **sports commentator** in New Orleans, the term **"Who Dat Nation"** originated after a highly anticipated 2006 game between the **Saints** and the favored **Dallas Cowboys**, which the **Saints** won; after the game, listeners from a wide geographic range called in to Hebert's radio show on **WWL (AM)**, and Hebert commented, "Man, there's a whole **Who Dat Nation** out there."^[12]

Ownership controversy

[edit]

In January 2010, the NFL sent **cease and desist** letters to several Louisiana t-shirt shop owners ordering them to cease producing t-shirts bearing the phrase **"Who dat"**. According to some recipients of these letters, the NFL was claiming to own the trademark to the term **"Who dat"**, and that unlicensed t-shirts bearing the phrase would cause **confusion** among fans of the **Saints** about the official status of the merchandise.^[13] The Monisteres, through their company *WhoDat Inc.*, also released a statement claiming rights to the phrase, which they registered in 1983 after recording the version of **"When the Saints Go Marching In"** that incorporated the chant.^[14] The Monistere's record is listed as inactive, meaning that it was not renewed upon expiration. The **Saints** organization, through their company *The New Orleans Louisiana Saints Limited Partnership*, also registered the mark **"Who Dat"** in 1988 when used in conjunction with **"fleur-de-lis** design",^[15] but later the **Saints** released their claim of ownership to *WhoDat, Inc.*, asserting that they owned the phrase.^[16]

The NFL's action also provoked responses from U.S. Senator **David Vitter** and Congressman **Charlie Melancon** of Louisiana, among others. Vitter sent a formal letter to NFL Commissioner **Roger Goodell** criticizing the NFL's attempt to claim ownership of the chant, informing Goodell he would be printing t-shirts using the phrase, and daring the NFL to sue him.^[17] It was later reported that the NFL had responded to Vitter's letter, stating that it was only seeking to prevent unauthorized uses of **"Who Dat?"** together with other identifying marks of the **Saints**.^{[18][19]}

Louisiana Attorney General **Buddy Caldwell** called the NFL and had a conversation about the ownership of the **"Who Dat"** slogan and of the fleur-de-lis. Caldwell said the bottom line from the legal back-and-forth with the league is that the NFL "is conceding it has no exclusive rights to the fleur-de-lis and no exclusive rights to **'Who Dat'** and offshoots of **'Who Dat'**, and no exclusive rights to the colors black and gold." Caldwell said his office was drafting a document to be signed by the state and the NFL outlining what is and is not allowable.^[20]

On March 4, 2010, the Monisteres' company, **Who Dat? Inc.**, filed suit in federal court against the **Saints**, NFL Properties, and the state of Louisiana, alleging improper interference with their business interests.^{[21][22]}

Recorded versions

[edit]

- **Who Dat?** - Aaron Neville
- **Who Dat** - Royal Crown Revue
- **Who Dat?** - JV (Jimmie Vestal) Two different versions recorded
- **Who Dat** 2006 - Chant & Rhythmic

- **Who Dat** 2006 - Ghost & Birdfinger
- Are You A **Who Dat**? - Mike Grothues
- Dat "**Who Dat**" Jazz - [Olympia Brass Band](#)
- A **Who Dat** Christmas - **Who Dat** Children's Choir
- Who Let the Dogs Out (**Who Dat** remix) - [Baha Men/Clear Channel](#) New Orleans
- **Who Dat** is coming out- Keith Reagan
- **Who Dat** Fever - [Weathered](#)
- The **Who Dat** Roll - [Williams Riley](#)^[23]
- Black and Gold (**Who Dat**???) - K. Gates
- **Who Dat**? - Young Jeezy
- **Who Dat?** [Tom Tom Club](#)

In hip hop

[[edit](#)]

"**Who Dat**" is the name of the 8th single off of *The Recession* by Young Jeezy. They say **who dat**?

A variation of the "**Who dat**" chant was also used in the Lil' Wayne (New Orleans rapper) single "A Milli". **Who dat** say they gon beat Lil Wayne?

[JT Money](#) has a 1999 single called "**Who Dat**." The song was a hit, but was likely not intended to have any relation to the **Saints** or Vaudeville.

"**Who dat**" is also used in the song "Holla Back" by New Orleans-based rapper Juvenile: "They want a pimp to give them some money, but I don't do that. But baby I'm a **Saints** fan that's why I say **who dat**."

In 2009, New Orleans based artist K. Gates recorded "Black and Gold (**Who Dat**)" based on [Ying Yang Twins'](#) "Halftime (Get Crunk)".

In 2009, New Orleans rapper Birdman chants a "**Who Dat**." in the Single Wasted(Remix) by Gucci Mane featuring Birdman, Jadakiss and Lil Wayne.

In 2010, Action Afterdark!, New Orleans own, released "**Saints** Dat!!!", an ode to the heart of the city.

References

[[edit](#)]

- ↑ Hollis Robbins, "The Origin of '**Who Dat**?' It goes back to minstrelsy, but it's OK to say it now." [The Root](#), February 9, 2010.
- ↑ [Libretto](#) **Who Dat** Say Chicken In die Crowd, 1898 [↗](#)
- ↑ ^{*a b c d e*} Dave Walker, "**Who dat**?' popularized by New Orleans **Saints** fans when 'everybody was looking for the sign" [↗](#), *Times-Picayune*, January 12, 2010, pp. A1, A10 (Saint Tammany Edition).
- ↑ George Morris, "**Saints** cheer predates team; not much more history known" [↗](#), *The Advocate* (Baton Rouge, La.), December 30, 2009.
- ↑ Rick Cleveland, "**Who Dat** started diz?" [↗](#), *The Clarion-Ledger* (Jackson, Miss), January 29, 2010
- ↑ "Building tradition" [↗](#), *AP*, August 22, 2003.
- ↑ Rob Longley (25 January, 2010). "**Saints** bound for first Super Bowl" [↗](#). *Toronto Sun*. Retrieved 2010-01-25.
- ↑ "**Who dat** nation erupts with joy" [↗](#). Retrieved 2010-01-25.
- ↑ "**Who Dat** Nation" [↗](#), *Times-Picayune*, January 21, 2007.
- ↑ Blair Soden, "**Saints** Praying, and Playing, for the Super Bowl" [↗](#), *ABC News*, January 20, 2007.
- ↑ Barri Bronston, "New Orleans **Saints** fans prove that it's a **Who Dat** world" [↗](#), *Times-Picayune*, February 3, 2010.
- ↑ "**Saints** Must Protect the Football" [↗](#), ESPN interview with [Bobby Hebert](#), November 25, 2009 (at 2:35).
- ↑ Katie Moore, "NFL orders shops to stop selling **Who Dat** gear" [↗](#), *WWL-TV*, January 27, 2010.

- 13. "Katie Moore, 'NFL orders shops to stop selling **Who Dat** gear', *WVLT-TV*, January 27, 2010.
- 14. [^] *WhoDat, Inc.* statement claiming ownership of the phrase **Who Dat** [↗]
- 15. [^] Jaquetta White, "NFL says it has exclusive rights to **Who Dat**" [↗], *Times-Picayune*, January 28, 2010.
- 16. [^] *The New Orleans Louisiana Saints Limited Partnership* statement transferring ownership of the phrase "**Who Dat**" to *WhoDat, Inc.* [↗]
- 17. [^] Jennifer Levitz, "**Who Dat** Owns **Who Dat**? Dat's Us, Sez da NFL" [↗], *Wall Street Journal*, January 29, 2010.
- 18. [^] "NFL responds to '**Who Dat**' controversy" [↗], *WVLT (AM)*, January 29, 2010.
- 19. [^] Jaquetta White, "**Who Dat** Nation 1, NFL 0 in merchandise fight" [↗], *Times-Picayune*, January 29, 2010.
- 20. [^] Ed Anderson, "Buddy Caldwell says no need to sue NFL over **Who Dat**" [↗], *Times-Picayune*, February 1, 2010.
- 21. [^] Bill Lodge, "**Who Dat**? Inc. suing **Saints**, NFL and Louisiana" [↗], *The Advocate* (Baton Rouge, La.), March 5, 2010.
- 22. [^] Inside Trademarks, "**Who Dat** Knows When **Who Dat** Will Stop?" [↗]
- 23. [^] Lynn Hoppes, "Williams Riley sings **Who Dat** anthem" [↗], *ESPN.com*, February 2, 2010.

External links

[edit]

- Toni Monkovic, "Who Dey vs. **Who Dat**" [↗], *New York Times*, December 14, 2006.


v · d · e	New Orleans Saints	[hide]
	Founded in 1967 • Based in New Orleans, Louisiana	
The Franchise	Franchise • Seasons • History • Players • Coaches • Expansion draft • First-round draft picks • Starting Quarterbacks	
Stadiums	Tulane Stadium • Alamodome • Giants Stadium • Tiger Stadium • Louisiana Superdome	
Culture	Gumbo • Sir Saint • Who Dat? • Hurricane Katrina • Buddy D • "When the Saints Go Marching In"	
Lore	Archie Manning • 63-yard Field Goal • Dome Patrol • River City Relay	
Owners	Tom Benson • Rita Benson LeBlanc	
Head Coaches	Fears • Roberts • North • Hefferle • Stram • D. Nolan • Stanfel • B. Phillips • W. Phillips • J.E. Mora • Venturi • Ditka • Haslett • Payton	
Division Championships (4)	1991 • 2000 • 2006 • 2009	
Super Bowl Appearances (1)	XLIV	
League Championships (1)	2009	
Seasons	1967 • 1968 • 1969 • 1970 • 1971 • 1972 • 1973 • 1974 • 1975 • 1976 • 1977 • 1978 • 1979 • 1980 • 1981 • 1982 • 1983 • 1984 • 1985 • 1986 • 1987 • 1988 • 1989 • 1990 • 1991 • 1992 • 1993 • 1994 • 1995 • 1996 • 1997 • 1998 • 1999 • 2000 • 2001 • 2002 • 2003 • 2004 • 2005 • 2006 • 2007 • 2008 • 2009 • 2010	
Current League Affiliations	League: <i>National Football League</i> • Conference: <i>National Football Conference</i> • Division: <i>South Division</i>	

Categories: New Orleans Saints | Catchphrases

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Who da wo?
who dares wins

who dat

author **who dat**
who dat bitch
who dat is
who dat?
who day & u say
Who Dem Iz
who dey
Who did it and ran
who died
who dis
Who Dis Be Like?
who dis?

who dat whodat **saints** who dey bengals

1. who dat 488 up, 127 down

buy **who dat** mugs, tshirts and magnets

From "**Who dat** say dey gonna beat dem **Saints**?", an exclamation or cheer that was taken from a song celebrating the hiring of head coach Bum Phillips in 1981. Also, a Saint's fan.

This term has been morphed into **who dey** by fans of the Cincinnati Bengals.

The pope: "We just drafted Reggie Bush!"

Moses: "Who dat!"

whodat fan **saints** who dey superdome
by sore_bluto Apr 29, 2006 share this

2. who dat 98 up, 23 down

buy **who dat** mugs, tshirts and magnets


A long time ago, people used to be embarrassed when they had tickets to a **Saints** (LA football team) game. They would put paper bags over their head bc the **Saints**, honestly, were not very good players (besides Archie Manning).

Now, please understand, the Cajuns in Louisiana, (desendants from French, Spanish, and German colonists+Native americans in the area), had very thick accents. Sometimes, and I mean most older Cajuns have this accent, pronounce "this" as "dis" or "that" as "dat".

So the people would point at the fans paper bags and ask, "**Who dat**?"

There is also a singer that wrote a song with these words as lyrics a while back. In late 2009, a man by the name of Cracka Trax Ft. Dat Boi

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buy **who dat** mugs, tshirts and magnets

"**Who Dat**" became famous as part of a chant for fans cheering on the New Orleans **Saints** ("**Who dat** say dey gonna beat dem **Saints**!"). As a result, **Saints** fans have been dubbed "Who Dats."

It has been debated exactly where it started, but some claim it began with Southern University fans either in the late 1960s or early 1970s and went "**Who dat** say dey gonna beat dem Jags" - Southern University being nicknamed the Jaguars.

Another claim is that around the same time it began at St. Augustine High School, a historically African-American all boys Catholic high school in New Orleans, and then spread to the New Orleans Public Schools.

Another claim is that the cheer originated at Patterson High School in Patterson, Louisiana (home of **Saints** running back Dalton Hilliard).

By 1983, the New Orleans **Saints** organization officially adopted it during the tenure of coach Bum Phillips, and Aaron Neville (along with local musicians Sal and Steve Monistere and Carlo Nuccio) recorded a version of "When the **Saints** Go Marching In" that incorporated the chant (performed by a group of **Saints** players) that became a major local hit, due in part to the support of sportscaster Ron Swoboda and the fact that **Saints** fans had been using the chant already.

"**Who dat** say dey gonna beat dem **Saints**!"

who dat **saints** **saints** cheer nfl new orleans

by Pinchdetail Feb 10, 2010 share this

5. **who dat**

58 up, 139 down 👍👎

buy **who dat** mugs, tshirts and magnets

Shortened form of "Who is that"

*Someone just popped a cap in my ass! **Who dat**!?*

by anonymous May 14, 2003 share this

6. **who dat**

46 up, 167 down 👍👎

buy **who dat** mugs, tshirts and magnets

Originally used by African American men between the age of 16-30, this phrase is now used by caucasians of the same age group.

-Often used to question the identity of a person.

(on telephone)

Person A: Hey Zambo, what's up?

Zambo: **Who dat?**

by Mike Dec 1, 2004 share this

7. **who dat**

149 up, 517 down

buy **who dat** mugs, tshirts and magnets

A term New Orleans **Saints** fans use that was stolen from the Cincinnati Bengals **who dey** chant and changed slightly by unoriginal and lame fans.

A short history of the 2 chants:

1930s: **Who Dat** used in cartoons completely unfootball related.

1981: Bengals fans create **Who Dey** chant during Super Bowl season.

1982: LSU starts **Who Dat** chant in imitation of the Bengals chant.

1983: **Saints** steal **Who Dat** chant from LSU.

1. Anybody that claims the **Saints** used "**who dat**" before the Bengals used "who dey" is ignorant.

2. Who Dey > **Who Dat**

3. Bengals > **Saints**

4. The **Saints** should create their own chant instead of stealing another teams.

nfl bengals **saints** who dey cincinnati

by CincyBengalsWhoDey Sep 27, 2006 share this

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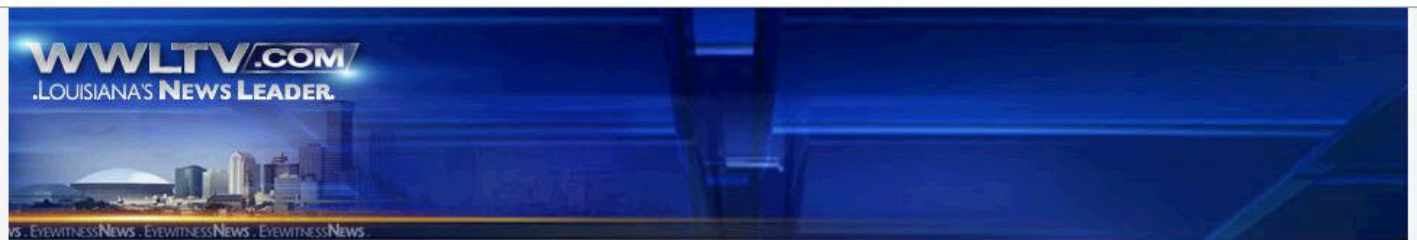
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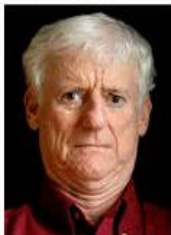
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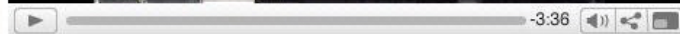
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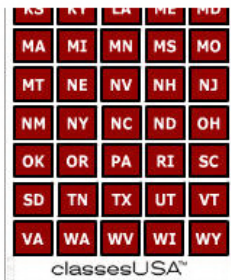
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NFL orders shops to stop selling 'Who Dat' gear





by Katie Moore / Eyewitness News

Posted on January 27, 2010 at 10:57 PM

Updated Thursday, Jan 28 at 3:07 PM

NEW ORLEANS - As the **Saints'** appearance in their first Super Bowl gets closer, the marketplace is being flooded with **Saints** merchandise and memorabilia as businesses are looking to cash in on the euphoria, but the NFL is cracking down on the use of their trademarks, including the iconic phrase "**Who Dat.**"

But who really owns "**Who Dat**"? Does anyone? Who is a "**Who Dat**?" What is a "**Who Dat**?" Who owns the phrase, "**Who Dat**?"

They're all questions Fleury Girl t-shirt shop owner Lauren Thom is being forced to answer.

"The NFL is not a company that I want to rock the boat with, but I definitely want to look into it further to see what my rights are," Thom said.

Two weeks ago, Thom got a cease and desist order from the NFL.

"They're telling me not to print anymore shirts and to get rid of the inventory that I have because it says the words '**Who dat**' and it has a gold fleur de lis on the shirt," she said.

But Thom's t-shirt isn't the only one the NFL has a problem with. Storyville t-shirt shop also got a cease and desist order for two of their t-shirts.

"I really thought the '**Who Dat**' was something that belonged to the people more than to the **Saints** or to the NFL or anything else," said Storyville co-owner Josh Harvey.

According to NFL spokesman Dan Masonson, "Any unauthorized use of the **Saints** colors and other [marks] designed to create the illusion of an affiliation with the **Saints** is equally a violation of the **Saints** trademark rights because it allows a third party to 'free ride' by profiting from confusion of the team's fans, who want to show support for the **Saints**."

Loyola Law School intellectual property professor Ray Arieaux said the ownership of '**Who Dat**' may be a gray area.

"Is there some unfair trade taking place because maybe the public does associate that with the **Saints**? The question is what does the public associate with '**Who Dat**,'" Arieaux asked.

And the NFL isn't the only company claiming ownership of the phrase.

Sal and Steve Monistere recorded a version of "When the **Saints** Go Marching In" in the early eighties and incorporated the "**Who Dat**" chant into it. Aaron Neville recorded it, and performed with our own Eric Paulsen in an early '80's video version.

Because the song helped create the widespread use of the "**Who Dat**"

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- [Vitter, Melancon, Sean Payton weigh in on **Who Dat** controversy](#)

Because the song helped create the widespread use of the "Who Dat" chant, the Monistères and their company, Who Dat, Inc., say they own "Who Dat."

"If they really do own it, what they want to do is, we'll come out together and have a shirt that says 'Defend Who Dat.' Because it started by the fans and it's for the fans," Thom said.

Some say "Who Dat" came from an 1890's jazz song, but when it comes to modern-day ownership of "Who Dat," Arieaux said the more sources of it, the less likely it is that anyone owns it, and ownership all depends on what people think of when they see or hear "Who Dat."

"Do they think about fans supporting or do they think about, oh, it's something really from the Saints and the NFL? And I don't know the answer to that," Arieaux said.

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robecceer said on January 27, 2010 at 11:48 PM

I find it ironic and bullyish that the NFL is trying to make claim to a phrase that has been used in New Orleans for decades only now since the Saints are headed to the Superbowl.

dferrara62259015 said on January 28, 2010 at 12:02 AM

The NFL is attacking local New Orleans merchants for selling merchandise with a 'fleur de lis', the words 'who dat' or the colors 'black & gold' - all of these belong to the citizens of New Orleans not the NFL - shame on the NFL for trying to profit from a city and their people in recovery from Hurricane Katrina - really bad public relations move for the NFL. you may want to send your comments to the commissioner: Roger.Goodell2@nfl.net

acvman said on January 28, 2010 at 12:16 AM

agvman said on January 28, 2010 at 12:16 AM

As I said the NFL does have a federal trademark of a fleur de lis that was registered in 2006. However, I think the real problem occurs with the NFL's enforcement. The NFL is enforcing their trademarks too broadly because I fail to see how the NFL can have a right to every fleur de lis - - this has been around for years. Also where is the injunction granting the NFL the power to take away these goods? Good question, if you are caught in this situation, obviously you will not want to go to jail, but ask the NFL mobsters to see the injunction and then it will be interesting to see what they give you and how they obtained this injunction. I really see this as a violation of your due process as they are not giving you an opportunity to prove that you are not infringing the NFL's trademarks. If this were to go before a federal judge I have a strong feeling that some of these NFL trademarks would be very weak and diluted with little to no protection.

merrymary53 said on January 28, 2010 at 12:22 AM

SHAME ON YOU NFL!!!!!! IF YOU THINK THE **SAINTS** ARE BAD WELL DONT MESS WITH THE SOUTH!!! ANYWAY ADDING SOME HUMOR. SOMEONE NEEDS TO FIND BOUDREAUX AND THIBODEAUX. I THINK THEY PROBABLY HAVE THE ANSWER TO THIS QUESTION. REMEMBER WHEN THIBODEAUX WENT TO VISIT BOUDREAUX. BOUDREAUX STANDS AT THE DOOR AND SAYS "**WHO DAT**". SO YA SEE - NOW GO ARGUE THE POINT WITH DEM!!!! THEY WILL PUT AN END TO IT ALL! NOW DATS DA N OF IT ALL!!!!

merrymary53 said on January 28, 2010 at 12:32 AM

THIS MAY BE OF INTEREST TO THE "NFL". IF I WERE YOU I WOULD BACK OFF AND LEAVE IT ALONE. READ THIS - BUT RESEARCH IT BECAUSE IT GOES MUCH FURTHER BACK THAN THIS. [edit] Symbol of Scouting Main article: Fleur-de-lis in Scouting The World Scout EmblemThe fleur-de-lis is the main element in the logo of most Scouting organizations, representing a major theme in Scouting: the outdoors and wilderness. The World Scout Emblem of the World Organization of the Scout Movement, has elements of which are used by most national Scout organizations. The symbol was chosen by Robert Baden-Powell as it had been the arm-badge of those soldiers qualified as "Scouts" (reconnaissance specialists) when he served in the British Army. The classical description of this

when he served in the British Army. The classical description of this shape in Scouting literature connects the compass rose with the purpose of Scouting's principles—namely that Scouting gives one's life direction.

ogsnocla said on January 28, 2010 at 12:37 AM

I'm certainly no legal expert but, obviously, the fleur de lis is older than dirt.....OK, older than the NFL. Do they have jurisdiction over the fleur de lis in France, on the Acadian flag, etc. ????? The fleur de lis was NOT created for an NFL team (as, for example, the Patriots symbol/logo probably was). I'd say the NFL "stole", through their N O franchise, the fleur de lis. And the phrase "**Who Dat**" was started by the people.....that's just the way that people in South Louisiana talk. What if "Where y'at?" becomes associated with the **Saints**.....do they take that away also?? Do they own "Skol" for the Vikings? I don't like this at all. My father-in-law has said for years that there are instances where the fans need representation. I say start a fund that fans contribute to in order to pay to defend the fans against NFL tyranny. NFL really does stand for the "No Fun League".

phoddo said on January 28, 2010 at 12:38 AM

Plain and simple - "**WHO DAT**" belongs to the "**WHO DAT NATION**".

kstarr1 said on January 28, 2010 at 12:45 AM

The corporate heads of the NFL are a bunch of greedy S.O.B.s All of this is a money grab to get their paws into every fabric of every culture in America and make it marketable for the profit of the NFL. This is what professional sports has become.

merrymary53 said on January 28, 2010 at 12:57 AM

The Acadiana(k) region and various cities in southern Louisiana, such as Lafayette, New Orleans and Baton Rouge, also use the fleur-de-lis. On 9 July 2008, Louisiana governor Bobby Jindal signed a bill into law making the fleur-de-lis an official symbol of the state [71]

law making the fleur-de-lis an official symbol of the state.[21]
Following Hurricane Katrina, the fleur-de-lis has been widely used in New Orleans as a symbol of grassroots support for New Orleans' recovery.[22] So reading this why didn't the NFL attack Bobbie Jindal on July 9, 2008. HUMMM UMMM bet it has something to do with the **Saints** and the SUPER DOWL. PROFITTTTTTTTTTTTTT . LET US ENJOY OUR VICTORY WITHOUT INTERRUPTIONS PLEASE!!!!!!

bbob3071598 said on January 28, 2010 at 12:57 AM

Ok I am not very good about this,,,but as I look now this is not the only case of infringement,,,I think if the NFL wants to bull and tackle the third party interests than they should start of the biggest and work down the ladder so that their reputation is absolute,,,,,, BLESS YOU BOYS seems to me to be somehow related to the CHURCH,,,,,would like the NFL to go TACKLE the CHURCH as a third party and see what its reputation stands up to the light of day,,,Corporate jerks Leave the happy applause to the one's that have been so dedicated for all these many years,,,Locally, a response on the local TV said that the **Who DAT** chant came from a High School parent cheering his son's team whoo then came to the Dome to play,,,and it was supported by a newspaper clipping, of the time... Now,,,stir the pot,,,and watch Morris Bart come out on a class action. Sorry Mr. Bart but you do indeed have a place in the folk lore

bbob3071598 said on January 28, 2010 at 1:19 AM

I add this comment,,,,Having read the other comments I see much more wisdom in their words and thoughts,,,I want to see this case of misunderstanding settled peacefully and happily like into all proceeds going to a charity,,,it belongs to the people that support the **Saints**,,,so-----for the people it must benefit,,,,everyone contriubutes nobody profits ,for instance,,,the current charity programs the different players sponsor into the community,,,The NFL so strong and mighty should do matching numbers in donation to the charities,,,,Step up NFL with a positive endorsement that the NFL position is.: Associated third party input is permitted with agreement that contributions are donated. with intent to be forwarded into community charitable programs. Hence No determent to the NFL all input to be inline and artistically complimentary to overall scheme of true sportsmanship and team spirit. Everyone,,,get this resolved, do not sleep on this, Miami?tictoc

monday said on January 28, 2010 at 1:20 AM

meneaux said on January 28, 2010 at 1:30 AM

o BTW Southern University Baton Rouge Used "who dat" say they gonna beat dem Jags," years before the Saints came to New Orleans. I do not hear anyone at Southern asking the saints to stop using their IP. If anything the Saints owe SU millions in royalties. NFL has opened up a can of worms that might PO one of their strongest markets. They and the saints better stop while they still can

homesickernu said on January 28, 2010 at 7:17 AM

GREED

macmret said on January 28, 2010 at 7:45 AM

Unauthorized use of any "Marks" so whats next they going to claim the Fleur de lis is theirs and we have to get rid of that to. Go to hell NFL, if you are so worried about things that you claim are important to the NFL then where were you when Katrina hit.....

tayco07 said on January 28, 2010 at 7:48 AM

Did the NFL cash in or stop people from selling the "Cha Ching" t-shirts? Wasn't that term used in the Wendy's commercial.

saints_fan07 said on January 28, 2010 at 8:18 AM

I have lived here all my life and the fleur de lis not only represents the Saints, but it represents the city of New Orleans. It has been very apparent that since Katrina the fleur de lis symbol has become more popular than ever. All things fleur de lis have been flying off the shelves since the storm. It gives people comfort as they use these items to decorate with and makes them feel that somehow they have a part in the rebuilding of the city that has been through so much in the last few years. I don't think that the NFL or anyone else for that

the last few years. I don't think that the NFL or anyone else for that matter should be able to come in here and make claims to the symbol or any phrases that are attached to it (and right now the phrases are being created at an alarming rate) I think that the fact that they have waited till now when the **Saints** have made it to the Superbowl makes it apparent that Good it the only excuse for those actions. For Now I think that I have bought my last NFL approved item. This could save me a fortune!!

thedoll59 said on January 28, 2010 at 8:35 AM

Every single person in the state of louisiana needs to hurry up and buy a shirt with **Who Dat** even if you have to make it yourself. The NFL can't arrest everybody. The Fleur de lis does not belong to the NFL or anyone. OK NFL if you research it, we can come after you for violating our rights. Bring it on. We are the people of Louisiana and proud of it. South - I NFL - O. If the **Saints** can go to the Super Bowl we are not afraid of the NFL

mdsc2009 said on January 28, 2010 at 8:43 AM

The NEW ORLEANS **SAINTS** own **WHO DAT**, thats who owns it. Does anyone go up North and hear people talk, **WHO DAT** would never be a part of their vocabulary. It is PATHETIC that the NFL now wants to try and take **WHO DAT** away from the fans, players, coaches, etc.... I find it funny though now that the **Saints** are having a season the NFL wants to rights to **WHO DAT**. To Bob DelGiorno, no they didn't want a part of **WHO DAT** when we were the Aints so why do they want it now. It is obviously all about the money. Good ole Roger Goodell should be ashamed of himself. But I am quite sure if it was another team with a saying he wouldn't dare do it, maybe he is biased just like the guys from ESPN. The Cincinnati Bengals have a saying, they say WHO DEY, why is he not telling them he owns those two words. Oh wait because they didn't make it past one playoff game. How ridiculous of the NFL to come up with such rules? CEAUX **SAINTS!!! WHO DAT, WHO DAT, WHO DAT SAY DEY GONNA BEAT DEM SAINTS!!!!!!!**

Kilgoretrout4713 said on January 28, 2010 at 8:51 AM

Oh my god I have a fleur de lis tattoo...does this mean my back is property of the nfl?

rhettswife said on January 28, 2010 at 8:56 AM

Tell the NFL to take a hike, dears. New Orleans citizens and those that support the **Saints** own that phrase. Plaster it all over New Orleans, dears. Why pick on a handful NFL, pick on all of us.

steffiee said on January 28, 2010 at 9:02 AM

You can be a fan of a football team and NOT have an abiding love or deep fondness for a place, a culture, a people. Who Dat's love New Orleans or their particular region around New Orleans, they love the food, the music, the people, the **Saints**. **"Who Dat"** is a cultural reference more than it is an NFL football team reference and the NFL should be ashamed of themselves. Personally, I am more of a **"Who Dat"** than a **Saints** fan, though the **Saints** are certainly in the mix. Shame on you, NFL, shame, shame.

bege730 said on January 28, 2010 at 9:03 AM

Where were the NFL's cease and desist orders to Schweggman's and Winn Dixie when we were all wearing paper bags on our heads..... By the same logic, those were associated with the **Saints**! Our merchants need to stand tough and finish strong... the NFL is pathetic!!!!

dontgetit said on January 28, 2010 at 9:09 AM

I thought that only a court of law could give a cease and disist order. Looks like they are just trying to push people around. People need to check the copy rights to see if the NFL even has any for the **saints**

akirafujisawa said on January 28, 2010 at 9:15 AM

Absolutely ridiculous, This is a fight the NFL does not want 1. cause they cant win and 2. cause this is going to have an extremely negative PR campaign against them. I hope we the city and the people can galvanize and take back our trademarks against the bullying of the NFL. They dont own **Who Dat** the people do. We should wear F the NFL shirts like the girl who wore the F the eagles shirt. Viva la resistance!

notawhodat said on January 28, 2010 at 9:15 AM

Very interesting...now that **Saints** merchandise is "flying off the shelves", the NFL decides they want to partake of OUR originality. They had no interst whatsoever before the playoffs. GREED, GREED, GREED! Disgusting.

doodlebug55 said on January 28, 2010 at 9:18 AM

This is just totally unbelievable. The NFL has nothing to do with the **"WHO DAT"** chant. Just like the Aint' bags or the "Cha Ching", they didn't put claims on those because the **Saints** weren't a winning team. Now all of a sudden everything is changing because the **Saints** are finally where they belong and I really thing that suck. It doesn't matter though they can't break the spirit or love that New Orleanians have for their great **Saints**. I agree with merrymary53 find Boudreaux and Thibodeaux and let them take care of this mess. GEAUX **SAINTS!!!!**

mizbutta said on January 28, 2010 at 9:18 AM

Well I hope the NFL realizes what it has done. U have managed to P.O. one of your largest markets. It is so obvious why you are doing this, because WHODAT shirts have been on the market for years and you wait till now to complain. I assure you that what you have done will cause a serious drop in sales of NFL merchandise. I for one will not buy a sock with your logo on it, and I encourage the entire WHODAT nation to do the same. we are the largest & most loyal group of fans in the NFL I hope you don't think we are going to take this lying down. So if it's a fight you want BRING IT ON , get your legal team together, and we the(WHODAT NATION) will meet you in court. now who you think will prevail, Stupid Idiots. WHODAT !!!!! WHODAT !!!!!!! Say they gon beat dem fans WHODAT !!!!!!!!

ihatefootball said on January 28, 2010 at 9:21 AM

WHO DAT sounds ignorant anyway. I sure would not want to promote Louisiana in that fashion, we already get a bad enough rap for being uneducated. :(

ispeeksasiplease said on January 28, 2010 at 9:23 AM

F... the NFL! Here, they are reaching. I say keep selling the shirts and let them bring an action and then defend it. This is overstepping at a time when they should be rejoicing that the league is receiving so much goodwill and positive feelings.

kavhtv49 said on January 28, 2010 at 9:25 AM

The NFL needs to go away---they do not own **WHO DAT** or the Fleur DE LIS the NFL is only doing this because the **Saints** are going to the super bowl--- the last 43 years when we were a losing team --- there was no problem with this - we have supported the **SAINTS** all these years--- we the people need to do a class action suite against the NFL-- are you sure the NFL does not want the paper bags the fans had on when they were losing --- go away NFL

nanunanu said on January 28, 2010 at 9:28 AM

Tom Benson. This is being pushed by Tom Benson and the **Saints**. It is being done by the NFL because Benson doesn't want to appear to be the villain. Believe me, this is a classic Tom Benson move. LET BENSON KNOW HOW YOU FEEL. Go straight to the source of the problem. TOM BENSON!

cargogirl said on January 28, 2010 at 9:31 AM

oh give me a break, the first time in history the **saints** are going to the superbowl and these idiots want to spoil the great feeling that this is bringing us and that we need. who cares who started it ? they didnt seem to care about it any other year that the **saints** played or people sold the **who dat** shirts. someone is just trying to make a buck claiming its theirs and ruining a great thing, if they want to claim **who dat** ownership, they should have done it years ago when it first started, not now, get over yourself and let people enjoy themselves, thats just really low to complain about it now, how tacky can you get. GEAUX **SAINTS** AND **WHO DAT**

2leggedzoo said on January 28, 2010 at 9:40 AM

The Archdiocese of New Orleans got a letter regatding unauthorized use of '**Saints**' in services. Pete Fountain and Aaron Neville have also been ordered to pay royalties on any song containing the word, or reminding people of the word, '**Saints**'.

504eva said on January 28, 2010 at 9:48 AM

1) it's CLEAR that "Ms. Thom" is using this as an opportunity to promote her small business and profit from not only the shirts but the story by making herself appear to be a "victim" of the big bad NFL. She should have done her research before quickly printing shirts for profit 2) **WHO DAT** is trademarked. The owners are on record and they are not anyone mentioned in this article. They are represented by a intellectual firm out of NY 3) She is not the only store that has been affected. Back in 2006 the same thing happened to a MUCH larger local business Geaux Gifts. The NFL halted them from using **Who Dat** and basically anything (even common phrases) that were simply printed in a Black and gold colored font or a fleur de lis. This isn't the first time this will/has happened and it certainly won't be the last. Bottom line, the small businesses cannot afford to go up against the big bad NFL (even if their father is an attorney and does it for free)

sickandtired said on January 28, 2010 at 9:48 AM

<http://www.nfl.com/contact-us> This is the website that you can leave feedback for the corporate office. Not much surprises me anymore, but this one has me shaking my head. What is next, regulation on the shop? How about the subjects? Make some more decisions...

the clap? How about the whistle? Make sure you don't say Deeuuuuuuuuuuuuuuuuuuu without permission, because afterall, Deuce was a NFL owned item, and we are referencing NFL property. The NFL makes me sick. Of course I am going to watch the game, but this really has me questioning if I should support the NFL in ANY way in the future. Why buy merchandise that these greedy SOB's get profits from. Roger Goodell = Scumbag

wowzie said on January 28, 2010 at 9:57 AM

So if i get a dog and name the dog "Who Dat". Is the NFL owner of my dog????

madinbrookside said on January 28, 2010 at 10:06 AM

This is the worst thing I've ever heard. **Who Dat** is a louisiana thing. We love the city and we love our **Saints** [especially Jeremy Shockey] . How can the NFL own this. They never claimed this before. We've all had these shirts for years. I guess the mighty NFL can't stand to lose money. Lets see the trade mark you own for **Who Dat**... Prove it! **Saints** all the way!!! **WHO DAT**!!!!!!!!!!!!!!!!!!!!

gofigure said on January 28, 2010 at 10:09 AM

Bob DelGiorno says it best on the radio this morning--GREED DAT! The NFL is just trying to capitolize on this. They don't own the right and had NOTHING to do with it as a phrase. Tell them to stick it!

madinbrookside said on January 28, 2010 at 10:10 AM

Congratulations to all the **Saints**. The state is so proud of you! What a pleasure to have watched ya'll play all season. Protect Drew during the SB game, and put Peyton on the ground. CEAX **SAINTS**!!!!!! Louisiana loves ya'll. Peyton on the GROUND.

popseal said on January 28, 2010 at 10:13 AM

NFL bureaucrats and their lawyers are parasites that want all the
hlood! **"Who Dat"** helngs to New Orleans!

tom77 said on January 28, 2010 at 10:17 AM

It is typical of the manner and logic the NFL uses to limit the TV
access of games; watchers in Shreveport are limited to Dallas, while
we in Toledo are limited to very local teams. Sunday TV games are a
last choice for me during the fall; talk about a ghetto: the Lions or
Browns?

commonsense304 said on January 28, 2010 at 10:23 AM

to "ihatefootball": "ihatefootball said on January 28, 2010 at 8:21 AM
WHO DAT sounds ignorant anyway. I sure would not want to
promote Louisiana in that fashion, we already get a bad enough rap
for being uneducated. :("**WHO DAT**" is not so much an example of
illiteracy as of local and ethnic identity. You may not be aware that
the pronunciations "dat" and "dem" have come from the dialects
brought to New Orleans by 19th century immigrants. Those
immigrants settled in identifiable neighborhoods and spoke with
distinctive accents, some of which survive in today's New Orleans. If
you listen carefully to some New York accents, you will hear many of
the same influences. If the rest of the nation hasn't the knowledge of
history and linguistics to tell the difference, that's no reason for us
not to live our own heritage.

laurafromvegas said on January 28, 2010 at 10:35 AM

I am a **Saints** fan from when I lived in New Orleans years ago. I agree
the NFL is being snotty and money hungry. Just let the fans have
their fun and enjoy it. Stay away from these local companies and do
what you do best... have your employees play football... Leave these
guys alone

bestrong said on January 28, 2010 at 10:39 AM

As much as I love the **Saints**, the phrase **WHO DAT** does not belong to them nor the NFL. **WHO DAT** belongs to the people of New Orleans. The NFL has no right to tell people they can not make money off that phrase. People have made money off that phrase for years and its ridiculous how the NFL waits until now to attempt to claim ownership. The governor should get involved and issue a cease and desist order to the NFL and demand any and all monies they have made from **WHO DAT** sales. **WHO DAT** is for the people and not the **Saints** organization nor the NFL.

kittikat527 said on January 28, 2010 at 10:47 AM

WHO DAT IS OWNED BY A YAT !!! DREW DAT, BOO DAT, YOU DAT !!!!

tmevans22 said on January 28, 2010 at 10:53 AM

NFL - you guys are pathetic. How dare you want to capitalize on what's OURS. **Who Dat** doesn't belong to you. It belongs to the PEOPLE of New Orleans - The **Who Dat** Nation. Unlike you, who are just jumpin' on the wagon, we use this phrase almost every day in our usual conversation. How dare you want to take what's ours, make money off of it and tell us what we can and can't do with it. Secondly, in regards to the fleur de lis - READ YOUR HISTORY!!! The fleur de lis means "flower lily" and is a symbol that's been used throughout Europe to symbolize the House of Bourbon, the French monarchy basically symbolizing our french heritage. This symbol was adopted by the **Saints** but has been used to symbolize this City for decades and is a symbol that has been used throughout Europe for centuries. I'm glad you're NOW taking an interest but to basically steal what's ours, profit from what's ours and deny US the rights to it is WRONG.

peabus said on January 28, 2010 at 11:01 AM

THE NFL NEVER COMPLAINED BEFORE.

hweaver674 said on January 28, 2010 at 11:05 AM

http://en.wikipedia.org/wiki/Who_Dat%3F

who_dat_girl said on January 28, 2010 at 11:10 AM

they don't own **who dat**... so they can't stop people from creating stuff with dat.. however someone does own **who dat** i cant remember who...they are just stupid they wanna own everything that is popular with every team so they can get more money...

comments4u2 said on January 28, 2010 at 11:12 AM

If you want to get technical, the French "own" the Fleur de Lis.

robertm320 said on January 28, 2010 at 11:35 AM

HERE'S HOW you stop the NFL....The Fleur de Lis has been the symbol of New Orleans for hundreds of years. Its even on our city flag (do other cities even have their own flags?). So, lets get the City of New Orleans to file an injunction in federal court against the NFL for violation, since they are using the Fleur de Lis to represent New Orleans without actual approval from the city. Then lets see what their hotswhot attorneys have to say.

swampdog said on January 28, 2010 at 11:43 AM

Who Dat! NFL Properties! Dat Who! Been there, done that years ago! SwampDog talking ... remember when years ago the defense was as hot as the "who let the dogs out" song. Well, that was me the animator of the SwampDogs that played in the Diamond Vision at the Dome and creator of the SwampDogs t-shirts that sold like hotcakes until NFL Properties strong armed me just as they're doing with the Who Dats! Big pockets and Big Power belongs to the NFL! It'll be a fun fight if you take it on, you'll learn alot about copyright and trademark laws but if you take my advice, you won't spend alot of

trademark laws but if you take my advice, you won't spend alot of your money 'cause the NFL's got more! BEST OF LUCK TO YOU WHO DATS!!! I'm rootin' for ya!!! Give 'em hell and GEAUX SAINTS!!! Beat L'il Archie! BLACK AND GOLD to the SUPER BOWL! Let it be written ... Let it be done! SAINTS are gonna be 2010 Superbowl Champions!!! Amen! :o)

neworleanslady said on January 28, 2010 at 11:47 AM

Fleur-de-lis Religion and War * Joan of Arc carried a white banner that showed God blessing the French royal emblem, the fleur-de-lis, when she led French troops to victory over the English in support of the Dauphin, Charles VII, in his quest for the French throne. * The Roman Catholic Church ascribed the lily as the special emblem of the Virgin Mary. * Due to its three "petals," the fleur-de-lis has also been used to represent the Holy Trinity. * Military units, including divisions of the United States Army, have used the symbol's resemblance to a spearhead to identify martial power and strength.

pamrieth said on January 28, 2010 at 11:48 AM

and the UN said stop searching in Haiti...

squinn said on January 28, 2010 at 12:00 PM

Guess you can't buy any Cincinnati Bengals' shirts that say "Whn Dey?" either. Does Queen get paid every time "We will rock you" is played at a sporting event? "Who let the dogs out?" Anyway, if I'm not mistaken, you can take a popular, copyrighted song, change the lyrics to something completely different and make it a "parody" or a "satire"- and there's not a whole lot anyone can do. You hear such "songs" on the radio/TV/internet daily. Seems there was a very recent court ruling stating parodies and satires were not copyright violations. Soooo, maybe "Who Dat" is "illegal", but not "Hu D@".

pegasus said on January 28, 2010 at 12:01 PM

Oh, go cry me a river, NFL. You know darn well that phrase "WHO

Oh, go cry me a river, Mr. L. You know damn well that phrase **WHO DAT** doesn't belong to you. I was browsing your NFL shop this morning looking for the new **Saints** Conf Champs shirts and I saw a T-shirt with **'Who Dat'** on it that you are selling. So now you have a right to sell the **'who dat'** shirts? What gives you that right since you want to get so technical about the **Saints** fans selling them? We, as fans, have a right to sell it because the phrase was adopted from the fans and not the NFL. It's all about a buck with the executives in the league. It's not enough that they are making millions on top of millions just from ticket sales alone but they want to step on others as well to keep them from making a dollar. BTW, fans, from here on out shop on-line at "Football Fanatics". Their prices are a little more cheaper than the NFL shop. You can get a **Saints** Conf Champ shirt for \$17.99 instead of \$19.99. I know it's not much of a difference but it's still a little savings.

nolason said on January 28, 2010 at 12:08 PM

Has anyone bothered looking at the gold (yellow?) fleur-de-lis (three of them, I think) on the flag of the City of New Orleans? Come on, now!

fluidking said on January 28, 2010 at 12:09 PM

Well, I am a T-Shirt designer and I have a **Who Dat?** Shirt and Koozies. Here is my stance on the whole issue, which is not a new one. Ideas cannot be copyrighted. The origin of "**Who Dat?**" ambiguous. "**Who Dat?**" is an idea, so is the fleur de lis. You can only copyright the form of an idea. So, meanwhile if you'd like to purchase a **Who Dat?** shirt in rebellion, here is a link to my site where you can purchase that and other original designs by me; <http://ilovenolatshirts.com/>

nolasisco said on January 28, 2010 at 12:20 PM

DEFEND **WHO DAT**!!!!!!!!!!!!!!!!!!!!!!!!!!!!

bruceny said on January 28, 2010 at 12:23 PM

The "Fleur de lis" as its name indicates originated in France (which I guess is why it is used by N.O.). It was the King's symbol, but it first appeared on the Gaul tribe's coins. It is also on my family's coat of arms (like many other French families) which is tattooed on my back. The NFL is claiming something that, in my opinion, belongs more to me than to them. **Who Dat?** Me Dat! By the way NFL, "Dat" is not a word, and if you can just trademark any random letters, then I guess you should start paying Sesame Street.

cabriolet29 said on January 28, 2010 at 12:26 PM

For the love of all things belonging to true **WHO DAT SAINTS'** fans....I can't believe it. Leave it up to the NFL to sink its greedy claws into something that was not theirs to begin with, but because it is associated with an NFL team they are claiming it. Did they go after Jimmy Johnson's phrase, "How 'bout them Cowboys?!" after the Cowboys won and secure it only for the NFL to market? Geeze BACK OFF NFL...do you really need the money made from these T-shirts? Your grossly inflated ticket prices for the Super Bowl (in the nosebleed endzone corner) should more than cover your obvious need for more cash flow. AND these inflated prices are the reason I can't realize a life long dream and bucket list item and make it to Miami which ticks me off beyond space available here....and now you are attacking shops spreading the **WHO DAT** love? SERIOUSLY? Shame on you....wrong on so many levels! I shake my head in disgust!

thedoll59 said on January 28, 2010 at 12:31 PM

Who Dat belongs to the **Who Dat** Nation which is imaginary. So NFL sue imaginary. HA HA HA HA HA HA HA HA

injfell said on January 28, 2010 at 12:32 PM

THEY JUST WANT TO CAPITALIZE ON OUR CITY....OUR TEAM....OUR COMMUNITY...THEY WANT A PIECE OF THE PIE. THEY WANTED NOTHING TO DO WITH US OR OUR **WHO DAT** BEFORE WE WENT TO THE SUPERBOWL! NOW THEY SEE OUR COMMUNITY IS MAKING MONEY OFF OF OUR SAYING, THEY WANT A PIECE OF IT. NFL.....GO SUCK AN EGG!!!! I WILL SAY **WHO DAT** FOR THE REST OF MY LIFE! IT BELONGS TO OUR

Who Dat? FOR THE REST OF MY LIFE IT BELONGS TO OUR CITY.....SO BACK OFF!

injfell said on January 28, 2010 at 12:33 PM

OH AND SOMEBODY CALL JIM LETTEN!!! GIVE THIS CASE TO HIM!

brownpelican45 said on January 28, 2010 at 12:41 PM

Who does the NFL think they are, claiming the rights to "**Who Dat?**" This is a phrase coined by/ claimed by New Orleans **Saints** Fans to refer to the **Saints'** opponents. Songs were written, etc. The NFL has a lot of nerve coming in here and claiming the rights to something they had nothing to do with. Buzz off, NFL!!!

jos718 said on January 28, 2010 at 12:42 PM

NFL why didn't you say something years ago? This isn't a new saying for us. I'm sure it's a money thing. SHAME ON THE NFL -- they'll NEVER stop us from saying and using "**Who Dat.**" NFL -- like it or not we ARE the **Who Dat** nation.

tigerdude80 said on January 28, 2010 at 12:45 PM

Thats why I bought my nfl jersey from a chinese knockoff for 25 bucks.....when the "real" ones cost 200.....nfl kiss my **WHO DAT** a**

cbrand said on January 28, 2010 at 12:49 PM

Whiskey Tango Foxtrot!!! The NFL has lost its collective mind.

ladyalex said on January 28, 2010 at 1:05 PM

PLease vote for Drew Brees FedEx "Player of the Year" >
<http://www.nfl.com/partner?partnerType=players-air-and-ground>

cantgetrite said on January 28, 2010 at 1:19 PM

<http://en.wikipedia.org/wiki/Fleur-de-lis> The fleur-de-lis appears on the Canadian coat of arms, the flags of Quebec[j] and Nova Scotia in Canada, and south of the border on that of Detroit (originally a French name, though at present pronounced quite differently), New Orleans, and elsewhere. The Acadiana[k] region and various cities in southern Louisiana, such as Lafayette, New Orleans and Baton Rouge, also use the fleur-de-lis. On 9 July 2008, Louisiana governor Bobby Jindal signed a bill into law making the fleur-de-lis an official symbol of the state.[21] Following Hurricane Katrina, the fleur-de-lis has been widely used in New Orleans as a symbol of grassroots support for New Orleans' recovery.[22] It is also used in several places whose name came from one of the French King Louis: amongst them, the Flag of Louisville, Kentucky and of St. Louis, Missouri, where the three-petalled symbol also denotes the convergence of the Mississippi, Missouri and Illinois Rivers. [edit] Coat

commonominator said on January 28, 2010 at 1:19 PM

IS THIS A JOKE? and Cha-Ching was from a Rally's commercial that caught on when the **Saints** reeled off a bunch of wins in the early 90s.....Rally's didnt care As far as I am concerned, as long as the "logo" is 10% different it is OK to use. And the Fleur De Lis which is on almost everything New Orleans is fair game. As long as you don't use the exact **Saints** logo you are OK..... The NFL is reaching here and it is pathetic that a week before the game they would do this..... sure they will capitalize on Katrina stories all next week on their network. I cannot believe this is an issue.... what about the "Super Bowl Shuffle"? that has Super Bowl in the title which is TABOO by the NFL....and they sold a lot of those in 85..... Who Dey? Da Bears? Terrible Towel? America's team? I DONT LIKE THIS AT ALL!!!!!! Extremely Disgruntled **Saints** fan Roger.Goodell2@nfl.net

pattersonnative said on January 28, 2010 at 1:26 PM

The NFL should ask former **Saints** Dalton Hilliard how **Who Dat** came to the Louisiana Superdome back in 1979 ... watch the video of History of **Who Dat** that another new orleans tv station did ... NFL should really be ashamed!!!

eriduf said on January 28, 2010 at 1:27 PM

Maybe the NFL should check this out...
http://en.wikipedia.org/wiki/Who_Dat%3F

littlemrnoname said on January 28, 2010 at 1:27 PM

Who dat say the NFL stole the Fluer de lis from the great city of New Orleans in 1967, without asking everybody one by one in the region, to put it on the **Saints** heads. We never had a problem with it. Now we do, so pay us royalties since 1967 and were even. **Who Dat!!!!**

barerou said on January 28, 2010 at 1:31 PM

maybe the **WHO DAT** NATION should contact Senators Landrieu and Vitter to intervene and explain the NFL's anti-trust status that allows them to make billions while bullying the small guys trying to earn a buck or show support for their team

abc123 said on January 28, 2010 at 1:31 PM

This is absolutely absurd!

phebe said on January 28, 2010 at 1:34 PM

NFL needs to get a lifelll **Who Dat** has been around longer than the

NFL needs to get a life!!! **Who Dat** has been around longer than the NFL has been in existence. Their ambulance chasers need to find something else to chase and leave the **WHO DAT** NATION alone. **WHO DAT** belongs to the people.

abc123 said on January 28, 2010 at 1:37 PM

I guess they will now try to trademark "Stand Up and Get Crunked".

ozarknight said on January 28, 2010 at 1:43 PM

Who dat? Who dat? Who dat sayin' we can't sell dem shirts?

notakarma said on January 28, 2010 at 1:52 PM

how 'bout a T-shirt that says NFL-Suck DAT! use this idea free of charge!!!! They are RIDICULOUS! I was going to buy an NFL official jersey but thanks for saving me the \$\$\$\$!!!

abc123 said on January 28, 2010 at 2:03 PM

Before you know it they will say the "horseshoe" for the Colts belongs to them also.

txbeachbum said on January 28, 2010 at 2:05 PM

What makes the NFL think they own "**Who Dat**" or the fleur de lis? This is crazy? The entire **Who Dat** Nation needs to send emails protesting this insanity to the NFL! Flood them with Who Dats!!!!!!

lbwal59 said on January 28, 2010 at 2:14 PM

A phrase or idea can be copyrighted even if it has been in general use as long as no one previously held a copyright or trademark. Still, there is some question as to who exactly might hold the copyright to **Who Dat**. The **Saints** fleur de lis is a trademark--probably the gold one with the black border--but they can't claim trademark or copyright rights on all fleur de lis. Also, copyright violations normally only come in when someone tries to make a monetary profit from the use of a copyrighted logo or symbol. So it is a copyright violation to paint Mickey Mouse on the sign of a daycare business (and believe me, Disney is serious about this stuff) but you can paint it on your child's bedroom wall with no legal ramifications. Therefore...we should all go out and buy our own plain t-shirts and some paint and make our OWN **WHO DAT** shirts and tell the NFL to stuff it!

cherygirl said on January 28, 2010 at 2:17 PM

Does anyone know what the Saint's camp is saying about this??? I would love to know!

lbwal59 said on January 28, 2010 at 2:21 PM

abc123, I'm sure the Colts' horseshoe is a copyrighted logo. Logos that contain familiar objects can still be copyrighted because the logo is specific in size, position and color. Even logos that just contain type, for instance the Wal-mart sign, are copyrighted because they are instantly recognizable and closely associated with the business. That being said, I think that some businesses go overboard in pursuing "copyright violations", like McDonalds suing a restaurant in Scotland that was named for the owner. (I think McDonald's lost that one.)

dcd1983 said on January 28, 2010 at 2:27 PM

does the nfl have a trademark over the cardinals?? there is a cardinals baseball team.... can miami zoo sell a t-shirt with a dolphin on it, or does the nfl have a trademark on it? mandeville jr high has a mascot of the patriots, does the nfl own the patriots as a mascot??

metryrunner said on January 28, 2010 at 2:40 PM

They are upset because we beat the favorite son, Brett Favre.

smayet6634652616 said on January 28, 2010 at 2:41 PM

Who dat is ours not the NFL'S!!!!!!!!!!!!

paulgunther said on January 28, 2010 at 2:42 PM

So the NFL claims that you think about the **Saints** when you see "**Who Dat?**", therefore it belongs to the NFL? Really?? They want to profit from our thoughts now? Well then, I'm thinking of something NFL right now! Want to profit on that?!!!! I say we burn all our "Official NFL" garb in effigy and wear nothing but "bootleg" shirts with "**Who Dat?**" and Fleur di Lis' o them for Superbowl Sunday. The press coverage will be huge that day.

budsbyugirl said on January 28, 2010 at 2:43 PM

King Clovis I By the 12th century the fleur-de-lis had become the heraldic emblem of the Capetian kings of France, whose court propaganda traced the first adoption of the fleur-de-lis to the conversion of the Frankish King Clovis I in 493.[6] The story takes various forms, many of which relate to Clovis' conversion, and support the claim of the anointed Kings of France that their authority came directly from God, without the mediation of either the Emperor or the Pope. So Who Dat says they own the Fleur De Lis

lbwal59 said on January 28, 2010 at 2:52 PM

All NFL team logos are copyrighted. You can find a list of all of them here: <http://www.sportslogos.net/league.php?id=7> So the NFL and the Saints own the copyright to THOSE SPECIFIC VERSIONS of the fleur de lis. The same with the Cardinals or the Colts. They do not

neur de lis. The same with the Cardinals or the Colts. They do not own copyright to all pictures of cardinals or all horseshoes, just those specific ones. So I can see them wanting to collect a licensing fee from vendors selling merchandise with their official logo. But I do not see evidence that the NFL owns anything connected to the Who Dat saying so I can't see how they have any legal basis for their cease and desist with regards to that.

commanderb504 said on January 28, 2010 at 3:05 PM

I think it's ludicrous, but it's not plain evil, greed or ignorance. It's a business tactic. You start out by making whatever claim you can to something profitable no matter how far fetched, no matter right or wrong, and see if the other guy can push back. I doubt that their lawyers really think they could win a fight over this. What they're thinking is that the little shop owners can't afford to meet them in court so they win by default. Big companies do this all the time. They have lawyers on retainer so it costs them nothing to try and "you can't blame a guy for trying" right? Our adversarial legal system allows it and the ethos of our economic system, which rewards profitability over creativity or utility, breeds it constantly.

popseal said on January 28, 2010 at 3:17 PM

The greedy bass turds are showing themselves up for the parasites they must be. Rather than encourage the upswing in New Orleans' circumstance, the NFL gives the city a swift kick to the 'nads. Besides, nobody at the NFL speaks "ghetto", and that's exactly what "Who Dat" is.....I love it!

1alphafoxtrot said on January 28, 2010 at 3:20 PM

If the NFL would have done their homework they would know that the Fleur De Li is a likeness of the Iris lily. The Iris was created by God, and has been on this Earth since the creation. So therefore God owns it, and as far as that's concerned, he owns "WHO DAT" also.

squirrel26 said on January 28, 2010 at 3:24 PM

And this is why I will be buying no more "official" NFL gear. This is a joke. The NFL has trademarked a distinct and age old Louisiana phrase? You must be kidding. Time to start boycotting, guys. If they want it about money, we can make it about money! Boycott and take it to Facebook.

indyfan500 said on January 28, 2010 at 3:31 PM

It is too bad that the NFL are being such jerks about this. It would be nice for Saints fans to have the "who dat" saying to comfort themselves after they get beaten by the Colts in a little over a week.

nola72 said on January 28, 2010 at 3:43 PM

The NFL may indeed own THEIR version / style of a fleur-di-lis. But there is no way they can own the rights to all fleur-di-lis versions. If allowed, can you imagine the impact to local jewelry makers and retailers? As for 'Who Dat', it is strictly a public domain moniker. NFL has no rights of ownership.

fluidking said on January 28, 2010 at 3:56 PM

To ibwa159, you are wrong. Copyright does not protect names, titles, slogans, or short phrases. Contact the U.S. Patent & Trademark Office, 800-786-9199, for further information. However, copyright protection may be available for logo artwork that contains sufficient authorship. In some circumstances, an artistic logo may also be protected as a trademark.

whodatblanch said on January 28, 2010 at 4:02 PM

This is complete BULL!! Why haent the NFL....aka NO FUN LEAGUE....tried to claim Who Dey from the Bengals....or the Pig Men costumes from the redskins....or the Cheesehead hats in Green Bay?? We finally make it to the Superbowl and all the NFL sees is dollar signs.... They claim they are a fan friendly league...yet they are trying to take WHO DAT from the best fans in the league.... The Boy

trying to take WHO DAT from the best fans in the league.... The Boy Scouts have been using the Fleur De Lis for over a hundred years...give them a cut NFL!!! All i have to say is WHO DAT!!!!!!!!!!!! and FYI....i was watching the senior bowl practice....and right when i turned it on Timmy TEBLEAUX dropped backed to pass and threw and interception! hahahahha you had a good run Tebleaux but you will never make it in the pros!

jhgator1 said on January 28, 2010 at 4:05 PM

Technically, didn't grocery bags on heads used to be associated with the Saints also? I don't recall the NFL running out and telling grocery stores to stop supply paper bags to anyone or tell the bag manufacturer to stop. Why is this any different? Oh wait, that is because they can make money off of since the Saints are doing well.

bill204712958343 said on January 28, 2010 at 4:10 PM

<http://www.nfl.com/contact-us>

rebelref said on January 28, 2010 at 4:17 PM

The Fans own Who Dat. This is just ridiculous. Read my take on it. Dallas O'Malley www.rebelref.com

donaldmaddog said on January 28, 2010 at 5:10 PM

Who DAT say you can't use "Who DAT?" I noks to me like the NFL is getting a bit too big for their britches. The NFL does not "own" "Who Dat". How can ownership of an expression be proven? The official design and colors of a team can certainly be protected. A fake jersey is one thing, but an expression? There is a protection for some words and expressions, like the "Yeuck, Yeuck" of the Three Stooges (look it up, folks. It is copyrighted.) You cannot produce a television commercial using that particular "sound" without permission of the heirs of the Three Stooges.

bill264712960509 said on January 28, 2010 at 5:27 PM

To secure the antitrust exemption that made the merger possible, Rozelle promised Louisiana congressman Hale Boggs the NFL would expand into New Orleans, and the Saints and Cincinnati Bengals were added to the league shortly thereafter. It may be time for the Louisiana Congressional delegation to revisit the antitrust exemption!!!

bill264712960509 said on January 28, 2010 at 5:29 PM

To secure the antitrust exemption that made the merger possible, Rozelle promised Louisiana congressman Hale Boggs the NFL would expand into New Orleans, and the Saints and Cincinnati Bengals were added to the league shortly thereafter. It may be time for Congress to revisit the antitrust exemption!!!

sherry4719170683 said on January 28, 2010 at 6:04 PM

Some lawyer needs to step up!! Wonder if France will want some of that NFL cake?

rikki said on January 28, 2010 at 6:19 PM

the name Who Dat was also the name of a horse in the famous book My Friend Flicka. And I believe there have been real registered horses that were given that name. So I think that makes ownership of the words even harder to claim.

mimi0121 said on January 28, 2010 at 6:25 PM

BTW, I remember St. Augustine cheering WHO DAT back in the mid 70's....

iamjim said on January 28, 2010 at 7:14 PM

I know I won't be popular for saying this, but my love of liberty exceeds my love for the Saints. So I ask, what do YOU love more? Do you love the liberty bought for you by the blood of patriots, or do you love the corporate NFL? To hell with a game. I love my liberty more. Unless the NFL quickly reverses course, freedom loving New Orleanians should boycott the Superbowl.

scilian said on January 28, 2010 at 7:31 PM

It's just been announced that the National Football League owns the rights to the letters N, F, L and we can no longer use them in our alphabet!

mrharris43 said on January 28, 2010 at 7:36 PM

This message is for all the folks who think that the phase "Who Dat" belongs to them. I would like for you to stop and think back to the days of our older generation. The time when the usage of correct grammer did not matter. They did not know how to spell many words so, they spelled words how it sounded to them. A long time ago, the older generation used the phase "Who Dat" to find out who was knocking at their door. Apparently, this phase has been around for a very long time and it does not belong to a particular person. It is just a interpretation of how the older generation spoke or spelled words.

toolmantim said on January 28, 2010 at 7:51 PM

Who Dat is just words just like Geaux Tigers or Geaux Saints. I do remember attending a Louisiana State Championship game in the late 70's when Patterson HS, a small school just down the roid from Berwick and Morgan City played John Curtis in The Superdome. The fans chanted "Who Dat say they gonna beat them Jacks, Who Dat ". Gonna, another catch slang word. I think some lawyers ought to step up and fight this for the fans of The New Orleans Saints and small business owners.

madmite said on January 28, 2010 at 8:07 PM

A lawyer needs to ask the nfl when they purchased the rights of ownership to the slogan WHO DAT, and the fleur de lis.

jebster101 said on January 28, 2010 at 8:22 PM

Hahaha, fricken NFL must be joking. They own the fleur-de lis? That's the symbol of the Bourbon monarchy of France in the 1700's and the Frankish King Clovis. Heck man, its on the Quebec flag, the Acadian flag, the coat of arms of Pope Paul VI and the coat of arms of English monarchs until the 1800's. I guess the NFL owns part of Canada, England, is gonna put a cease and decist on Acadiana and is going to march into Vatican City and claim that for themselves too. Who Dat goes way back to vaudeville in the 1800's in minstrel shows and the poet Paul Laurence Dunbar who was an escaped slave, perhaps even further. Guess the NFL is claiming all the property of former slaves too. Lol, makes me fricken chuckle.

missskungy said on January 28, 2010 at 8:34 PM

I can see if the NFL is saying that the very specific fleur de lis that is black with a medium white outline and a smaller black outline in a specific shape is a symbol relating to the Saints, but any other fleur de lis is about New Orleans' French and Acadian heritages. As for "Who Dat" I ask them to prove it. The origins of "Who Dat" has been debated for years especially when other teams say we ripped it off of their "Who Day." I say that not only has southern Louisiana natives used the term "Who Dat" long before that other team, but it has been around longer then the Saints. The term belongs to all Louisiana Natives and has so many uses (non sports related and sports related); you may be able to make a case for the term being diluted to the point that it is not trademarkable. The only people that would see the term as a NFL saying are ignorant people...DEFEND WHO DAT!

fleurdefan said on January 28, 2010 at 8:50 PM

"Geaux Saints"? They would have us believe that the Saints are only a business (which is true), so fan enthusiasm is only okay insofar as it can be monetized. Looking at it that way, who cares about the Saints versus Colts? It's just a clash of businesses, like Sony versus Panasonic. Meh. Who dat? Who cares. Thanks, NFL, for helping us see the light.

scilian said on January 28, 2010 at 10:04 PM

I think we should all send a love note to the commissioner of the NFL: Roger.Goodell2@nfl.net Come on New Orleanians, let's show him how much we care!

bmbook said on January 28, 2010 at 10:24 PM

Shame on the NFL. They do not own the Fleur de Lis, they do not own the colors of black and gold, and they do NOT own the words "WHO DAT"... The city of New Orleans and its people do. Back off, NFL! Those shirts DO NOT infringe on the Saints' (and the NFL's) trademark rights. Neither are the fleur de lis or colors used with the New Orleans Saints trademarks and no graphic is close to the replica of the "New Orleans Saints" fleur-de-lis and/or colors. The NFL should take a hike. I hope this lady and the other t-shirt shop wins. I think a class action lawsuit against the NFL should happen. Those jerks.

dmarx said on January 28, 2010 at 10:36 PM

Dear Katie Moore, You should be embarrassed that you even wrote this article. According to Wikipedia, "The fleur-de-lis is a stylized lily or iris that is used as a decorative design or symbol. It may be "at one and the same time, political, dynastic, artistic, emblematic, and symbolic", especially in heraldry. Decorative ornaments that resemble the fleur-de-lis have appeared in artwork from the earliest human civilizations." Please don't think that the saints have COMPLETE rights to the Fleur-de-lis NOR the colors black and gold. Bring it on NFL. If I create my own Fleur-de-lis and use my home grown version of black and gold, I guarantee it will have the flavor of the Saints but will not infringe on the rules of the NFL> ha. And who are you?

dmarx said on January 28, 2010 at 11:40 PM

Help SPREAD THE WHO DAT FEVA! CLICK HERE TO BUY
MERCH AND SHOW YOUR PRIDE!!
<http://www.etsy.com/shop/LoynoAlGA>

henrybien said on January 28, 2010 at 11:52 PM

Dear NFL, I suppose we should introduce ourselves. We are the Who Dat Nation. You may not have gotten a chance to know us over the years, since after all our football team hasn't been known for excellence on the field, but rest assured, we have been around for a long, long time. Before American football even existed, the phrase "Who Dat" was a part of our city's Brooklyn-sounding vernacular. We played "The Saints Go Marching In" through the Jazz Age. Always was our emblem was the fleur-de-lis of old King Clovis of the Franks. For centuries we've waved those gold lily-flowers on our shotgun house porches. http://www.facebook.com/note.php?note_id=298494731702&id=1019524034&ref=mf

whodat6324 said on January 29, 2010 at 12:35 AM

DOES THE NFL OWN EVERY HORSE SHOE, INDIAN, BLUE STAR, ETC??? NO YOU DONT!! THE NFL DIDNT HAVE ANYTHING TO DO WITH COMING UP WITH "WHO DAT" AND THE FLEUR DE LIS HAS BEEN A SYMBOL USED IN AND AROUND NEW ORLEANS, SCOUTING ORGANIZATIONS, FRENCH ANCESTORS, ETC ETC OR YEARS. THE NFL DIDNT WORRY ABOUT ANYONE AROUND NEW ORLEANS SELLING FLEUR DE LIS JEWELRY AND OTHER ITEMS FOR YEARS AND YEARS. PEOPLE HAVE HAD FLEUR DE LIS WROUGHT IRON FENCES ETC OR YEARS AND YEARS. SO WHY DO YOU SUPPOSEDLY OWN THAT SYMBOL NOW?? YOU ARE GREEDY AND HAVE NO RIGHT TO TRY TO CLAIM THE RIGHTS TO THINGS THAT NOT ONLY HAVE BEEN AROUND FOR A LONG TIME BUT HAVE BEEN USED BY PEOPLE WELL BEFORE THE NFL DECIDED THAT THEY LIKED IT. YOU ONLY CLAIM THESE THINGS NOW BECAUSE THE SAINTS ARE IN THE SUPERBOWL. THE FANS CAN START A CAMPAIGN TO BOYCOTT BUYING ANYTHING THAT IS AN OFFICIAL NFL ITEM IF YOU DONT WATCH WHAT YOU ARE DOING! DONT STEP ON TOO MANY TOES OR YOU WILL BE PUTTING YOUR FOOT IN YOUR MOUTH SOON!!!

smtgoofy said on January 29, 2010 at 1:18 AM

There are songs and minstrel shows that used "who dat" back in the late 1800's and early 1900's, and the fleur di lis - well that has been around forever....in copyright law isn't anything pre 1923 considered public domain???

ironpony said on January 29, 2010 at 5:35 AM

Where yat? - - - - Hello, or How are you doing Yo Momma nem. - - -
- Your Mother and family. Who Dat? - - - - Who's there (Meaning who is knocking on the door?) Ya hear? - - - - Do you understand. Back ah town. - - - - A part of New Orleans, away from the river. And phrases of that sort. They are the way people in New Orleans talk. You will never hear anyone in New York speaking like this so how can they say "Who dat", is something that belongs to the NFL. There are many, many unique phrases that are heard in NO that can only be heard there. Evidently they have never heard "The Twelve Yats of Christmas."

mtc91675 said on January 29, 2010 at 7:38 AM

The NFL CAN NOT "claim" the fleur de leis. It is already the symbol of the Boy Scouts of America. It is part of the Boy scout badge both here in the USA and around the world!

peabus said on January 29, 2010 at 8:06 AM

NFL NEEDS TO GET OUT OF NEW ORLEANS.

corbett1986 said on January 29, 2010 at 8:06 AM

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Yeezy_m \$ 45--- T-Shirt_m \$ 25 --- Jacket_m \$ 36 --- Hoody_m \$ 50
--- Manicure Set \$20 <http://www.allbyer.com> GOOD...UP...UP
GGGGG

dlcrus_la said on January 29, 2010 at 1:16 PM

The fleur de lis has been around for hundreds of years and it was
apart of Louisiana long before the NFL. And it's not just for New
Orleans, you see it on our state road signs coming into our state. I
think it's ridiculous that they're trying to make money off of a phrase
that's also not theirs. If NFL prints any shirt with the phrase I believe
they should pay royalties to New Orleans. from North Louisiana~ GO
SAINTS!!!

merrymary53 said on January 29, 2010 at 1:26 PM

Go ahead take them to court and take back what is consider ours!

gulfcoastgrl04 said on January 29, 2010 at 1:42 PM

I find what the NFL is doing right now quite repulsive. Neither the fleur
de lis nor the phrase Who Dat were a result of any efforts from their
marketing or creative design teams. I'm certain that this act of greed
and monopoly will come back around to bite them in the behind.
However, my suggestion since I believe that both are inately
associated with the city of New Orleans is why not give the city of
New Orleans the revenue from the royalties and help pump that back
into the city that has so faithfully supported the New Orleans Saints,
and thus the NFL, for so many years. That would be a wonderful
thing for the city, for the morale of the citizens and fans, and a great
way for the NFL to redeem themselves for this low blow they've taken
on this matter.

jmegkendy said on January 29, 2010 at 2:03 PM

pregnancy said on January 29, 2010 at 2:07 PM

Not that I disagree with anything you all are saying here. BUT as far as the fleur de lis go they are talking about the Saints fleur de lis logo. Not all fleur de lis.

defendwhodat said on January 29, 2010 at 2:12 PM

So I guess we should go ahead and stop using the colors black and gold, stop marking items with Fleur Di Li symbol, and anything else that remotely relates to the Saints. Last time I checked anyone can make Saints related attire, the only thing illegal is putting NFL licensing stamps on the items if they aren't licensed officially from the NFL. So WHO DAT! TAKE THAT WHO DAT WANNA BEs!!!!!!!

truegiving said on January 29, 2010 at 3:38 PM

NFL HAVE BIG PROBLEMS NOW Just Released by Vatican The office of the Vatican's Secretary of State, Cardinal Tarcisio Bertone, has sent a cease and desist order to the NFL for the use of the term "Saints." Apparently, in the year 602, Francesco Roccaforte, the Secretary of State under Pope Gregory I (also known as Gregory the Great for his great business acumen) filed for a perpetual international trademark on the term Saints. In a press release the Cardinal Bertone's office stated: "We love the great people of New Orleans, their great football team, and their 300-plus years of Catholic tradition. However, we have found that the illegal use of the nickname Saints by the NFL franchise in New Orleans has caused great economic and spiritual harm to the Church. It has caused confusion among the faithful and we insist that the league immediately cease using our trademarked name."

truegiving said on January 29, 2010 at 3:41 PM

i want to see what the NFL does now.....They may be forced to stop using Saints The office of the Vatican's Secretary of State, Cardinal Tarcisio Bertone, has sent a cease and desist order to the NFL for the use of the term "Saints." Apparently, in the year 602, Francesco Roccaforte, the Secretary of State under Pope Gregory I (also known as Gregory the Great for his great business acumen) filed for a perpetual international trademark on the term Saints. In a press

perpetual international trademark on the term Saints. In a press release the Cardinal Bertone's office stated: "We love the great people of New Orleans, their great football team, and their 300-plus years of Catholic tradition. However, we have found that the illegal use of the nickname Saints by the NFL franchise in New Orleans has caused great economic and spiritual harm to the Church. It has caused confusion among the faithful and we insist that the league immediately cease using our trademarked name." bleacherreport has this press release

ucitmyway69 said on January 29, 2010 at 4:05 PM

So why doesn't the Catholic Church sue the NFL for using Saints as their name and the french people sue for them using the fleur de lis. Lets fight back!!!! They are just mad because they want to cash in and dominate the market since the Saints are now going to the Superbowl..... WHO DAT!!!!

ladybugprincess said on January 29, 2010 at 6:49 PM

NFL is nuts...

uncledee said on January 29, 2010 at 7:23 PM

Check Out A Really Good Saints Superbowl Song/Video here:
youtube.com/watch?v=nCpdd-g_ksl

bayratwhodat said on January 31, 2010 at 9:28 PM

URGENT NEWS FLASH: the Queen of England called. She's suing us. Apparently "Sir Saint" was a violation of a copyright at well. He was never officially knighted. Crayola called. Apparently both the colors 'black' and 'gold' belong to them. NBC called, we can no longer 'cheer' for the Saints as the sitcom 'Cheers' owns the right to the word 'cheer'. I'm not even sure that 'Go to Hell NFL' could be used. It is unclear at this time if Satan will give us permission to use the word 'Hell'. As of press time Satan could not be reached nor would he return our calls. His secretary said he was having lunch with the NFL

return our calls. His secretary said he was having lunch with the NFL commissioner.....

dancingcrane said on February 1, 2010 at 4:28 PM

Whoever is responsible for this has made the worst PR blunder in recent history. NFL leadership take notice - other teams and other cities are watching you now. You'll lose more than you will ever gain.

mac_v said on February 5, 2010 at 4:45 PM

First off the nfl knows it doesn't own the phrase "Who Dat". Off the record they would tell you that. What has their panties in a wad is the local t-shirt vendors has cut into their overpriced merchandise. I'm sure after seeing sales colt territory and comparing it to a place that is seeing it's first superbowl appearance raised a flag. WTF why aren't we making tons of money down there? Oh wait, there are to many local vendors selling shirts at reasonable prices and the style they want. Besides if the nfl always knew they "owned" the phrase "Who Dat" why haven't they printed shirts with it? Reason being is they only want to sell you an \$80 jersey ppl are afraid to wear and ruin. There is no \$\$\$\$ in small time t-shirts. Well nfl i guess you have been proven wrong! My prediction... in the end it won't even go to court. This is a stall tactic. Local vendors will stop selling the merchandise in question , knowing the can't battle the nfl in court. It's all about the almighty \$\$\$\$\$

mac_v said on February 5, 2010 at 5:08 PM

macmret: VERY WELL SAID If the nfl wins will the zoos have to get rid of or pay nfl a commission for the lions , bears , falcons they have there? and will the Bald Eagle be in question also?

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MIAMI, Feb. 7, 2010

Who Dat? Saints Win Super Bowl

Brees and New Orleans Get Big, Easy Win for City in First-Ever Super Bowl Appearance, Beating Indianapolis 31-17

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(CBS/AP) Updated 11:02 p.m. EST

Who Dat?

Put away those paper bags forever: Drew Brees and the **Saints** are NFL champions, rallying to beat Peyton Manning and the Indianapolis Colts 31-17 Sunday night in one of pro football's most thrilling title games.

The **Saints** rode a series of gutsy calls and opportunistic plays in the team's first-ever Super Bowl appearance.

Black and gold-clad **Saints** fans flooded the streets of the French

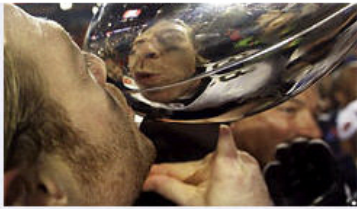
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New Orleans **Saints** tight end Jeremy Shockey kisses the Vince Lombardi Trophy after the NFL Super Bowl XLIV football game against the Indianapolis Colts in Miami, Sunday, Feb. 7, 2010. The **Saints** won 31-17. (AP Photo/David J. Phillip)



VIDEO

@katiecouric: Drew Brees

New Orleans **Saints** quarterback Drew Brees speaks with Katie Couric about his thoughts going into the Super Bowl, what the city of New Orleans has meant to him and his family, the possibility of a political future, and explains "who dat?"



PHOTO ESSAY

Super Bowl XLIV

The New Orleans **Saints** defeat the Indianapolis Colts 31-17 in Super Bowl XLIV.

STORIES

In Big Easy, a Party Worthy of Mardi Gras
NFL Head: Lockout "Not Good for Anybody"

The **Saints** (16-3) won three postseason games this winter after winning only two in the previous 42 years. They beat Arizona, Minnesota and Indianapolis (16-3) - all division winners - for their first title, scoring 107 points and allowing only 59.

The championship came 4½ years after Hurricane Katrina ravaged New Orleans, making the **Saints** nomads for the 2005 season. There even was some doubt they would return, but the NFL refused to abandon the city. The Superdome was repaired and the **Saints** won the NFC South in '06, their first season with Brees and Payton.

That was the season Manning won his only Super Bowl. He led the Colts, favored by 5 points, in front for much of

Black and gold-clad **Saints** fans flooded the streets of the French Quarter in a city just four years removed from the devastation of Hurricane Katrina.

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Brees tied a Super Bowl record with 32 completions, the last a 2-yard slant to Jeremy Shockey for the winning points with 5:42 remaining, and was chosen the game's MVP.

"We just believed in ourselves and we knew that we had an entire city and maybe an entire country behind us," Brees said. "What can I say? I tried to imagine what this moment would be like for a long time and it's better than expected."

A surprise onside kick sparked the **Saints'** second-half comeback. Their 25th-ranked defense made several key stops, and Tracy Porter's 74-yard interception return on a pass from Manning, of all people, clinched it.

Manning tried to give chase, but was blocked by a New Orleans defender and fell awkwardly as the cornerback raced by. The four-time NFL MVP forlornly walked to the sideline as the Big Easy celebrations began.

"It's time for the **Saints** to celebrate," he said. "It's their field and it's their championship."

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- CBSSports.com Video: **Saints** Playing for the City
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An NFL embarrassment for much of their 43 years, the **Saints'** football renaissance, led by Brees and coach Sean Payton, climaxed with Shockey's touchdown and Lance Moore's 2-point conversion catch, originally ruled incomplete but overturned on Payton's challenge.

Porter's pick, just as dramatic as his interception of Brett Favre's pass to force overtime in the NFC title game, was the game's only turnover. It's one Manning will forever regret.

The **Saints** (16-3) won three postseason games this winter after winning only two in the previous 42 years. They beat Arizona, Minnesota and Indianapolis (16-3) - all division winners - for their first title, scoring 107 points and allowing only 59.

The championship came 4½ years after Hurricane Katrina ravaged New Orleans, making the **Saints** nomads for the 2005 season. There even was some doubt they would return, but the NFL refused to abandon the city. The Superdome was repaired and the **Saints** won the NFC South in '06, their first season with Brees and Payton.

That was the season Manning won his only Super Bowl. He led the Colts, favored by 5 points, in front for much of

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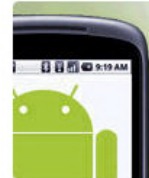
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That was the season Manning won his only Super Bowl. He had the Colts, favored by 5 points, in front for much of this one, but New Orleans' league-leading offense, which scored 510 points this season, outscored Indy 31-7 after falling behind 10-0. That matched the biggest comeback in a Super Bowl.

Payton held the Vince Lombardi Trophy high over his head and ran into the end zone toward several hundred fans chanting the **Saints'** rally cry: "**Who dat, who dat, who dat** say gonna beat dem **Saints**?"

Nobody can say it now.

"Everybody back in New Orleans gets a piece of this trophy," he said.

"I think I could kiss him," owner Tom Benson said.

Before many of the 74,059 fans got settled following the Who's halftime show, the **Saints** worked a little football voodoo. Garrett Hartley's onside kick was touched by the Colts' Hank Baskett, then recovered by Chris Reis at the New Orleans 42.

"I just told our guys you've got to make me look good on this," Payton said. "That really becomes like a turnover."

Looking like the NFL's most potent offense, the **Saints** seized the opportunity to take their first lead. It came on Pierre Thomas' brilliant 16-yard run with a screen pass, capped by a dive into the end zone.

Manning simply shrugged, found Dallas Clark for 45 yards on a 76-yard drive, and Joseph Addai used a spin move a figure skater would envy to score from the 4.

But that was it for Indy.

Hartley, the hero of the NFC title game with his 40-yard field goal in OT, made a 47-yarder later in the third period. After Matt Stover was wide left on a 51-yarder early in the final quarter, Brees led the biggest drive in **Saints** history.

Manning looked sharp on the Colts' first two series, taking them 53 yards to a 38 yard field goal by Stover, at 42 the oldest player in Super Bowl history.

Then Manning led a 96-yard, 11-play drive that appeared almost routine, even though it tied the longest march in a Super Bowl. Addai rushed for 53 yards on the series, and Manning found Pierre Garcon behind backup cornerback Osama Young for the 19-yard score on third down.

New Orleans couldn't match that, but did get a 46-yard field goal by Hartley to make it 10-3. Brees was sacked on third down by Afl-Pro defensive end Dwight Freeney, who sure looked frisky despite ligament damage in his right ankle that made his availability uncertain for two weeks.

Then Indy's defense, ranked 18th during the season but staunch in the playoffs, really showed some power. After the **Saints** marched 71 yards, including 40 yards on two receptions by Marques Colston, New Orleans had third-and-goal at the 1. Mike Bell slipped running right behind Afl-Pro guard Jahri Evans, and Thomas was stacked up at the line by Gary Brackett and Clint Sessions on fourth down.

But the Colts went against type and ran three times, leaving 35 seconds for the league's most prolific offense to get in position for Hartley's 44-yard field goal and a more manageable 10-6 halftime deficit.

Shootout? More like a slowdown. Indy had two three-and-outs and New Orleans had one.

But the points came quickly after halftime - mostly for the **Saints**.

Odds and Ends:

Queen Latifah sang "America the Beautiful" before the game. Carrie Underwood sang the National Anthem. The Who performed during the halftime show.

In New Orleans, police said they expected a huge party in the French Quarter and beefed up patrols to handle the large crowds.

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Perhaps in a plea for divine intervention, worshippers at St. Louis Cathedral in New Orleans were greeted Sunday by a flag proclaiming the **Saints'** NFC Championship.

The flag was flying along with the U.S. flag over the front door of the cathedral, located in the French Quarter. It was just another sign of the fever that gripped the city before the **Saints'** Super Bowl appearance against the Indianapolis Colts.

All over the city, thousands of revelers at Mardi Gras parades wore jerseys, sweatshirts, hats and coats in black and gold - the team colors.

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




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by [ellensmithee](#) February 9, 2010 8:46 AM EST

I'm at a loss as to why New Orleans would choose a slogan, "Who dat?" that broadcasts their illiteracy. I've never heard a more idiotic and uneducated slogan in all my life. Go to school, New Orleans!

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by **whodatbaby** February 9, 2010 11:21 AM EST

A little angry ellensmithee? The **whn dat** slogan has been around for years, even before the **Saints** were a team in the NFL. The spelling of the word represents the way people in New Orleans pronounce "th". Much like peoples accents around the world, to put it into words, you have to alter the spelling. Your ignorance amazes me. The world champions are the New Orleans **Saints! WHO DAT!!!!**



by **whodatbaby** February 9, 2010 11:27 AM EST

And in case you were wondering about my education, I went to high school, college and medical school in New Orleans.



by **ellensmithee** February 9, 2010 8:45 AM EST

I'm at a loss as to why New Orleans would choose a slogan, "**Who dat?**" that broadcasts their illiteracy. I've never heard a more idiotic and uneducated slogan in all my life. Go to school, New Orleans!

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by **mary-miami** February 8, 2010 5:26 PM EST

Congratulations **Saints**! I thought they couldn't win, but they did it! Nice to have some good news for a change. The press did a great job of pre-game coverage too...Thank you free Press!

[Reply to this comment](#)



by **raydarnation** February 8, 2010 3:43 PM EST

Congratulations to my hometown!!! The City of New Orleans, is rolling right now. Bourbon Street is rocking, no riots, no mayhem, no property damage, this is New Orleans. "Laaissez le bon temps le rouler" loosely translated, "Let The Good Times Roll Baby"

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by **U_S_Drug_Addict** February 8, 2010 10:44 AM EST

Great game, but the halftime show was lame, who invited these fosils to play anyways.

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by **retiredgustav** February 8, 2010 10:58 AM EST

They didn't want any wardrobe malfunctions.



by **U_S_Drug_Addict** February 8, 2010 12:25 PM EST

Thats what i figured, but at some point some of these bands need to give it up.



by **bajajohn1** February 8, 2010 10:13 AM EST

Dem **who dat** peep be drinkin for a month...ain't even gonna work.

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by **SueZeeeQue** February 8, 2010 9:45 AM EST

Who Dat?!

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by **Hosheen** February 8, 2010 8:50 AM EST

What was sad for me was Queen Latifah's horrible rendition of America the Beautiful and the site of so many mistaking it for the national anthem. How sad so many Americans are so ignorant of their own country.

Bread and circuses yes, but education and real patriotism? Gone, gone, gone.

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by **retiredgustav** February 8, 2010 11:01 AM EST

We need to get rid of the Star Spangle Banner , which is almost impossible to sing ,and replace it with something more meaningful like "America the Beautiful".



by **SoCalSuperSage** February 8, 2010 8:18 AM EST

Great for the **Saints**..

But tell me what the heck is Obama on the Super Bowl pregame... Haven't we seen enough of BHO.....

Talk about being overexposed.

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by **SueZeeeQue** February 8, 2010 9:43 AM EST

Get over your hate and move on with your pathetic life.



by **payasyougo** February 8, 2010 8:13 AM EST

"Saints Win Super Bowl"

Did they do it w/o government subsidies?

Seriously, outstanding game **Saints**. Outstanding.

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Mon Feb 01, 2010 4:48 pm EST

The NFL tries to claim 'Who Dat!' from Saints fans

By Chris Chase



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MJD

Shutdown Corner is an NFL blog edited by Matthew J. Damell. [Email him](#), and follow him on [Twitter](#).

Contributors: Chris Chase, Doug Farrar, Kevin Sullivan, Mark Pesavento, Shane Bacon, Kerry Rhodes, Jay Busbee, Brett Michael Dykes.

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The Bears are trying to sign everybody

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Who dat? Who dat? Who dat say dey gonna claim trademark rights over a two-word phrase popularized by beleaguered fans of one of the teams playing in this week's Super Bowl?

The NFL, apparently.

The **"who dat"** chant popularized by New Orleans Saints fans is under siege this week from the NFL. The Wall Street Journal explains:

The NFL asserted rights to **"who dat"** earlier this week through the Florida Department of State, and it has issued cease-and-desist orders against New Orleans vendors who sell Saints memorabilia adorned with the wording. It informed vendors that using the phrase is likely to "confuse the purchasing public into believing that your items" are sponsored by the NFL.

New Orleans locals are outraged and suspicious. The NFL, they contend, never cared about the quirky chant when the football team was dubbed the 'Aints a few decades ago, or after it was ousted from its home stadium in 2005 by Hurricane Katrina and finished 3-13.

There are two ways to react to this news:

1. **Once again, the man is sticking it to the little guy:** The big, bad NFL doesn't care about its fans, it just cares about making money. Why should a corporate behemoth that rakes in billions annually care that some shopkeeper in Jefferson Parish is selling a T-shirt for \$13.95? Is this really going to put the NFL in the red? And what about some compassion for the people of New Orleans and everything that they've been through?

2. **Yes, it's lame. But the NFL has to protect its trademarks:** You can't sell a "Just Do It" T-shirt for long without getting a letter from Nike lawyers or open up a place called "Mick E. Mouse" and not draw the wrath of Disney. What's different about **"Who Dat"**? Sure, today it's New Orleans but tomorrow it's vendors in 32 NFL cities. Furthermore, the reason people in New Orleans didn't know that they weren't allowed to sell **"Who Dat"** T-shirts is because nobody wanted them until the team went to the Super Bowl. (Note: You can't write it on your bandwagon either.) And the phrase was sort of poached from the Cincinnati Bengals who, in turn, had actually adapted it from a cringe-worthy source.

Look, I take shots at Roger Goodell's NFL more than most. I've written here many times that I believe the league's greed will eventually lead to its demise. Stuff like this only feeds that perception. But the NFL isn't wrong here. You can't sell NFL-related merchandise without a licensing agreement. This isn't up for debate.

It's not like the league is saying that it owns the phrase **"who dat."** That's the attractive story and headline, but not the truth. The NFL is contending that vendors can't sell already-illegal Saints gear with the phrase **"who dat"** written on it. Call it parsing if you want, but there's a legitimate difference. Both are greedy. Only one is unjustifiably so.

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1. Posted by Bert Splenda Mon Feb 01, 2010 5:36 pm EST [Report Abuse](#)

So Chris... according to your logic, anyone thinking up and chanting anything, then printing that original thought to do with a pro football team on a tee shirt is infringing on the NFL's copyright?
That's amazing logic Chris, and it's certainly clear you never spoke with a copyright attorney regarding the matter.
Wow, NFL moguls pay you anything to come up with such convoluted illogical patently (no pun intended) logic?
Case law?
Legat precedents?
Case law?
I didn't think so.
You're a trip Chris.



2. Posted by Buddha Mon Feb 01, 2010 6:00 pm EST [Report Abuse](#)

They can sell the shirt if it just says "Who Dat?" right? It only becomes an issue if it uses "Saints" or the logo, yes?



3. Posted by Phil M Mon Feb 01, 2010 6:06 pm EST [Report Abuse](#)

Actually, the league is right here. Its when you combine the "who dat" with the golf fleur-de-lis (sp?) and the word "saints" that the league has issue with it
Print a shirt that says "who dat" and they wont say a word. The NFL owns the Gold fleur de lis, the term saints in connection with NOLA, etc. So they can claim that. Slapping "Who Dat" on there is just apart of the latest craze.
Who Dat isn't protected... So you can use that.
Yes "bucs can since" there is case law and precedent here. "How Bout Them Cowboys" wasn't

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



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Guess why...

4. Posted by [Incredibly_Disrespected](#) Mon Feb 01, 2010 6:10 pm EST

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Zzzzzzzzzzzz.....

5. Posted by [Incredibly_Disrespected](#) Mon Feb 01, 2010 6:10 pm EST

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Zzzzzzz..... Slaow day, Chris Chase????

6. Posted by **Hater Fuel** Mon Feb 01, 2010 6:14 pm EST

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What about who the hell is dat does that count

7. Posted by **Hater Fuel** Mon Feb 01, 2010 6:17 pm EST

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Oh and bucs fan no one is impressed by your attempt to pretend you know the law

8. Posted by **Rickie Namuro** Mon Feb 01, 2010 6:36 pm EST

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Who dat say they don't give a rat's a\$\$?

9. Posted by **bass** Mon Feb 01, 2010 6:37 pm EST

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finally someone else recognizes they jacked it from the bengals.

10. Posted by *ionjohnny* Mon Feb 01, 2010 6:38 pm EST

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the saints have no claim to it anyway, it's a college cheer dating back to the '60s. and in the NFL, the bengals were using their very-similar "who dey" cheer a couple years before the saints started the even-less-grammatically-correct "who dat"...

11. Posted by **Don Squeek** Mon Feb 01, 2010 6:39 pm EST

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Roger Goodell is ruining the sport of football. One day at a time. This guy cares nothing for the fans, he cares about money no matter how many traditions he destroys in the process. Fans should be calling for his head!

12. Posted by **Kevin** Mon Feb 01, 2010 6:40 pm EST

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What a terrible comparison to "Just Do It". "Just do it" was created by marketing people that Nike paid and is therefore trademarked, as opposed to "Who Da!" which was said about a team in a NFL stadium. So if anyone says anything clever in a NFL stadium does the NFL own that?



13. Posted by **Brody** Mon Feb 01, 2010 6:41 pm EST

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Check this out.....this is unbelievable...just another way for the NFL to make money...i'm from New Orleans and the phrase gained popularity over the last 3 years....and it is correct that the NFL could care less about the saints 6-10 years ago or any chant Saint's fans attributed to the team...but now since the Saints are in the Super Bowl and gained national attention the NFL decides to take from the people of New Orleans a chant that originated in our city to make more money.....GO F#&@^\$#
FIGURE



14. Posted by **Kevin** Mon Feb 01, 2010 6:42 pm EST

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Is Chris a professional troll?



15. Posted by **Henry** Mon Feb 01, 2010 6:42 pm EST

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Who cares who dat is!!



16. Posted by **RedBone** Mon Feb 01, 2010 6:42 pm EST

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This is pretty dumb, they should look into this further and see where the real slogan "Who Dat" REALLY started!!!!!!



17. Posted by **kevin** Mon Feb 01, 2010 6:43 pm EST

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Yes it is pathetic that the NFL is trying to make more money than what they already do for this saying. I would like to point out though that this saying is not original. The New Orleans fans stole this saying from the Bengals fan who came up with this years ago Even before the Chicago bears came out with their lame song. "Who Dey, Who Dey, Who Dey think gonna beat dem Bengals!" That is the original. You would think that Saint's fans could come up with something that is original and their own. So don't fight over some thing you stole in the first place. GO COLTS!



18. Posted by **Dennis** Mon Feb 01, 2010 6:43 pm EST

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Once again, Chase the Saints hating D-bag writes another blog worthy of Perez Hilton... and Yahoo keeps pissing away salary on him.



19. Posted by **scotch** Mon Feb 01, 2010 6:44 pm EST

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F*ck the NFL and their corporate greed. Hey vendors, just print "Who Dat" and put a SILVER or RED or BLACK Fleur de Lis and there's nothing they can do.
Plus, if the public knows the shirts are illegal, they'll pay more for them.



20. Posted by **Reality Hater** Mon Feb 01, 2010 6:44 pm EST

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I grew up in Louisiana and "Who Dat!" is part of our culture. When the Saints sucked, they didn't even care. Now, the NFL wants to capitalize on our saying since we made it to the Super Bowl.



21. Posted by **The Park** Mon Feb 01, 2010 6:45 pm EST

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WHO DAT was started at least 100 years ago. It was first adapted into sports by Alcorn in the 70's... It has been the battle cry for numerous high schools and colleges. NFL can suck it. If they want to say that they own, "WHO DAT" they might as well say they own jambalya, Gumbo, or Laissez les bon temps rouler! Are they going to try and claim that they own the wave next?



22. Posted by **Stacey A** Mon Feb 01, 2010 6:45 pm EST

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This is BS and you guys should be ashamed of yourself. Whats wrong are you guys affraid the Saints are going to win the SuperBowl? I hope they do!!! What about Brett Favre's "pants on the ground" I don't see you guys doing anything about that. The NFL should stop being so greedy. Give me a break this is just STUPID.



23. Posted by **EMANON** Mon Feb 01, 2010 6:46 pm EST

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post#2 that is a scamand you know it! Who Dat?



24. Posted by **wheaux dat** Mon Feb 01, 2010 6:48 pm EST

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The Bengals have no claim to this. It is a southern thing. I was chanting this in New Orleans in junior high in the 70's (Who dat say dey gonna beat dem [Gregory] gators!).
So, puhleeze ...
And to the NFL -
back off - you have no right to stop Who dat, Who dey or whatever!

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