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A Rose Is A Rose? Not The Bush Tax Cuts

Whatever you think of George W. Bush, it is understandable that he might like a different legacy. See [George W. Bush: I Wish They Weren't Called Bush Tax Cuts](#). A good deal of the political spin and emotional fervor being heaped on the tax code these days is arguably caused by their label. For despite the usual “[rose by any other name](#)” platitudes, names matter.

Some names trigger visceral reactions, like bum, drunk, quack or Nazi. We use euphemisms to make unpleasant topics more palatable. Grandpa “passes away,” the company is “downsizing,” and Big Bertha is “full-figured.” Sometimes we use pejorative terms too.

In the tax world, opponents of the estate tax called it “[The Death Tax](#),” which helps explain another tax stalemate. With more positive terms in



(Photo credit: Wikipedia)

mind, here are my top ten mellifluous and sonorous suggestions for the “The Bush Tax Cuts,” any one of which would be an improvement:

1. “Obama Yes We Can Tax Rates”
2. “Carbon Free Tax Rates”
3. “Responsible Tax Rates”
4. “America First Tax Rates”
5. “Warm and Safe Tax Plan”
6. “Fair and Balanced Tax Rates”
7. “Voter Approved Tax Rate Plan”
8. “Centrist Tax Rate Structure”
9. “Across the Aisle Tax Plan”
10. “Bipartisan Rate Reduction”

Speaking of names, its arguable the [Buffett tax](#) label isn’t great either, though doubtless Mr. Buffett is considerably happier about his namesake than Mr. Bush. No matter how Congress, the press and public label “the Bush Tax Cuts,” it would sure be nice to know what tax rates will be for the rest of this year and next. In fact, it would be nice to have even more predictability than that. Traditional tax planning—and it’s as American as apple pie—is to defer income and accelerate deductions.

But with this uncertainty we don’t know if that makes sense or the reverse. Talk about [making tax decisions in limbo](#). Some people who can turn on a dime and who are weighing selling something (like their company, a block of stock or their house) may want to wait while others will clearly want to act now. See [Many Find it Hard to Plan Ahead as Tax Uncertainty Looms](#). It’s bad enough to have to take the economy into account without worrying what the tax law might be.

For more, see:

[Bush Re-Enters Debate Over ‘Bush Tax Cuts’](#)

[Bush: Tax Cut Safer Without My Name Attached](#)

[George W. Bush: Wish tax cuts not in my name](#)

[What The Buffet Rule Reveals About Obama Tax Reform Plans](#)

[Why Americans Want A Buffet Tax](#)

[Buffett's Tax Buffet Is No Smorgasbord](#)

[Buffett Tax Goes Korean](#)

[A Jeremy Lin Tax? Yup, and Better Than Buffett's](#)

[In Taxes, Kim Kardashian is More Buff Than Buffett](#)

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