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“Minneapolis Based Organization, BLEXIT, Threatens Trademark Infringement Legal Action Against Candace Owens”

On Saturday, Candace Owens, a conservative pundit, launched a [“Blexit” campaign](#) where she calls for Black people to leave the Democratic party. Owens, who’s been an avid- Trump supporter, has collaborated with right-wing conservatives in their efforts to support fascist ideology masked as ‘free-thinking’. Her approach is antithetical to the real Blexit organization; the Minneapolis based non-profit formed in 2016 served Ms. Owens with a cease and desist letter on Thursday morning.

The true #Blexit is a national movement addressing racial disparity and oppression through economic activism. It was galvanized by the leadership of Minneapolis based non-profit organization Blexit, who have led the charge in deploying economic campaigns resulting in community owned financial institutions, equitable lending and an increase of investment in Black owned banks and credit unions in 2016. This movement is crucial to the future of Black Americans who are expected to have a [net worth of \\$0 by 2053](#) and we must not let it be disrupted by diminutive political posturing and partisan stunts.

The attempt to co-opt the name, “Blexit”, by political right-wing activists is a direct attack against the hard work being done to combat economic injustices in the state with the [2nd worst racial disparities in the nation](#). #ReclaimBlexit is a direct response to the attempted co-opting of the true Blexit movement. It confronts the false narrative of Black political conversion and asserts Black economic power as the foundation of the Blexit creed. Blexit in its nature is not a political agenda that upholds division but a theory of change to collectively build new systems that benefit Black Americans.

Since its formation after the murder of Philando Castile, Blexit’s national reach has shown up through work like the Black Transfer Challenge (2016), participation the 50th Anniversary of Southern Cooperatives (2017), and navigating the credit union chartering process for [Village Financial Cooperative](#) (2018) - a proposed Black-led credit union that helps cultivate and sustain Black wealth with an aim at creating a cooperative economy on the Northside of Minneapolis.

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Blexit has a membership that spans the United States, with members in almost every state - some international members too.

See past coverage of Blexit in the following publications:

- [After Brexit, Blexit: Putting Your Money Where Your Life Is](#)
- [Philando Castile's Death Inspires Black Economic Movement](#)
- [Black-led Credit Union in North Minneapolis is the Most Important Work to Drive Economic Vitality](#)