



Des Linden Trademarks 'Keep Showing Up' After Historic Boston Marathon Win

[View Full 2018 Boston Marathon & B.A.A. 5k/Mile Coverage](#)

Apr 30, 2018

Johanna Gretschel



Desiree Linden has filed for a trademark on the phrase "Keep Showing Up" with the U.S. Patent and Trademark Office after becoming the **first American woman in 33 years to win the Boston Marathon**. The news was first reported by **ESPN**. She plans to use the phrase on athletic apparel.

Linden's win in Boston came after enduring some of the worst weather on record for the event, with heavy rain, 30-degree temperatures, and a 10-mph headwind. She considered dropping out in the early stages of the race but gained momentum after helping break the wind for



des_linden
@des_linden

[NEWS](#) [EVENTS](#) [RANKINGS](#) [RESULTS](#) [TRAINING](#)

24.1K 4,224 people are talking about this



Desi Linden ([@des_linden](#)) at the Boston Marathon

2007: 18th, 2:44:56

2011: 2nd, 2:22:38

2014: 8th, 2:23:54

2015: 4th, 2:25:39

2017: 4th, 2:25:06

2018: 1st, 2:39:54 [#BostonMarathon](#)

11:18 AM - Apr 16, 2018

1,375 366 people are talking about this

The 34-year-old Brooks-sponsored runner used the phrase "keep showing up" in several post-race interviews and on social media to describe her race mentality and approach to long distance running.



des_linden

@des_linden

Some days it just flows and I feel like I'm born to do this, other days it feels like I'm trudging through hell. Every day I make the choice to show up and see what I've got, and to try and be better.

My advice: keep showing up. [#MondayMotivaton](#) [#TogetherForward](#)

10:02 AM - Mar 5, 2018

9,812 3,524 people are talking about this

Get the best track & field news straight to your inbox.

Subscribe