

Baseball Star Josh Hamilton Gives Up Right to 'Play Hard, Pray Harder'

Josh Hamilton, the All-Star right-fielder for the Los Angeles Angels of Anaheim, has agreed to a mediated resolution of a trademark dispute with a Dallas-based entity over rights to the slogan "Play Hard, Pray Harder."

In mid-2012, a Raleigh-based company called ScriptureArt launched a line of clothing inspired by Hamilton's life and testimony. The clothing line included T-shirts carrying graphical designs of the message "Play Hard, Pray Harder"—a phrase Hamilton began using in 2006 to help in his recovery from drug and alcohol addiction. In 2008, Hamilton began incorporating the phrase into talks in which he encouraged others in their walk with God.

Hamilton's intent was always to give any royalties from sales of the clothing licensed by ScriptureArt in support for his charitable FourTwelve Foundation.

In December 2012, both Hamilton and ScriptureArt were sued by an entity calling itself "Play Hard Pray Harder LLC" over use of the phrase. Both sides eventually agreed to mediation, and the settlement will allow both parties to move forward and avoid a costly court battle.

"In the spirit of Matthew 5:39–40, I have settled the lawsuit over the commercial use of the phrase 'Play Hard, Pray Harder,' a phrase I've used regularly since 2006 and publicly since 2008," Hamilton says. "We will continue to look for creative ways to generate additional support for the FourTwelve Foundation."

Regarding the mediated agreement, Hamilton says, "I'm happy to

have this distraction resolved so the FourTwelve Foundation and I can move forward in our mission of helping and encouraging others.”

The FourTwelve Foundation makes grants to organizations engaged in providing assistance to people in need, both in this country and abroad.