

# Albers in OK! Magazine: Taylor Swift 'Life of a Showgirl' Lawsuit Explained: What's Really at Stake in Trademark Fight Over Pop Star's Album Name

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**PRACTICES** Intellectual Property, Trademark and Advertising, Intellectual Property Litigation

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Haynes Boone Trademark and Advertising Partner [Purvi Patel Albers](#) shared her insights with *OK! Magazine* on a new lawsuit alleging that Taylor Swift's "The Life of a Showgirl" branding overlaps with a Las Vegas performer's long-standing "Confessions of a Showgirl" identity. Albers explains why the term "showgirl" may be difficult to claim exclusively and what the case's outcome could mean for both parties.

Read an excerpt from the article below.

## **Why 'Showgirl' May Be Hard to Own**

*"SHOWGIRL-related titles are common. When a term is that common, consumers are less likely to assume a connection," explained Purvi Patel Albers, a trademark partner at Haynes Boone who is not involved in the case. "Similar words don't automatically mean similar sources, especially in a market where audiences constantly navigate overlapping titles for books, albums, movies and shows," she continued.*

*"Taylor Swift is known as an exceptionally sophisticated brand owner. Her team secured permission from George Michael's estate to use 'Father Figure' on the album — they would not take the adoption of THE LIFE OF SHOWGIRL lightly and likely did a deep dive to determine whether the title was available," she said. "After all, she did self-identify as a 'pathological people pleaser' in 'You're losing me.'"*

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## **A High-Profile Clash With Broader Implications**

*While the lawsuit pits a global superstar against a Las Vegas performer, experts suggest the outcome may ultimately benefit Wade whether she wins or not.*

*"Publicity from a lawsuit can sometimes have more impact than the legal claims themselves," Purvi said. "It can put a smaller show on the map."*

Read the full *OK! Magazine* article [here](#).