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“Although pandemics generally raise all sorts of interesting patent questions, they also spur a rush to the local trademark office. In the US trademark office alone, over 650 Covid-related trademarks have been filed, often for t-shirts such as “A Covid kind of Christmas.” The WIPO database contains over 1500 Covid trademarks, including such delightful entries as “Phuck Covid.” This flurry of activity provides a perfect moment to reassess the propriety of registering words which, in fact, do not function as true designations of origin. A comparative analysis shows a variety of different national approaches, leading to the conclusion that trademark law has become unmoored from its historical roots.”