

To: Lara A. Holzman(tmducket@cm.law)
Subject: U.S. Trademark Application Serial No. 98643603 - LET THEM THEORY
Sent: January 03, 2025 03:28:31 PM EST
Sent As: tmng.notices@uspto.gov

Attachments

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United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 98643603

Mark: LET THEM THEORY

Correspondence Address:

Lara A. Holzman
CM Law Group/Culhane Meadows PLLC
13101 Preston Road
Suite 110-1520
Dallas TX 75240
United States

Applicant: Mel Robbins Productions, Inc.

Reference/Docket No. N/A

Correspondence Email Address: tmducket@cm.law

NONFINAL OFFICE ACTION

Response deadline. File a response to this nonfinal Office action within three months of the “Issue date” below to avoid [abandonment](#) of the application. Review the Office action and respond using one of the links to the appropriate electronic forms in the “How to respond” section below.

Request an extension. For a fee, applicant may [request one three-month extension](#) of the response deadline prior to filing a response. The request must be filed within three months of the “Issue date” below. If the extension request is granted, the USPTO must receive applicant’s response to this letter within six months of the “Issue date” to avoid abandonment of the application.

Issue date: January 3, 2025

The Office of the Deputy Commissioner for Trademark Examination Policy has considered a Letter of Protest received in connection with this application. The evidence presented in the submission was forwarded to the trademark examining attorney for consideration. *See* TMEP §1715.

The trademark examining attorney is incorporating this evidence by reference and taking further action, as specified below. *See* TMEP §1715.03(a). In addition to the refusal in this Office action, all requirements in the Office action dated August 30, 2024, are herein incorporated by reference. Therefore, a proper response to this Office action must address each issue raised in the preceding Office action as well as in this Office action.

In the previous Office action dated August 30, 2024, the trademark examining attorney refused registration of the applied-for mark based on the following:

IDENTIFICATION OF GOODS AND/OR SERVICES
MULTIPLE CLASS REQUIREMENTS
DOMICILE
PARTIAL DISCLAIMER

Based on applicant’s response dated November 21, 2024, the trademark examining attorney notes that the following requirement has been satisfied:

DOMICILE

See TMEP §§713.02, 714.04.

Based on the Letter of Protest, the following requirement has been modified:

PARTIAL DISCLAIMER

In addition, the following refusal has been raised:

PARTIAL FAILURE TO FUNCTION REFUSAL

See TMEP §§713.02, 714.04.

After careful consideration of applicant’s evidence and arguments, the trademark examining attorney maintains and now makes FINAL the refusals and/or requirements in the summary of issues below.

See 37 C.F.R. §2.63(b); TMEP §714.04.

SUMMARY OF ISSUES MADE FINAL THAT APPLICANT MUST ADDRESS:

NEW ISSUE: PARTIAL FAILURE TO FUNCTION REFUSAL- AS TO CLASSES 9, 16, AND 41 ONLY

IDENTIFICATION OF GOODS AND/OR SERVICES

MULTIPLE CLASS REQUIREMENTS

MODIFIED ISSUE: PARTIAL DISCLAIMER- AS TO CLASSES 18, 21, 24, AND 25 ONLY

ALL PRIOR ARGUMENTS AND EVIDENCE ARE MAINTAINED AND INCORPORATED HEREIN

PARTIAL FAILURE TO FUNCTION REFUSAL- AS TO CLASSES 9, 16, AND 41 ONLY

THIS PARTIAL REFUSAL APPLIES TO CLASSES 9, 16, AND 41 ONLY

Registration is refused because the applied-for mark is a slogan or term that does not function as a trademark or service mark to indicate the source of applicant's goods and/or services and to identify and distinguish them from others. Trademark Act Sections 1, 2, 3, and 45, 15 U.S.C. §§1051-1053, 1127. In this case, the applied-for mark is a commonplace term, message, or expression widely used by a variety of sources that merely conveys an ordinary, familiar, well-recognized concept or sentiment. See *In re Wal-Mart Stores, Inc.*, 129 USPQ2d 1148, 1160 (TTAB 2019) (holding INVESTING IN AMERICAN JOBS not registrable for retail store services or promoting public awareness of goods made or assembled by American workers because the mark would be perceived merely as a commonly-used informational message); *In re Volvo Cars of N. Am., Inc.*, 46 USPQ2d 1455, 1460-61 (TTAB 1998) (holding DRIVE SAFELY not registrable for automobiles and automobile parts because the mark would be perceived merely as an "everyday, commonplace safety admonition").

Terms and expressions that merely convey an informational message are not registrable. *In re DePorter*, 129 USPQ2d 1298, 1299 (TTAB 2019) (citing *In re Eagle Crest, Inc.*, 96 USPQ2d 1227, 1229 (TTAB 2010)); see *In re GO & Assocs., LLC*, 90 F.4th 1354, 1356, 2024 USPQ2d 616, at *3 (Fed. Cir. 2024). Determining whether the term or expression functions as a trademark or service mark depends on how it would be perceived by the relevant public. *In re Vox Populi Registry Ltd.*, 25 F.4th 1348, 1351, 2022 USPQ2d 115, at *2 (Fed. Cir. 2022) (citing *In re AC Webconnecting Holding B.V.*, 2020 USPQ2d 11048, at *3 (TTAB 2020)); TMEP §1202.04. When there are no limitations on the goods or services in the application, the relevant public comprises all potential purchasers of the goods or services. *In re Team Jesus LLC*, 2020 USPQ2d 11489, at *3 (TTAB 2020) (citing *In re Yarnell Ice Cream, LLC*, 2019 USPQ2d 265039, at *5 (TTAB 2019)); see TMEP §1202.04. "The more commonly a term or expression is used, the less likely that the public will use it to identify only one source and the less likely that it will be recognized by purchasers as a trademark [or service mark]." *In re Ocean Tech., Inc.*, 2019 USPQ2d 450686, at *3 (TTAB 2019) (citing *In re Hulting*, 107 USPQ2d 1175, 1177 (TTAB 2013)); TMEP §1202.04(b).

The attached evidence, from third-party webpages, shows that the term or expression "LET THEM" and/or "LET THEM THEORY" is commonly used on a wide-array of goods and/or services to reference letting go of control and expectations and instead allowing others to make their own

choices. See the attached internet evidence from <https://www.etsy.com/>, <https://www.google.com/>, <https://www.huffpost.com/>, <https://www.melrobbins.com/>, <https://www.goodreads.com/>. Additionally, the prior provided evidence demonstrates that the wording “THEORY” describes applicant's educational and instructional materials and/or services that encompass application of beliefs or principles to guide action or assists comprehension or judgment for the commonly used phrase "LET THEM." Taken together, because consumers are accustomed to seeing this term or expression commonly used in everyday speech by many different sources, they would not perceive it as a mark identifying the source of applicant's goods and/or services but rather as only conveying an informational message.

An applicant may not overcome this refusal by amending the application to seek registration on the Supplemental Register or asserting a claim of acquired distinctiveness under Section 2(f). *In re Ocean Tech., Inc.*, 2019 USPQ2d 450686, at *8; TMEP §1202.04(d); see *In re TracFone Wireless, Inc.*, 2019 USPQ2d 222983, at *4 (TTAB 2019). Nor will submitting a substitute specimen overcome this refusal. *In re Team Jesus LLC*, 2020 USPQ2d 11489, at *5-6 (quoting *D.C. One Wholesaler, Inc. v. Chien*, 120 USPQ2d 1710, 1716 (TTAB 2016)); TMEP §1202.04(d).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration. However, if applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

IDENTIFICATION OF GOODS AND/OR SERVICES

Applicant must clarify the below listed wording in the identification of goods and/or services because the respective identifications are indefinite and/or too broad. See 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03.

Applicant must correct the punctuation in the identification to clarify the individual items in the list of goods and/or services. See 37 C.F.R. §2.32(a)(6); TMEP §1402.01(a). Proper punctuation in identifications is necessary to delineate explicitly each product or service within a list and to avoid ambiguity. Commas, semicolons, and apostrophes are the only punctuation that should be used in an identification of goods and/or services. TMEP §1402.01(a). An applicant should *not* use colons, periods, exclamation points, and question marks in an identification. *Id.* In addition, applicants should not use symbols in the identification such as asterisks (*), at symbols (@), the percentage sign (%), or carets. *Id.* The word “percent” must be used instead of a percentage sign in identifications. *Id.*

In general, **commas** should be used in an identification (1) to separate a series of related items identified within a particular category of goods or services, (2) before and after “namely,” and (3) between each item in a list of goods or services following “namely” (e.g., personal care products, namely, body lotion, bar soap, shampoo). *Id.* **Semicolons** generally should be used to separate a series of distinct categories of goods or services within an international class (e.g., personal care products, namely, body lotion; deodorizers for pets; glass cleaners). *Id.*

International Class 16:

The wording “printed writing journals” is indefinite and must be clarified because the nature of the goods is not clear. See 37 C.F.R. §2.32(a)(6); TMEP §1402.01. For example, “Blank writing journals” and “Personalized writing journals” are in Class 16.

Applicant must clarify the wording “holiday . . . ornaments of paper” because it is indefinite and too broad. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. This wording is indefinite because it does not make clear what the goods and/or services are. Further, this wording could identify goods and/or services in more than one international class. For example, “Holiday ornaments of paper, other than Christmas tree ornaments” is in Class 16 and “Christmas tree ornaments” is in Class 28.

Applicant must clarify the wording “holiday . . . ornaments of cardboard” because it is indefinite and too broad. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. This wording is indefinite because it does not make clear what the goods and/or services are. Further, this wording could identify goods and/or services in more than one international class. For example, “Decorations of cardboard being festive decorations, other than Christmas tree ornaments” is in Class 16 and “Christmas tree ornaments” is in Class 28.

International Class 18:

Applicant is advised to delete or modify the duplicate entry for “sling bags.” *See generally* TMEP §§1402.01, 1402.01(a). If applicant does not respond to this issue, be advised that the USPTO will remove duplicate entries from the identification prior to registration.

If modifying one of the duplicate entries, applicant may amend it to clarify or limit the goods and/or services, but not to broaden or expand the goods and/or services beyond those in the original application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Also, generally, any deleted goods and/or services may not later be reinserted. TMEP §1402.07(e).

The wording “computer bags” is classified incorrectly. Applicant must amend the application to classify the goods and/or services in International Class 9. *See* 37 C.F.R. §§2.32(a)(7), 2.85; TMEP §§1401.02(a), 1401.03(b).

International Class 25:

Applicant must clarify the wording “Clothing, namely . . . handkerchiefs” because it is indefinite and too broad. *See* 37 C.F.R. §2.32(a)(6); TMEP §§1402.01, 1402.03. This wording is indefinite because it does not make clear what the goods and/or services are. Further, this wording could identify goods and/or services in more than one international class. For example, “Paper handkerchiefs” is in Class 16 and “Cloth handkerchiefs” is in Class 24.

Suggested Amendment:

Applicant may substitute the following wording, if accurate (additions in bold):

International Class 9

cell phone cases, laptop carrying cases, adapted laptop bags; eye glasses; eye glasses cases; sunglasses; downloadable podcasts in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness ; downloadable video podcasts in the field self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; audio books in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; series of audio books in

the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; series of downloadable books in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; downloadable personal writing journals; downloadable mobile applications for accessing and streaming audiovisual, multimedia, audio, and video content; downloadable e-books in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; Downloadable printable calendars; downloadable posters; downloadable postcards; **computer bags**

International Class 16

stationery items being printed stationery; printed books in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; stickers, printed calendars; banners of paper; printed posters; printed postcards; printed cards bearing universal greetings; stationery; paper note pads; paper goods being gift wrapping paper; paper napkins; series of printed books in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; printed books in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; **personalized** printed writing journals; printed journals in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; party ornaments of paper; holiday ornaments of paper, **other than Christmas tree ornaments**; party ornaments of cardboard; holiday ornaments of cardboard **being festive decorations, other than Christmas tree ornaments**; paper place mats; coasters of paper or cardboard; **paper** handkerchiefs

International Class 18

Bags, namely weekend bags, tote bags, travelling bags, shoulder bags, duffel bags, book bags, sling bags, wristlet bags, courier bags, waist bags, gym bags, crossbody bags, drawstring bags, school bags, make-up bags sold empty, reusable shopping bags; leather goods being leather bags; imitation leather goods being imitation leather bags; umbrellas; wallets; purses; luggage

International Class 21

mugs, water bottles sold empty, drinking glasses, pitchers; ornaments of porcelain, ornaments of glass, ornaments of china, ornaments of terra cotta, ornaments of ceramic, glass ornaments, crystal ornaments; ceramics being ceramic figurines, ceramic bowls, ceramic sculptures, ceramic vases, ceramic vessels, ceramic plates, ceramic pots, ceramic art tiles; piggy banks; vases; pot holders; place mats of plastic; place mats of vinyl; wine coasters of precious metal; coasters not of paper or textile

International Class 24

towels, linens being bed linens, household linens, table linens not of paper, kitchen linens, dining linens of textile; blankets, namely, lap blankets, throw blankets, bed blankets; quilts, bed spreads; table cloths of textile; cloth banners; coasters of textile; wall hangings of textile; place mats of textile; banners of textile or plastic; table napkins of textile; pillow shams, pillow cases, pillow covers; **cloth** handkerchiefs

International Class 25

Clothing, namely, shirts, sweatshirts, sweat pants, shorts, t-shirts, scarves, gloves, socks, jackets, sleepwear, bathrobes; headwear, namely hats, caps, visors; footwear

International Class 28

holiday ornaments of paper **being Christmas tree ornaments**; holiday ornaments of cardboard **being Christmas tree ornaments**

International Class 41

Educational services, namely, providing live and online classes, seminars, workshops, lectures and speeches all in the field of self-help, self-improvement, self-development and motivation; providing podcasts and video podcasts in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness; providing online and in-person training in the form of courses, seminars, and workshops in the field of professional and self development; online journals, namely, blogs featuring motivational speakers; entertainment services, namely, providing audiovisual, multimedia, audio, and video content, in the nature of online nondownloadable videos and audio recordings in the fields of self-help, self-improvement, self-development, professional development and motivation; producing and creating podcasts and video podcasts; production of podcasts; publication of audio books; providing online non-downloadable electronic books in the field of self help, self-improvement, self-development, professional development, motivation, relationships, confidence, mind set, goals and health and wellness

Applicant's goods and/or services may be clarified or limited, but may not be expanded beyond those originally itemized in the application or as acceptably amended. *See* 37 C.F.R. §2.71(a); TMEP §1402.06. Applicant may clarify or limit the identification by inserting qualifying language or deleting items to result in a more specific identification; however, applicant may not substitute different goods and/or services or add goods and/or services not found or encompassed by those in the original application or as acceptably amended. *See* TMEP §1402.06(a)-(b). The scope of the goods and/or services sets the outer limit for any changes to the identification and is generally determined by the ordinary meaning of the wording in the identification. TMEP §§1402.06(b), 1402.07(a)-(b). Any acceptable changes to the goods and/or services will further limit scope, and once goods and/or services are deleted, they are not permitted to be reinserted. TMEP §1402.07(e).

For assistance with identifying and classifying goods and services in trademark applications, please see the USPTO's online searchable [*U.S. Acceptable Identification of Goods and Services Manual*](#). *See* TMEP §1402.04.

MULTIPLE CLASS REQUIREMENTS

The application references goods and/or services in more than one international class; therefore, applicant must satisfy all the requirements below for each international class based on Trademark Act Section 1(b):

- (1) **List the goods and/or services by their international class number** in consecutive numerical order, starting with the lowest numbered class.
- (2) **Submit a filing fee for each international class** not covered by the fee(s) already paid (view the [USPTO's current fee schedule](#)). The application identifies goods and/or services that are classified in at least eight classes; however, applicant submitted a fee(s) sufficient for only seven classes. Applicant must either submit the filing fees for the classes not covered by the

submitted fees or restrict the application to the number of classes covered by the fees already paid.

See 37 C.F.R. §2.86(a); TMEP §§1403.01, 1403.02(c).

For an overview of the requirements for a Section 1(b) multiple-class application and how to satisfy the requirements online using the electronic response form, see the [Multiple-class Application webpage](#).

PARTIAL DISCLAIMER- AS TO CLASSES 18, 21, 24, AND 25 ONLY

THE FOLLOWING DISCLAIMER REQUIREMENT REPLACES THAT OF PRIOR ISSUE.

THIS PARTIAL REQUIREMENT APPLIES TO CLASSES 18, 21, 24, AND 25 ONLY

Applicant must disclaim the wording “LET THEM” because it is a commonplace term, message, or expression widely used by a variety of sources that merely conveys an ordinary, familiar, well-recognized concept or sentiment and would not be perceived as distinguishing the goods and/or services and identifying their source; thus the wording does not function as a mark. See 15 U.S.C. §§1051-1053, 1056(a), 1127; *In re Wal-Mart Stores, Inc.*, 129 USPQ2d 1148, 1160 (TTAB 2019); *In re Volvo Cars of N. Am., Inc.*, 46 USPQ2d 1455, 1460-61 (TTAB 1998). Terms and expressions that merely convey an informational message are not registrable matter. *In re Eagle Crest, Inc.*, 96 USPQ2d 1227, 1229 (TTAB 2010).

Determining whether a term or expression functions as a trademark or service mark depends on how such matter would be perceived by the relevant public. *In re Wal-Mart Stores, Inc.*, 129 USPQ2d at 1150 (citing *D.C. One Wholesaler, Inc. v. Chien*, 120 USPQ2d 1710, 1713 (TTAB 2016)); *In re Eagle Crest, Inc.*, 96 USPQ2d at 1229; TMEP §1202.04. “The more commonly a [term or expression] is used, the less likely that the public will use it to identify only one source and the less likely that it will be recognized by purchasers as a trademark [or service mark].” *In re Hulting*, 107 USPQ2d 1175, 1177 (TTAB 2013) (quoting *In re Eagle Crest, Inc.*, 96 USPQ2d at 1229); TMEP §1202.04(b).

The attached evidence, from third-party webpages, shows that this term or expression is commonly used to reference letting go of control and expectations and instead allowing others to make their own choices. See the attached internet evidence from <https://www.etsy.com/>, <https://www.google.com/>, <https://www.huffpost.com/>, <https://www.melrobbins.com/>, <https://www.goodreads.com/>. Because consumers are accustomed to seeing this term or expression commonly used in everyday speech by many different sources, they would not perceive it as a mark that distinguishes applicant’s goods and/or services from those of others and identifies the source of applicant’s goods and/or services, but rather as only conveying an informational message.

Applicant may respond to this issue by submitting a disclaimer in the following format:

No claim is made to the exclusive right to use “LET THEM” IN CLASSES 18, 21, 24, AND 25 ONLY apart from the mark as shown.

For an overview of disclaimers and instructions on how to provide one using the electronic response form, see the Disclaimer webpage.

RESPONSE OPTIONS

For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see “[Responding to Office Actions](#)” and the informational [video “Response to Office Action”](#) for more information and tips on responding.

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

How to respond. File a [response form to this nonfinal Office action](#) or file a [request form for an extension of time to file a response](#).

/Shari Gadson/
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RESPONSE GUIDANCE

- **Missing the deadline for responding to this letter will cause the application to [abandon](#).** A response or extension request must be received by the USPTO before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Trademark Electronic Application System (TEAS) [system availability](#) could affect an applicant’s ability to timely respond. For help resolving technical issues with TEAS, email TEAS@uspto.gov.
- **[Responses signed by an unauthorized party](#)** are not accepted and can **cause the application to [abandon](#)**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

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\$4.40 (35% off)
Free shipping
LilooCraft



Let Go Or Be Dragged Sticke...
★★★★★ (230)
\$4.00
Free shipping
KymYouBelieveIt



Remember Your Why, Motivator...
★★★★★ (1,910)
\$6.95
Free shipping
CandyCreaeArt



Take A Deep Breath Vinyl Stic...
★★★★★ (742)
\$5.00
TheSoulShineCo



Find The Light Sunflower Stic...
★★★★★ (21,910)
\$1.85
\$2.66 (30% off)
Free shipping
LoriAndLina



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Ad by Etsy seller
\$14.99
Free shipping

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Ad by Etsy seller
\$14.84 \$14.99 (1% off)
Sale ends in 7 hours

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Let Them Sweatshirt, Keep them...
Ad by Etsy seller
\$17.51 \$17.99 (3% off)
Sale ends in 8 hours

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Materials available
Let them - handmade bracelets...
Ad by Etsy seller
\$7.00 \$9.99 (30% off)

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Let Them | Waterproof | Vinyl De...
By TheCollection
\$0.75

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Let Them Sticker, Inspirational Q...
Ad by Etsy seller
\$8.95 \$9.99 (10% off)
Sale ends in 7 hours
Free shipping

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Let Them Sticker, Mental Health...
By StickersByDianna
\$3.50
Free shipping

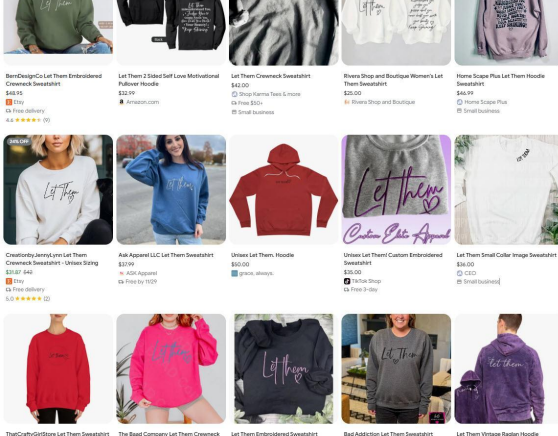
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 - Wrinkle-resistant
 - See more
- Color**
- Red
 - Black
 - Blue
 - Grey
 - See more
- Neckline**
- Round Neck
 - High Neck
 - U-neck
 - Shawlneck
 - Boat Neck
 - See more
- Fastening Style**
- Zipper
 - Button
 - Snap
 - See more
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 - Polyester
 - See more



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|---|--|---|---|---|
| SamDesignCo Let Them Embroidered Crewneck Sweatshirt \$44.95 4.5 (166) | Let Them 2 Sided Self Love Motivational Pullover Hoodie \$32.99 Amazon.com | Let Them Crewneck Sweatshirt \$42.00 2020-2021-2022-2023-2024-2025 4.9 (10) | Stress Shop and Boutique Women's Let Them Sweatshirt \$28.00 4.1 (1) | Home Scape Plus Let Them Hoodie Sweatshirt \$44.99 Home Scape Plus Small business |
| Country of Origin Let Them Crewneck Sweatshirt - Unisex Long \$42.00 4.5 (166) | Ashe Apparel LLC Let Them Sweatshirt \$39.99 Ashe Apparel Free shipping over \$100 | Unisex Let Them: Hoodie \$65.00 4.9 (1) | Unisex Let Them Custom Embroidered Sweatshirt \$35.00 4.5 (1) | Let Them Small Color Image Sweatshirt \$46.00 CSD Small business |
| TheCozyGirlStore Let Them Sweatshirt \$29.99 4.5 (166) | The Bead Company Let Them Crewneck \$29.99 The Bead Company Small business | Let Them Embroidered Sweatshirt \$38.00 4.9 (1) | Bad Addiction Let Them Sweatshirt \$44.00 Bad Addiction Free shipping | Let Them Vintage Raglan Hoodie \$40.00 American Hero Clothing Free shipping |

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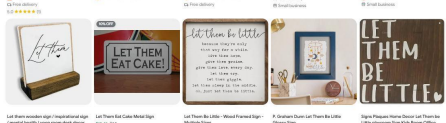
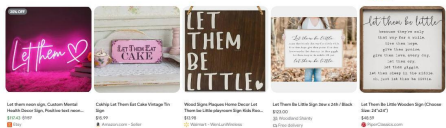
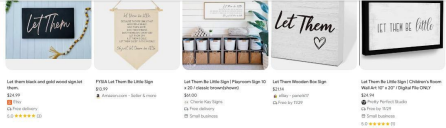
Location: Home, Office, Nursery, Living Room, Dining Room, Kitchen, Bedroom, Bathroom, Entryway, Hallway, Front Porch, Back Porch

Category: Home Decor, Signs, Posters, Art, Wall Decor, Storage, Furniture, Lighting, Rugs, Bedding, Bath, Kitchen, Office, Nursery, Outdoor

Special Offers: Free shipping, 20% off, 30% off, 40% off, 50% off, 60% off, 70% off, 80% off, 90% off

Price: Under \$10, \$10-\$20, \$20-\$30, \$30-\$40, \$40-\$50, \$50-\$60, \$60-\$70, \$70-\$80, \$80-\$90, \$90-\$100, Over \$100

Items: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10



- Refine results**
- Nearby
 - Get it today
 - On sale
 - Local
 - Small Business
- Sort by**
- Price low to high
Price high to low
- Material**
- Wood
 - Metal
- Features**
- Customizable
 - Neon
 - Letters
 - For Kids
 - See more
- Location**
- Outdoor
 - Bedroom
 - Kitchen
 - Garage
- Category**
- Road & Traffic Signs
 - Decorative Signs
 - Business & Retail S...
 - Bulletin Boards
- Special Occasion**
- Wedding
 - Christmas
 - Thanksgiving
 - Valentine's Day
 - Patriotic
- Style**
- Vintage
 - Art Deco
 - Contemporary
- Stores**
- Etsy

Let them wooden sign / inspirational sign / mental health
\$14.84 62%
Etsy - byOriginalHandmade
Small business
4.9 ★★★★★ (11)
Wood

Press Let Them Eat Cake Wedding
byaWholesale.com

Let Them Be Little Farmhouse Sign White on black / Gray Stain
\$89.99
Mindy's Gazebo
Free delivery

Modern House Numbers Welcome Signs
\$73.50 Was \$100
Modern House Numbers
Small business

Signs
\$9.25
BullsASign.com
Free by 1125
4.4 ★★★★★ (83)

Let them be little sign | playroom sign | playroom wall decor | kids room decor
\$3.00
Etsy - FamilyPrintStudio
Free delivery
Small business
5.0 ★★★★★ (1)

SYLHOME Let's Party LED Neon Light Sign Birthday Wedding Christmas Party
\$27.99
Amazon.com - Seller

Gatsby Art Deco Let Them Eat Candy Sign Print
\$9.88 61%
Zazzle

Metal Sign - Let Them Eat Pie - Vintage Rusty Look Sign
\$27.96 Pre-owned
eBay - retro-rust
Free delivery
Small business

Rustic Bedroom Decor Let Them Be Little Wood Box Sign Home Bedroom Decor...
\$15.00
Walmart - Ma rodgaudy Toys
Free delivery

Let Them - Farmhouse Sign - Motivational Sign
\$11.90
Etsy - StylizedDesigns
Small business

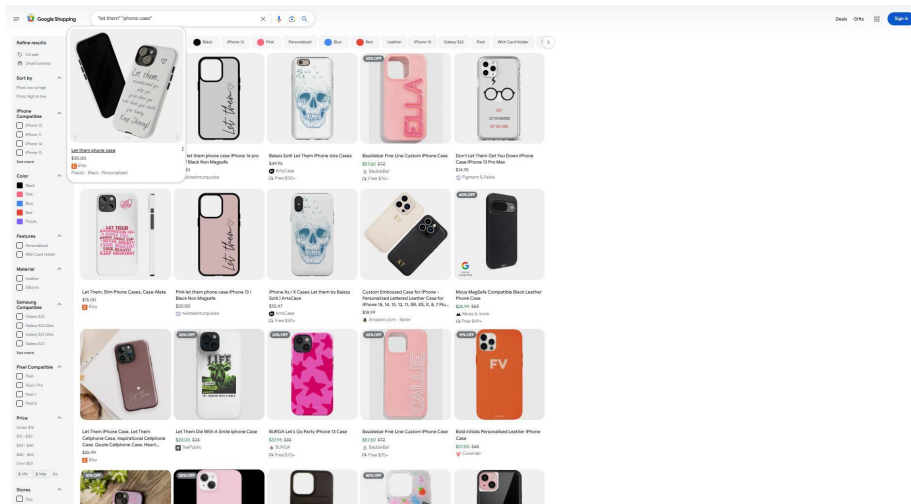
JXIN Colorful Lets Party Neon Sign for Wall Decor, Let's Party Sign for Birthday...
\$104.99 61%
Amazon.com - Seller
Free delivery

VEVOR Let's Party Neon Sign
\$55.99 Usually \$72
VEVOR & more
Free delivery

Metal Sign - Let Them Eat Pie - Vintage Rusty Look
\$19.96 Pre-owned
eBay - retro-rust
Free delivery

Custom Printed Signs
\$9.25
BullsASign.com
Free by 1125
5.0 ★★★★★ (2)

Google Shopping results for "Tote Bag". The interface includes a search bar at the top with the query "Tote Bag" and a "Search" button. On the left side, there are navigation filters for "Filter results", "Sort by", "View", "Price range", "Brand", "Color", "Material", "Category", "Size", "Gender", "Age group", "Season", "Style", "Material", "Color", "Material", "Category", "Size", "Gender", "Age group", "Season", "Style". The main content area displays a grid of product listings, each featuring a thumbnail image, the product name, brand, price, and a rating. The products shown include various styles of tote bags, such as "Let them tote bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag", "Leather Tote Bag", "Canvas Tote Bag".



google.com/search?safe=active&sa_ess=6c2ba5e195022768&ie=1C7GCEB_emi058K31985&ie="let-them"->phone-case&usq=28&fr=AEOnu5Lsk4Wn7sqz2p1wflUJWdfln5JnDG5GQ02Lk0BSP9vVMzSkJLlUu64G-SH6H0ppAK-50N30um4KpJm7EyuMLOGSECLZxQafVNDPjLYh-CA4X1ASHYXVZiSkhpMHWVW2d80k0nBeaf-g0NyYkL_ah-pD9iCzNkGehX80Mfy5mth0pp9Y48thpFRtGkveed-tcZ0175Aicc-11646w-288843b-155846p=6.67
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Let Them Results

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 - 1000+ reviews
- Let Them Mug - The One That Gets You \$19.95
 - 4.5 stars
 - 1000+ reviews
- Let Them Mug - The One That Gets You \$19.95
 - 4.5 stars
 - 1000+ reviews
- Let Them Mug - The One That Gets You \$19.95
 - 4.5 stars
 - 1000+ reviews

Microwave Safe Mugs

- Let Them Mug \$19.95
 - 4.5 stars
 - 1000+ reviews
- Let Them Mug - The One That Gets You \$19.95
 - 4.5 stars
 - 1000+ reviews
- Let Them Mug - The One That Gets You \$19.95
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- Let Them Mug - The One That Gets You \$19.95
 - 4.5 stars
 - 1000+ reviews
- Let Them Mug - The One That Gets You \$19.95
 - 4.5 stars
 - 1000+ reviews

All products

- Let Them Mug \$19.95
 - 4.5 stars
 - 1000+ reviews
- Let Them Mug - The One That Gets You \$19.95
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Do The People In Your Life Tend To Disappoint You? You Need This Viral Hack.

The "let them" theory is all over social media. Here's what therapists think of it.

By Brittny Wong

Jan 24, 2024, 05:45 AM EST



VIA GETTY IMAGES

Is the viral "let them" theory easy to enact in life?

Over the last few months, the "let them theory" has been all over the internet. It all started over the summer, when [Mel Robbins](#), a popular motivational speaker, went on Instagram and shared an idea she said she'd just heard about and "frigging loved."

In the [video](#), which now has over 33.5 million views and 1.4 million "likes," Robbins outlines what "let them" means by way of examples.

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MELEE FOR KIPP BATTLE

"If your friends are not inviting you out to brunch this weekend, let them," Robbins says matter of factly. "If the person that you're really attracted to is not interested in a commitment, let them. If your kids don't want to get up and go to that thing with you this weekend, let them."

As Robbins sees it, too much time and energy is wasted on forcing other people to match our expectations. Just "letting them" is a better response, especially in our romantic lives and friendship.



"The truth is, if somebody ... is not showing up how you need them to show up, do not try to force them to change," she says in the clip. "Let them be themselves because they are revealing who they are to you. Just let them. Then, you get to choose what you do next."



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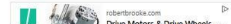
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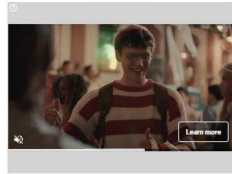
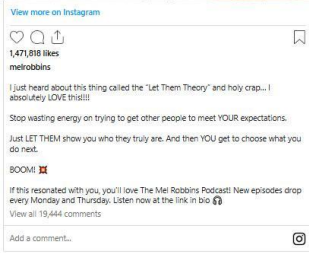
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It seems like a simple enough idea: When you let your concerns about how others feel about you fall to the wayside, you'll experience a lot more control and calm in your life.

It's a little bit "que sera, sera," a little bit "meet them where they're at." Still, as many in Robbins' comments noted, it may not be all that easy to enact in your life. As one commenter wrote, "I have a feeling if I would 'let them' all, I would simply be all alone because many people depend on [my] effort and showing up for everything."

Therapists we spoke to think the motto really could be game changing for many, though they had some caveats.

"As a psychotherapist, I think this approach could be useful to people who tend to internalize other people's behavior, struggle to allow others to have autonomy, or engage in [anxious attachment patterns](#)," said [Sadaf Siddiqi](#), who practices in New York City.

Others may not find it as constructive, including [people-pleasers](#), since they're prone to let people supercede their needs and wants.

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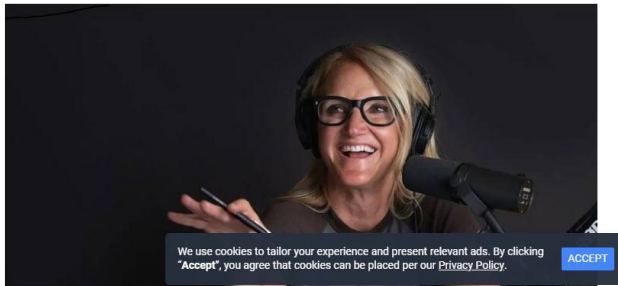
How 'let them' theory touched millions of social media icon Mel Robbins' followers; what it is, and how applying it could change your life

Why parents and partners want to be controlling, and how to let go as a parent, explained – we deep-dive into podcast host Mel Robbins' 'let them' theory

What Robbins is telling us is to let go of control over situations and the behaviour of others – for our own peace of mind and to avoid frustration

Reading Time: 4 minutes

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KENTUCKY WOMAN SHARES 'LET THEM' MATRA THAT WILL CHANGE YOUR LIFE

Leslie Morgan | Published October 10, 2022

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Like most people, I have lived my life as my worst enemy. It often seems like when I'm happy, I sabotage myself with my needy insecurity.

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It's like I try to hurt myself by ruining any peace, calm, and security that I find.



Most of the time, I overreact and judge situations falsely. I always jump to conclusions. It never fails.

Because of my past and things that happened in my childhood, I've struggled with never being good enough

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If they don't want me, I need to let them.
 If they really love me, I need to let them do that, too.
 Find the positive in all you do and all that is done to you.
 It's time to let go, be free of the insecurities of your past, take a deep, peaceful breath, and just let them.
 I promise you, this poem will change your life.

Let Them by Cassie Phillips

Just Let them.
 If they want to choose something or someone over you, **LET THEM.**
 If they want to go weeks without talking to you, **LET THEM.**
 If they are okay with never seeing you, **LET THEM.**
 If they are okay with always putting themselves first, **LET THEM.**
 If they are showing you who they are and not what you perceived them to be, **LET THEM.**
 If they want to follow the crowd, **LET THEM.**
 If they want to judge or misunderstand you, **LET THEM.**
 If they act like they can live without you, **LET THEM.**
 If they want to walk out of your life and leave, hold the door open, **AND LET THEM.**
 Let them lose you.
 You were never theirs because you were always your own.
 So let them.
 Let them show you who they truly are, not tell you.
 Let them prove how worthy they are of your time.
 Let them make the necessary steps to be a part of your life.
 Let them earn your forgiveness.
 Let them call you to talk about ordinary things.
 Let them take you out on a Thursday.
 Let them talk about anything and everything just because it's you they are talking to.
 Let them have a safe place in you.
 Let them see the heart in you that didn't harden.
 Let them love you.
 Author: Cassie Phillips

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Cassie Phillips > Quotes > Quotable Quote

"Just Let them. If they want to choose something or someone over you, LET THEM. If they want to go weeks without talking to you, LET THEM. If they are okay with never seeing you, LET THEM. If they are okay with always putting themselves first, LET THEM. If they are showing you who they are and not what you perceived them to be, LET THEM. If they want to follow the crowd, LET THEM. If they want to judge or misunderstand you, LET THEM. If they act like they can live without you, LET THEM.

If they want to walk out of your life and leave, hold the door open, AND LET THEM.

Let them lose you. You were never theirs, because you were always your own. So let them."

- Cassie Phillips

tags: poem

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Office Action (Official Letter) has issued
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