

Naming Task Force Final Report
Mississippi University for Women
Presented to President Miller
February 9, 2024

Summary Report

A new name for a historic University in Mississippi:

Mississippi University for Women (MUW) was founded in 1884 as the first publicly-funded institution of higher learning for women in the nation, providing a vocational education grounded in liberal arts. Over our 140 years, we have transformed into a coeducational University that offers a combination of professional and liberal arts graduate and undergraduate degrees, all while maintaining our traditional mission to promote women's education and leadership. Branded as "The W," we offer much to those we serve.

Key benefits to Mississippi:

- **Serving Mississippi.** MUW leads Institutes of Higher Learning (IHL) System with highest percentage of Mississippi residents enrolled (87%).
- **Investing in Mississippi.** At three years after graduation, 77% of MUW graduates still work in Mississippi.
- **Graduating Mississippians.** MUW awards 33.9 degrees per 100 full-time equivalent students, a rate 42% higher than the IHL system (23.9) and 32% higher than the next highest University in the system (25.6).
- **Growing Mississippi.** In 2022, MUW added \$215.3 million in income to the Mississippi economy.

Key benefits to our students:

- **Least debt.** MUW leads Southern regional universities for lowest debt. Our students carry \$1500 less debt than the next lowest regional University in the South.
- **Transfer friendly.** Currently 76% of new undergraduates enter MUW from other institutions, primarily from Mississippi community colleges. MUW leads the nation among public Master's universities in transfer students as a percentage of total undergraduate enrollment.
- **Professional focus with liberal arts core.** MUW combines professional programs like our renowned Nursing BSN with a grounding in the liberal arts that gives graduates the critical thinking skills needed to grow in their careers. The University was selected as the thirtieth member of the Council of Public Liberal Arts Colleges (COPLAC) in August 2022.
- **High quality, well-supported programs:** Students may choose from among our many bachelors and graduate programs, including distinctive ones from Speech-Language Pathology to Music Therapy to Culinary Arts, as well as bedrock programs including Elementary Education, Business Administration, Nursing, and Liberal Arts. Students are supported with dozens of department and foundation scholarships.

A strategic name change is needed now more than ever.

The University has been challenged by a name that does not represent our diverse student body or the students we want to attract. The “for Women” in our name creates confusion about who we serve and who we support, creating an unnecessary barrier for men and women who want a co-educational experience. Nationally, only 2-4% of female high school graduates would consider attending a perceived all-women’s college. Our admissions specialists know first-hand how difficult it is to engage prospective students, because the current name does not communicate that we have been co-educational for over forty years. Now that we face the same “enrollment cliff” that threatens all institutions of higher education, we need bold changes to attract our future “W” grads. A new name is by no means the only way we are addressing this challenge, but it is an opportunity The W has that no other University can claim.

Name change process:

In 2022 the University polled public sentiment for a name change and received overwhelming support for starting the process, with 78% of the responses being positive for change. The Naming Task Force was formed and the search for a new name began. For a detailed timeline and summary of the decisions made by the Naming Task Force. (See Appendix A)

Why not use a geographic, historical, or mission-based name?

Surveys and focus groups were conducted in the Fall 2022 semester to test geographical and historical names.

After the surveys and subsequent focus groups, the University decided not to consider geographical names, as it became clear that choosing an exclusively place-based name would be inconsistent with our University’s unique identity and legacy. Additionally, a geographic name would be potentially confused with our state’s community colleges, many of which use geographical markers in their names.

Archival research on historical names began before the first surveys were distributed. This work involved identifying historical figures, consulting with families, evaluating numerous letters, manuscripts, census records, and other historical documents. This research yielded no clear path forward. The University determined the risk of centering an identity on a single individual from the late 19th or early-to-mid 20th century to be too great.

The Naming Task Force considered name options focused on the University’s educational mission, but it could not easily capture our mission of personalized higher learning with an emphasis on women’s education and leadership in a three- or four-word name. Our mission is too broad, and our programs are too diverse to be summed up this way.

Changing the University’s name will not change our mission:

It was always understood that neither the mission nor the mission statement would change as a result of the name change. The University also will continue to use the brand of “The W”; however, a new “W” name will eliminate the misconception that “The W” only stands for “women.”

MUW Mission Statement:

Mississippi University for Women provides high quality undergraduate and graduate education for women and men in a variety of liberal arts and professional programs while maintaining its historic commitment to academic and leadership development for women. Emphasizing a personalized learning experience, the University engages in a variety of instructional methodologies to provide educational opportunities in a diverse and inclusive environment. The institution promotes research, scholarship, and creativity to enhance student development and achievement as a platform for lifelong education and growth.

Naming Task Force reconvened:

The Task Force was reconvened, and the name submission process was re-opened in January 2024. We received 333 name suggestions by email and face-to-face, including 237 unique suggestions from alumni. All suggested names were posted publicly online by the University, including those suggested by the communications agency. All suggested names were reviewed by the Naming Task Force.

Our choice of a conceptual name:

The decision to use a conceptual name was made after geographic, historical, and mission-based names were determined not to be viable options. The University's first attempt to use a conceptual name, Brightwell, was met with criticism largely from alumni who wanted the University to keep a connection to "The W." Our pivot to a meaningful W-led name was a strategy that allowed us to capitalize on our existing brand marks, honor our legacy, and align our institutional name with our goal of representing all our students.

The Naming Task Force reviewed and considered all name submissions, and three were selected for survey sentiment analysis: Wynbridge, Welbright, and Wynbright. All constituency groups were given an opportunity to participate.

The three names selected for the survey were selected based on how well they fit MUW's brand.

MUW's Brand Statement

Mississippi University for Women is known for its rich history of empowering women and its commitment to providing a high-quality education to all. Its faculty, staff, students, and alumni create a vibrant and forward-thinking University built on a tradition of academic excellence, personal growth and leadership, and strong community.

Wynbridge

The first part of Wynbridge comes from the Old English word for the letter W. Borrowing on this history, we pair it with bridge. A bridge connects the past to the future, our alums to our students, and our campus to our community. When the W was founded, it built a bridge from exclusion to empowerment for women. With this name, past, present, and future alumni will all be W grads, creating a continuous connection for our tradition-rich school, while maintaining its forward-looking spirit.

Welbright

The first part of Welbright comes from the idea of wellness, which represents our supportive environment that promotes the well-roundedness of our students. Traditionally each graduation ceremony begins with a reminder of the historic purpose of the University, to “study for light to bless with light.” This idea lives and breathes at the University, embodying a supportive, inclusive, and empowering community. This is a name that reflects our founders’ vision of excellence, positive transformation, and brighter futures.

Wynbright

The first part of Wynbright comes from the Old English word for the letter W. Borrowing on this history, we pair it with bright. Traditionally each graduation ceremony begins with a reminder of the historic purpose of the University, to “study for light to bless with light.” This idea lives and breathes at the University, embodying a supportive, inclusive, and empowering community. This is a name that reflects our founders’ vision of excellence, positive transformation, and brighter futures.

Survey Results:

In January 2024, the Task Force launched a survey of three names, Wynbridge, Wynbright, and Welbright, which came from the solicitation of suggestions from alumni, faculty, staff and students. Of the total number of responses to the survey 3619 were alumni, 299 were employees, 471 were students, and 313 marked “other.” Of the survey responses, 1127 were “straight-lined” responses, meaning that they answered the same response for all 21 evaluative questions on the survey. It is common practice in data cleaning to remove these responses (positive, neutral, or negative). In doing that, we had a pool of responses from 2712 alumni, 265 employees, 350 students, and 187 that marked “other.” (Note that some respondents may identify with more than one group.)

When measuring the attitude scores to compare the three names in this group with and without the straight-lining removed, we found that Wynbridge had a substantially higher (more positive) score among all four constituency groups. With straight-line responses removed, the mean score for Wynbridge was 22.19, whereas the closest other name choice had less positive a mean score of 15.53. (See Appendix B)

Trademark Search:

Greentree Information Service conducted a federal trademark search in class 041 for education throughout this process. The following report includes the recent searches for Wynbridge, Wynbright and Welbright. Greentree Information Service found there were no results for Wynbridge and alternate spellings (winnbridge, windbridge). (See Appendix C)

Appendix A

Naming Process Report and Timeline of the Naming Task Force Mississippi University for Women

Presented to President Nora Miller

February 6, 2024

May 2022

On May 24, 2022, the academic deans of Mississippi University for Women wrote a letter to MUW President Nora Miller to recommend that the University take the actions necessary to identify a new name for the institution. The letter stated, in part, that MUW faces serious challenges in declining enrollment, a decreasing pool of traditional-age students from which to recruit, and especially, a significant decline in interest in women's colleges among all students. Although Mississippi University for Women has been coeducational for over 40 years, prospective students often dismiss the University as an option, because their perception of the name does not reflect the reality of the institution. The deans are finding it ever more challenging to recruit for their programs. <https://www.muw.edu/wp-content/uploads/2024/01/Deans-Council-May-24-Letter.pdf>

August 2022

President Miller formed the Naming Task Force and appointed Dean Amanda Clay Powers as chair. The Task Force consists of 19 members, including representatives from the President's Cabinet, the Deans' Council, Faculty Senate, Student Government, Staff Council, Council of Chairs, the Alumni Association, and the Foundation Board. Ten members are MUW alumni, and one is a current student. Collectively, the Naming Task Force is made up of nearly 300 years of dedicated service to the University.

Amanda Clay Powers, Co-Chair, Dean, Fant Memorial Library

Dr. Tom Richardson, Co-Chair, Former Provost and Dean; Professor; Eudora Welty Chair

Dr. Scott Tollison, Provost / Executive Vice President for Academic Affairs

Dr. Brian Anderson, Dean, College of Arts & Sciences

Dr. Marty Brock, Dean, College of Business & Professional Studies

Dr. David Brooking, Executive Director, Enrollment Management

Dr. Marty Hatton, Dean, School of Education

Dr. Brandy Larmon, Dean, College of Nursing & Health Sciences

Dr. Dee A. Larson, Chair, Department of Business; Coordinator, Graduate Studies in Business; & Professor of Marketing and Management

Jenny Katool, Foundation President

Dr. Holly Krogh, Faculty Senate President

Tequila McCoy, Staff Council President (2023-2024)

Samuel Garrie, Student Government Association President (2023-2024)

Karen Clay, University General Counsel

Anika Perkins, Executive Director of University Relations

Andrea Stevens, Executive Director of Alumni & Development

Heather Stone, Alumni Association President (2023-2024)

Dr. Kim Whitehead, Associate Vice President for Academic Affairs; Director, Ina E. Gordy Honors College

Cathryn Vaughn Borer, Former Director of the Columbus Lowndes Chamber of Commerce

Additional Naming Task Force members included:

Rachel Damms, Staff Council President (2022-2023)

Mackenzie Pearce, Student Government Association President (2022-2023)

Symone Bounds, Alumni Association (2022-2023)

Jennifer Claybrook, Director of Athletics (2022-2023)

September 2022

President Nora Miller announced in a campus-wide email that the University had started formal preparations to determine if now is the time to change the name of the University. She stated: "The University values your input and appreciates the passion you have for The W," and she invited people to offer their thoughts and suggestions by emailing to a dedicated email address: namechange@muw.edu. She noted that updates would be provided at www.muw.edu/name.

September 2022

The Mississippi University for Women Alumni Association (MUWAA) Board was notified of the name change process by President Miller on September 15, 2022.

September 2022 - early October 2022

The University engaged a consultant, Dr. Jordon Sharp, Vice President of Marketing at Utah Tech University, who led the name change and rebranding of Dixie State University to Utah Tech. Dr. Sharp met with the President's Cabinet, University Relations staff, and the chair of the Naming Task Force via Zoom on September 26 to describe the naming process. He met on campus with the same group for 2 days in early October to go through the steps of a name change and rebrand, and to develop a timeline. Dr. Sharp asked about plans for school colors and the mascot, and President Miller confirmed that the colors and mascot would not change, nor would there be a change to the University's [mission](#).

Mississippi University for Women's Mission

Mississippi University for Women provides high quality undergraduate and graduate education for women and men in a variety of liberal arts and professional programs while maintaining its historic commitment to academic and leadership development for women. Emphasizing a personalized learning experience, the University engages in a variety of instructional methodologies to provide educational opportunities in a diverse and inclusive environment. The institution promotes research, scholarship, and creativity to enhance student development and achievement as a platform for lifelong education and growth.

The group adopted a 1-year proposed timeline that was preferred by IHL, and included work already completed. The timeline's endpoint was the identification of a name to be presented to the legislature in January 2023 for their consideration.

Below was the original projected timeline, from May 2022 to May 2023.

- May 24: President receives letter from Dean's Council in support of a name change process.
- August 10: President announces at convocation the need to remove known enrollment barriers.

- August 18: President meets with IHL Board regarding a potential name change process.
- August 22: President meets with Student Government Association president regarding a potential name change process.
- August 24: President meets with the Faculty Senate president regarding potential name change process.
- August 30: President meets with Dean's Council regarding their letter.
- September 8: President meets with the chair of the Director's Council.
- September 13: President meets via Zoom with the Foundation Board to discuss potential name change process.
- September 14: President creates Naming Task Force, and the group meets to discuss name process.
- September 15: President meets with Alumni Board to discuss potential name change process.
- September 27: An email address (namechange@muw.edu) is created.
- September 28: President meets via Zoom with MUWAA past presidents regarding the name change process.
- October 5 – 13:
 - o Continue to collect initial email information
 - o Secure support votes from governing bodies for name change
 - o Listening tours begin
 - o Create name theme survey
 - o Begin designer search
 - o Begin speaking with historical namesake families
 - o Begin initial trademark search
 - o Begin to create report
 - o Begin branding cost list
 - o Hire market researcher for survey and focus groups
 - o Create name process landing page
 - o Purchase URLs:
 - Brainstorm and purchase various theme combinations before the survey goes out
- October 5 – 10: Listening tours – This is the perfect time to explain the process.
- October 6: Submit name process agenda item for IHL meeting
- October 14 - 23: Distribute name theme survey
- October 28: Committee receives survey results
- October 31: Committee meets to review results and choose themes for further study
- November 1 – 2: Create name theme focus group presentation
- November 3: – Nov. 11: Facilitate focus groups
 - o 2 alumni; 2 student; 2 prospective student; 1 faculty; 1 staff; 2 community; 2 extra.
- November 18: Task Force receives focus group report
- November 21: Task Force meets to review all data
- November 21 – Dec 14:
 - o Name Task Force reviews all data and various considerations of names
 - o Nov. 21 – 30: Test final options if necessary (5 – 10 focus groups)
 - o Name is chosen
- November 3: Send agenda items to IHL for special session
- December: Finalize report
 - o Survey data, reasoning, supporting votes, name recommendation, etc.
- December 15: IHL special session for name process or new name
- January: Begin lobbying legislature; find legislator to run bill
- January 4: Legislative report due
- January 4 – April 5: Legislative session

- January 16: Bill is due
- January: New logo design process begins and potential logo contest
 - o Initial trademark and logo reviews
 - o Do initial sketches
 - o Perfect the top choices
 - o NDAs
- February – March: Logo committee begins
 - o Review all logos and narrow to 5 or so logos
 - o Create focus group presentation
 - o Facilitate focus groups
- April: Rebrand preparations (assuming we have a logo)
 - o Acquire .edu site
 - o Submit name for registered trademark
 - o Photoshop old photos
 - o Take pictures with blank photos
 - o Begin getting bids for facilities (marketing and facilities)
 - o Website preparation
 - Emails
 - Software
 - URLs
 - o Swag
 - o Bookstore:
 - Order everything new
- May 5: Commencement
- May 15: Reveal:
 - o Video/social media reveal in morning
 - o Media strategy to push out new logo
 - o Secure social media influencer campaign
 - Embargo assets
 - B-roll of new signage
 - Logos
 - o Employee Appreciation Day New Brand Party
 - Social media walls
 - Swag
 - Food
 - o Community projects
 - Banners downtown
 - Flags to businesses
 - Potential Owl art project
- May 15 – Aug. 9: Rebrand facilities
 - o Create form for rebranding needs
- August 14: Blues Week dedicated to new brand
 - o Possible new tradition
 - o More swag than ever before

September 2022

More than 18,000 emails went out to campus, students, and alumni regarding the potential of a name change process and soliciting feedback to namechange@muw.edu, and the majority of emails were positive for a name change. The emails were shared with the Naming Task Force.

October 2022

President Miller scheduled listening sessions to discuss the need for a name change with groups around campus and with alums. They were scheduled for Wednesday, Oct. 5 at 4pm in the GPG Multipurpose Room (Faculty and Staff); Thursday Oct. 6 at 3pm in the GPG Multipurpose Room (Students); Friday, Oct. 7 at 2 p.m. (Open Zoom), Sunday, Oct. 9 at 2 p.m. (Open Zoom) and Monday, Oct. 10 at 5: 30 p.m. (Alumni & Community) in the GPG Multipurpose Room at Fant Memorial Library.

October 2022

University Relations published the following press release.

“Naming Survey Opens to Campus and Community”

<https://www.muw.edu/news/naming-survey-opens-to-campus-and-community/>

October 2022

A notice about the name change was placed on the MUW website.

“Follow Naming Process Website for Regular Updates”

<https://www.muw.edu/uncategorized/follow-naming-process-website-for-regular-updates/>

October 2022

Mississippi University for Women President Nora Miller spoke to a group of alumni and community members about the school possibly changing its name.

October 2022

The MUWAA Board invited President Miller to provide an update on the name change on October 29, 2022.

October 2022

- Faculty Senate received updates on the name change process.
- Staff Council was updated on the name change and informed that Staff Council does have a representative on the Naming Task Force. They also discussed what they were hearing about the name change around campus.

October 2022

Dr. Jordon Sharp, the naming consultant, recommended that the University engage Utah-based Love Communications to field a survey, as they were involved with Dixie State’s name change to Utah Tech. Love Communication Group was hired and tasked with helping MUW better understand the sentiment, knowledge, and general awareness of a potential name change for MUW among alumni, current and future students, faculty, staff, and the community at large.

Love Communications proposed a two-tiered market research study that blends quantitative and qualitative methodologies to procure the most valid and generalizable data possible. This would entail an online-distributed statewide survey that would be crafted and analyzed by Love Communications but distributed through a trusted industry partner in Qualtrics. Additionally, focus groups would be conducted alongside these efforts by Love Communications.

October 2022

Between October 25th and 31st, Love Communications conducted MUW Name Exploration research. The first step was a quantitative research study using an online-distributed survey. The objective of this research was to unearth primary naming themes for the University that would serve as core discussion points in the upcoming focus groups amongst key stakeholders.

A press release was launched by University Relations asking all stakeholders to participate in the study. <https://www.muw.edu/news/naming-survey-opens-to-campus-and-community/> The link to the survey was provided on The W website as well. Participants were asked to rank the importance of various factors and themes and to suggest possible names. At the end of the survey, participants were asked to indicate their willingness to participate in upcoming focus group sessions.

It was announced at that time the report would be made available on the University's naming process website. <https://www.muw.edu/name>

November 2022

In November, Love Communication conducted the second stage of the MUW Name Exploration research in the form of qualitative research using focus groups comprised of faculty, staff, students, alumni, and community members. The goal was to gather additional in-depth information on perceptions, insights, attitudes, and experiences and to further the research naming options and trends.

November 2022

- Administrative Council received updates on the name change process.

December 2022

In December of 2022, the Naming Task Force concluded that it was not feasible to complete the necessary work to submit a name to the legislature for the 2023 legislative session. The Naming Task Force did not want to rush the process, particularly the historical and archival research, so the decision was made to extend the process through 2023 with a new goal of submission to the legislature in January 2024.

At that point, President Miller appointed Dr. Thomas Richardson as the co-chair of the Naming Task Force.

January 2023

- The MUWAA Board invited President Miller to provide an update on the name change on January 21, 2023.

January 2023

The Naming Task Force met to review the MUW Name Exploration Survey and Focus Group research reports provided by Love Communications.

MUW Name Exploration Survey

Over 4300 people completed the survey. The survey results linked here are divided into five segments: Alumni, MUW Faculty & Staff, MUW Students, Prospective Students, and Community. (Respondents could choose more than one option.)

- Alumni - 2525 responses
- Faculty & Staff – 319 responses
- Current Students – 508 responses
- Prospective Students – 81 responses
- Community – 1877 responses

MUW Name Exploration Survey Results:

- The results for all constituents combined indicated that the most important reported factors for the future success of the University was, by far, academic reputation and affordability. Additionally, they felt that a name for the University must support the institution's [mission](#) and be unique above all else.
- Selecting a name that provided historical context to the University was rated as more important than a geographical identifier, and this was true across all audience segments.
- Students were more amenable to a geographical name, but ultimately did still prefer a historical name. Similarly, alumni and donors expressed less support for a geographical name relative to the full sample.
- For geographical names, the most preferred was University of Northern Mississippi (UNM), with no other names being close.
- For historical names, Callaway State University (CMU) was a clear first, followed by Weathersby State University (WSU).
- Other names that individuals felt should be considered included smaller geographical identifiers related to the area and Eudora Welty. This was the most popular open-answer response (30% of answers included some version of her name in it).

The survey also provided an opportunity for participation in focus groups, for eliciting suggestions for possible names from those who participated, and for gathering information about some characteristics people value when selecting a name.

MUW Name Exploration Focus Group Study:

- Current students (4 focus groups)
- Faculty and Staff (3 focus groups)
- Alumni (4 focus groups)
 - 94 total participants across all groups

Each focus group was informed they would be discussing name “themes” separately, exploring the pros and cons around each name. It was also explained that the names were not finalist names and that other names could be suggested for discussion and consideration. The goal of the study was to examine opinions, perceptions, and attitudes toward Historic/Honorific and Location-based names.

The firm introduced the two themes — Location-based and Historic/Honorific — and provided the following example names: University of Northern Mississippi, University of Eastern Mississippi, Weathersby State University, and Callaway State University.

After each theme and name introduction, the focus group participants were encouraged to share their opinions of each theme and name. Participants were also asked to share any additional name ideas that fit within the themes of “Location-based” and “Historic/Honorific.”

MUW Name Exploration Focus Group Results:

- Location-based names do not support the school’s unique history, culture or mission.
- Alumni support could be severely compromised if a location-based name is adopted.
- Strong support for an honorific name IF an appropriate woman could be identified and thoroughly vetted to avoid any potential issues in the future.
- Strong opinions were shared by women and men that if an honorific name is chosen it MUST honor a woman.
- If the term “State” must be included, a thorough explanation of why will be required for many to accept it.

Naming Task Force’s Evaluation of Study

After Love Communications presented the results of the MUW Name Exploration Survey, it was noted by the Naming Task Force that the research did not generate the distribution of participants the committee hoped for. While Alumni and MUW employees were adequately represented in the study, it was lacking in representation from prospective students, although the survey went out via the Slate tool to more than 20,000 potential students. The sample size of students currently enrolled at MUW was also disappointing.

Whereas the Naming Task Force did believe there was value in the data, it was decided that additional research would need to be conducted. Since it was crucial that the University name be inclusive and resonate with today’s college students, the Naming Task Force felt that the limited representation of prospective students in the survey was problematic. The Naming Task Force reaffirmed their commitment to continuing research to get a more balanced view of all the constituencies.

January 2023

The “Naming Process” page of the MUW website was updated.

January 2023

The Task Force began compiling a list of names obtained from the following sources:

- University and Alumni listening sessions.
- The MUW Name Exploration survey.
- The MUW Name Exploration focus group sessions.
- Names submitted to the “Name Change” email address (namechange@muw.edu).

The list included more than 350 suggestions for names.

January 2023

The Naming Task Force met to further discuss location-based, historic, and mission-based themes for names. Directional names received negative feedback, especially from alumni, in our Fall 2022 survey, focus groups, and listening sessions. The pervasive sentiment was that we would be losing our tradition-rich history by choosing a directional name, and we could potentially sound like a community college. The other two types of University names that were options for us were historic and mission-based names. The Naming Task Force determined that it would be difficult to consolidate our mission into a three, or even four-word, name for the University, so the task force continued to pursue a pathway of using a historical or honorific name.

The list of possible names included several notable alumni. The Naming Task Force enlisted individuals to conduct extensive background investigations on each person via archival and historical research in both the University Archives, as well as nation-wide archives as appropriate for some suggestions.

January 2023

On January 31st, the Naming Task Force met to hear a presentation by Stephanie Salvaterra, Archivist and Special Collections Librarian. She presented archival and historical research on several notable alumni under consideration.

February 2023

As part of the next steps of its naming process, Mississippi University for Women shared findings based on data gathered in the open community survey.

University Relations published the following press release.

“The W shares results of naming process survey”

<https://www.muw.edu/news/the-w-shares-results-of-naming-process-survey/>

February 2023

- Faculty Senate received updates on the name change process.
- Administrative Council received updates on the name change process.
- Staff Council received updates on the name change process and were also updated on the status of data collection.

February 2023

Since the research conducted by Love Communications was lacking in adequate representation from prospective students, the Naming Task Force met several times to discuss the path forward. The decision was made to partner with a new firm. The goal was to find a firm that could help with more focused research and provide branding assistance that would take the process forward. The Naming Task Force formulated a document that provided a description of the work that needed to be done by a market research/branding firm to complete a naming project.

March 2023

MUW prepared a Request for Proposals and invited market research/branding companies interested in working on this project to submit Scope of Work (SOW) plans for consideration by the University. Proposal submissions were due by March 31st.

March 2023

Archival research into possible historical names continued for several months using both MUW and external researchers. Numerous letters, manuscripts, census records, and other historical documents were evaluated. It was slowly becoming evident that there may be no clear path to using a historical name while also keeping the forward-looking mission of the University. Additionally, there is a dearth of scholarship on the remarkable women under consideration. The social and cultural norms of Mississippi in the 19th and early-to-mid 20th centuries were not appropriate for a 21st century University with a national and international reach. It was becoming increasingly apparent that it was perilous to base an entire University's identity on any person from that period. Although, archival research on historical names continued into the summer of 2023.

March 2023

The MUWAA Board invited President Miller to provide an update on the name change on March 30, 2023. She also provided an update at the MUWAA Annual Meeting on March 31, 2023.

March 2023

- Faculty Senate received updates on the name change process.

April 2023

A subset of the Naming Task Force, along with additional individuals from the Alumni Association, interviewed the marketing firms that submitted SOW proposals. The team chose to partner with Chernoff Newman, a fully integrated communications agency with an extensive background in higher education. Their relevant experience in this particular space includes research, branding, messaging, and public affairs. Additionally, David Campbell, COO and Vice-Chairman of Chernoff Newman, is originally from Columbus, MS, and had connections to campus, including seven close relatives that were graduates of The W.

April 2023

- Faculty Senate received updates on the name change process.
- Staff Council received updates on the name change and were encouraged to attend Chernoff Newman's brand audit focus group sessions in May.

May 2023

Chernoff Newman representatives met with the Naming Task Force to explain their suggested process. Their goal was to first conduct a Brand Audit, so they could identify where our brand is today and where we would like it to be in the future. Chernoff Newman's goal after completion of the brand audit was to provide a Brand Map and Brand Matrix and conduct primary sentiment research on prospective students. With research

complete and a Brand Map and Messaging Matrix in place, they would then work on our new name and visual identity.

May 2023

Chernoff Newman began the Brand Audit process with Brand Discovery sessions. Chernoff Newman's branding strategy team met with the Naming Task Force and other key MUW employees and alumni to lead them through a two-part Brand Discovery session.

The first half of the session focused on:

- Reviewing the existing strategic plan and visioning documents
- Identifying core audience segmentation
- Discussing marketing communications
- Examining the category profile
- Reviewing the competitive landscape
- Identifying the brand mission or brand intent
- Assessing the current brand
- Identifying key attributes
- Examining opportunities

The second half of the process focused on working with the groups to build out the Brand Platform as the basis for the brand strategy. Specifically, they identified:

- Objectives of the initiative (why are we here?)
- Brand architecture/nomenclature across all identified audiences
- Brand benefit(s), representing emotional need to core audiences
- Brand value, or the rational need to core audiences

Upon completion of the process above, Chernoff Newman provided a Brand Map and a Messaging Matrix that would ensure alignment of our messaging with our brand.

May 2023

The next step of the process was a Brand Audit. The brand audit was a critical step in the naming process, and input from the various constituent groups was important in defining the future of the University. Chernoff Newman met with various University constituents to hear what people felt and thought about the value and purpose of the University. Chernoff Newman met with eight groups, including Cabinet, the Naming Task Force, Deans, Department Chairs, Staff, Faculty, Students, and Alumni.

Discussions revolved around the following questions:

- What are the most important opportunities facing The W during the next 12-24 months?
- What are the most important challenges facing The W during the next 12-24 months?
- Who are the most important audience members who need to understand who we are?
- What position do we occupy in the mind of these audiences?
- How do we describe ourselves as a University?
- What is our brand promise and how do we describe the promise?

- How do we describe our brand? What do we do? Why do we matter? What do we believe in (brand perspective)?
- Who do we “compete” with for mindshare regarding our brand?
- How do we describe our brand position in the marketplace?
- What makes our brand claims and promises credible and trustworthy?
- Why should our audiences believe what we say about ourselves?
- What words describe how the brand is expressed? Ex — tone of voice, sentiment, feelings, etc.
- What words, phrases or feelings would you use to describe the University?

May 2023

University Relations published the following press release.

“University partners with Chernoff Newman, enters next phase of rebrand”

<https://www.muw.edu/news/University-partners-with-chernoff-newman-enters-next-phase-of-rebrand/>

June 2023

University Relations published the articles below in ***Visions***, a magazine for Alumni and Friends of The W, explaining the name change process and the need for a name change.

Visions (Spring 2023 Edition)

“Q + A with President Nora Miller”

<https://www.muw.edu/visions/features/q-a-with-president-nora-miller/>

Visions (Spring 2023 Edition)

“Past & Future”

<https://www.muw.edu/visions/features/past-future/>

July 2023

- The MUWAA Board invited President Miller to provide an update on the name change on July 15, 2023.

August 2023

Chernoff Newman conducted two studies on prospective students. The first consisted of 4 focus group sessions with a total of 26 prospective students, and one-on-one interviews with 13 parents of prospective students. Chernoff Newman also conducted an additional online survey of prospective students that resulted in 139 responses.

Prospective Student Focus Groups and One-on-One Interviews

The first part of The “W” name and image research effort conducted by Chernoff Newman involved interviews and discussions with 13 Mississippi parents and 26 prospective students. The parent effort was a value-added task used to check the validity of the student responses. Seventeen and 18-year-olds do not necessarily have the experience to formulate detailed answers about the importance of money, access, etc. that fold into making a college selection. Also, we know that parents can be an important part of the college selection process. Consequently, having a parallel

set of answers between a control group of parents and students helped ensure that the questions produced valid answers.

The student insights were derived from online focus groups, one-on-one interviews, and online student surveys. All discussion guides and survey questions, including the parent online survey, followed the same format. Parents and students were asked about their impressions of the college application process, priorities, and their awareness and impressions of the “W.” Also, 11 students were administered a name choice sentiment test, which is detailed in this “findings” note.

At the end of the focus group session, prospective students were shown The W website. When questioned about what they thought about the University, the students indicated that they liked the programs, majors, tuition rates, etc. But further investigation revealed that if not pushed to evaluate the entire website, the name directed their attention away from investigating those opportunities. Chernoff Newman concluded that addressing this problem may be the most important reason for rethinking the name. In its present form, the name does not invite “search” or communicate a value that easily connects with what today’s students want from their college. It is important to note that among the 26 Mississippi students involved in this research, not one had applied to the “W”.

According to Chernoff Newman, “As is clearly demonstrated throughout this research, parents and students have a rather fixed ‘hierarchy of needs’ when looking at colleges. These needs can really be reduced to just two categories. The most important is “value,” which has two components. College costs money. But “value” also is measured in terms of finding/having a major that will produce a career. The next priority is “fit.” Fit is a concept that is a little more subjective than tuition and major or value, but during the focus groups, we heard about diversity, sports, social opportunities, student life, and the big one — the school’s proximity to home. Added all together these things measure the “fit” of the school. But as we learned in these discussions — value trumps fit in most calculations. If you cannot pay for it and expect to graduate with a major/skill/degree that will point toward success, then why apply?”

“Simply put the concepts — value and fit — drive the search process. And if you want to stand out as a potential college choice, speaking the language of value is critical. The “W” seems to do a great job of that on its website. Both parents and students uniformly had good comments about the website’s structure and information. But getting students to look at the “W”’s value offering is clearly being short-circuited by the confusion over and lack of awareness of the existing name.”

A great deal of emphasis was placed on trying to draw out what students would expect a school to be like based only on its name. To test this, Chernoff Newman created a University with a name containing a clear geographical identifier and one with a name more akin to a person’s last name. Then a question was devised asking students to determine which University name most likely reflected different characteristics. The universities named in the exercise were East Mississippi State

University and Whitford University — both fictitious institutions. Students were asked to choose which of these two schools were most likely to have:

- The best tuition
- Offer the most majors
- Have the best sports programs
- Best faculty
- Hardest to get into
- Strong sense of community
- Best graduation rate
- Best student life
- Diverse student body

The school characteristics were presented in random order. Overall student answers were illustrative of a number of dynamics about how the structure of institutional names communicate or are seen as describing the nature of (in this case) a type of school. East Mississippi is generally seen as having better tuition, sports programs, and diversity. Whitford is seen as harder to get into, offers more majors, and graduates a higher percentage of students. The group almost divides on which school has the best faculty and a strong sense of community. Many of these trends follow the big vs small school assumption made by the students.

Prospective Student Naming Convention Online Survey

The second part of The W name and image research conducted by Chernoff Newman involved a Naming Convention Research Study of prospective students via online methodology between August 24 and September 6, 2023. The sample for this study was drawn from prospective students aged 17-24 years-old in Mississippi (n = 74) and Alabama (n = 65). The study tested sentiment around fictitious University names used as placeholders in the study to not bias the results. Though conducted online, the study was designed and conducted to serve as a directional indicator for preferences on geographical vs honorific naming conventions among prospective students.

Key Findings

Name Preference

Overall, prospective students in Mississippi prefer the name East Mississippi University, while prospective students in Alabama prefer the name Whitford University.

Attributes

Study participants were presented with 13 attributes and asked, based on the name only, with which University they most closely associate the attribute.

In Mississippi:

Prospective students were most likely to associate the name University of East Mississippi with:

- Being more affordable

- Offering more scholarships and financial aid
- Having a more diverse student body
- Having a better campus life and extracurricular activities and
- Being the best fit for them

Prospective students were most likely to associate the name Whitford University with:

- Having a better academic reputation
- Having a more prestigious degree
- Having better facilities and resources
- Having a stronger alumni network (when ranking Whitford University's attributes, this attribute ranks fourth but prospective students were more likely to associate this attribute with East Mississippi University)

In Alabama:

Prospective students were most likely to associate the name University of East Alabama with:

- Being more affordable
- Having a more diverse student body
- Offering more scholarships and financial aid
- Having a better campus life and extracurricular activities*
- Being the best fit for them

Prospective students were most likely to associate the name Whitford University with:

- Having a better academic reputation
- Having a more prestigious degree
- Providing more personal attention from faculty and advisement
- Having better facilities and resources
- Having a stronger alumni network
- Being more likely to provide you with the education you need to get a job right out of school
- When ranking East Alabama University's attributes, this attribute ranks fourth, but prospective students were more likely to associate this attribute with Whitford University.

Implications and Considerations

- In this and previous research conducted — both quantitative and qualitative — the data did not strongly support one naming convention over another. Some people preferred a name, while others preferred a geographic identifier.
- These findings suggest an opportunity for MUW to “thread the needle” by using a name that also included a geographic identifier. While it is unlikely that any new name will be universally embraced, a hybrid naming approach might be the best solution.

September 2023

- Administrative Council received updates on the name change process.
- Faculty Senate received updates on the name change process.
- Council of Chairs received updates on the name change process.

- Staff Council received updates on the name change process.

September 2023

Chernoff Newman representatives met with the President's Cabinet, the Naming Task Force, and the University Relations staff. Chernoff Newman proposed seven creative, mission- and brand-based names that did not start with a W, explaining that, in their opinion, The W would always stand for Women. The Naming Task Force chose three names and provided feedback for each name to President Miller for consideration. The Naming Task Force was disbanded at that time.

Based on the feedback from the Naming Task Force, the name that was chosen of the three was Mississippi Brightwell University.

October 2023

- The MUWAA Board invited President Miller to provide a University update on the name change on October 21, 2023.

October 2023

- Faculty Senate received updates on the name change process.
- Administrative Council received updates on the name change process.
- Council of Chairs received updates on the name change process.

November 2023

- Faculty Senate received updates on the name change process.
- Council of Chairs received updates on the name change process.

January 2024

- The MUWAA Board invited President Miller to provide an update on the name change on January 4, 2024.
- The MUWAA Board received an update from President Miller on January 7, 2024

January 2024

On January 8, President Miller announced the name of Mississippi Brightwell University at Spring Convocation. The new name was inspired by the MUW motto, "We study for light to bless with light," as well as the University's academic and personal emphasis on health and wellness. As President Miller said, "Our distinguished faculty — beacons of enlightenment and a wellspring of knowledge — collaborate with each of our students one-on-one. They inspire, cultivate and guide them towards monumental achievements, fostering an atmosphere of encouragement and leadership."

January 2024

University Relations published the following press release.

"Miller announces proposed renaming of MUW to Mississippi Brightwell University"

<https://owlsathletics.com/news/2024/1/8/general-miller-announces-proposed-renaming-of-muw-to-mississippi-brightwell-University.aspx>

January 2024

After Mississippi Brightwell University was announced on January 8, it quickly became clear that it was a misstep to depart from The W identity. It also became clear that for 42 years, “The W” has referred to every member of the Long Blue Line; all our graduates are W graduates. Students, faculty, and staff were more accepting of the Brightwell, many even embracing it, and there were some positive responses from the community and alumni, but overall, the feedback from our alumni stakeholders was negative, including from those who supported a name change.

January 2024

- Heather Stone, Alumni Association President, updated the Alumni Association on the name change on January 9, 2024.
- President Nora Miller provides an additional update on the University's proposed name via a video statement on January 10, 2024. <https://fb.watch/q3Ntg0eTQc/>

January 2024

The Naming Task Force was reconvened, as it became clear a new name must be a “W” name so that we could retain the trademarked brand logo of “The W.” The name should embrace a new meaning to The W — one that could represent our alumni while also embracing our current and prospective students. It was decided that while the “W” pays homage to the past, it can be dynamically redefined to position the University with a modern and inclusive educational approach.

Returning to Chernoff Newman, they were asked to suggest “W” names for the Naming Task Force to review. Chernoff Newman met with the Naming Task Force on January 24th for presentation of 18 potential names that would allow us to keep using “The W” trademarked logo.

January 2024

- Faculty Senate received updates on the name change process in their regular meeting on January 12, 2024.
- President Miller met with Foundation and MUWAA Leaders in person and on zoom January 17, 2024.
- The MUWAA Board invited President Miller to provide a University update on the name change on January 20, 2024.
- Heather Stone, Alumni Association President, updated the Alumni Association on the name change January 22, 2024.

January 2024

On January 19th, Holly Krogh, Faculty Senate President, sent an email request to the Senators asking for suggestions for any novel names not yet mentioned. She explained the important factors to consider in a new name and asked them to report back on their own, and their department's, thoughts. She received feedback from several senators, and also from individual faculty and presented these to the Naming Task Force.

January 2024

The Naming Task Force approved a new timeline for its new process, and the new information was posted on the website. <https://www.muw.edu/proposed-w-names/>

The new timeline maintained a commitment to have a new name acted on by the legislature in the 2024 session.

The following tentative timeline going forward was posted on Naming Process webpage.

1/24/24 – Faculty, Staff, Alumni, and Community feedback due to the Naming Task Force Co-Chair, Dean Amanda Clay Powers (acpowers@muw.edu).

1/25/24 – Task Force members gather feedback from their respective areas.

1/26/24 – New Survey released to students, faculty, staff, and alumni.

1/29/24 – Survey ends.

1/30/24 – Task Force meets to begin analysis of survey data.

2/1/24 – 2/8/24 – Task Force reviews survey data and prepares analysis.

2/9/24 – Task Force provides analysis to President.

2/9/24 – 2/13/24 – Task Force makes recommendation to the President and President announces name.

January 2024

The new timeline allowed the University to respond to the negative responses to the originally proposed name of Mississippi Brightwell University. Dean Powers opened her email to receive feedback and additional name suggestions at this point.

An email was sent to students, employees, and alumni, saying, “The Naming Task Force has been working hand-in-hand with our communications agency Chernoff Newman to find a name that will allow us to continue to use trademarked “The W” branding logo. In keeping with our desire to hear from many constituencies, we are asking for feedback and suggestions from alumni, faculty, staff, and students.”

Over the next few days Dean Powers responded personally to over 1000 emails, and she took the feedback she received to the Naming Task Force as they reconvened to consider the best way to move forward.

January 2024

By January 24th The Naming Task Force had received 333 unique naming suggestions, including 237 from alumni and 18 from Chernoff Newman. All naming suggestions were compiled in a spreadsheet (<http://tinyurl.com/thewname>) according to categories of the recommending constituencies and posted on the MUW Naming Process website. <https://www.muw.edu/name/>

January 2024

FAQ information on the name page of the MUW website was updated.

January 2024

The Naming Task Force was asked by a group of alums to allow them to attend the meeting on January 22 to pitch a name option. They made a presentation for the name “The W: A Mississippi University.” Chernoff Newman also presented their names in this meeting.

The Naming Taskforce met again on January 24th, after the deadline for submission of new names and feedback from alumni, faculty, staff, and students. This fresh look at names was

built on 18 months of work with constituents and consulting groups that included surveys, listening sessions, focus groups, and a brand audit.

The discussion of names included a review of constituency feedback, including emails and feedback received by all Naming Task Force members. All names were considered, weighing the merits of each name in terms of our desired branding strategy:

1. The name must make the University more appealing to prospective students.
2. It must be meaningful, generate curiosity, and attract students who may not have previously considered the institution.
3. It should also help the University project a modern and forward-thinking image, appealing to the younger generation.

The Naming Task Force narrowed the extensive list to three names from alumni, employees, and current students: Wynbridge, Wynbright, and Welbright. The final name would also include some arrangement of “Mississippi” and “University” as part of the name.

January 2024

Between January 26 and January 29, the three names, Wynbridge, Wynbright, and Welbright were tested via Brand Name Testing, or sentiment analysis. A quantitative online survey was sent to alumni, University employees, and current students to test the names against elements of the University’s desired branding strategy.

The following statement about the brand appeared at the head of the survey, and a brief statement of how each name related to the brand appeared for each name. The statement and name explanations appear below:

Brand Statement

Mississippi University for Women is known for its rich history of empowering women, and its commitment to providing a high-quality education to all. Its faculty, staff, students, and alumni create a vibrant and forward-thinking University built on a tradition of academic excellence, personal growth and leadership, and strong community.

Wynbridge

The first part of Wynbridge comes from the Old English word for the letter W. Borrowing on this history, we pair it with bridge. A bridge connects the past to the future, our alums to our students, and our campus to our community. When the W was founded, it built a bridge from exclusion to empowerment for women. With this name, past, present, and future alumni will all be W grads, creating a continuous connection for our tradition-rich school, while maintaining its forward-looking spirit.

Welbright

The first part of Welbright comes from the idea of wellness, which represents our supportive environment that promotes the well-roundedness of our students. Traditionally each graduation ceremony begins with a reminder of the historic purpose of the University, to “study for light to bless with light.” This idea lives and breathes at the University, embodying a supportive, inclusive, and empowering

community. This is a name that reflects our founders' vision of excellence, positive transformation, and brighter futures.

Wynbright

The first part of Wynbright comes from the Old English word for the letter W. Borrowing on this history, we pair it with bright. Traditionally each graduation ceremony begins with a reminder of the historic purpose of the University, to “study for light to bless with light.” This idea lives and breathes at the University, embodying a supportive, inclusive, and empowering community. This is a name that reflects our founders' vision of excellence, positive transformation, and brighter futures.

January 2024

The contract with Chernoff Newman was concluded on January 30, 2024.

February 2024

On February 8, 2024, The W announced a partnership with alumna Laura Prestwich, Class of 2008, as it enters its next phase of the renaming process that began 18 months ago. Prestwich brings more than a decade of experience in brand development and naming strategy development. Prior to her role as a consultant, she served as the chief operating officer and account manager for Fuze Branding, a Charlotte, North Carolina-based, full-service creative agency with clients among the top creative influencers and to globally distributed brands.

“Alumna Prestwich Selected to Partner with The W”

<https://www.muw.edu/news/alumna-prestwich-selected-to-partner-with-the-w/>

February 2024

The raw data for the Brand Name Testing survey results were analyzed by the Naming Task Force. A subset of the group was charged with creating a results document that would help with the interpretation of the data and that could be shared on the website.

February 2024

- Faculty Senate received updates on the name change process.
- Council of Chairs received updates on the name change process.
- Staff Council received updates on the name change process.

Appendix B

Sentiment Survey Data Displays and Data Tables

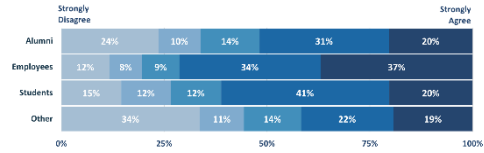
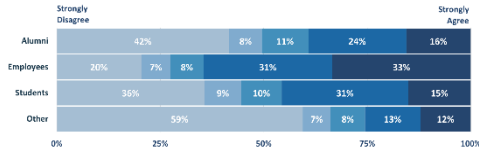
SURVEY RESULTS: WYNBRIDGE

All Respondents

Variable Respondents

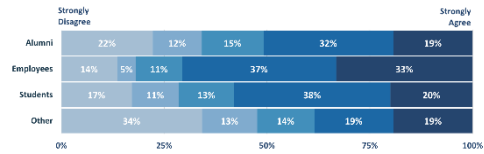
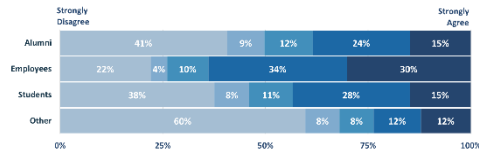
Idea:

The meaning of Wynbridge fits with my idea of a university.



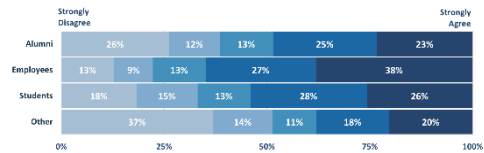
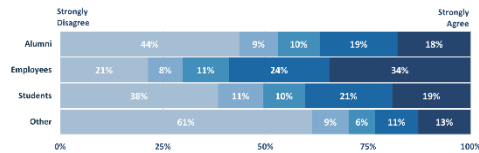
Brand:

Wynbridge fits with the MUW Brand Statement.



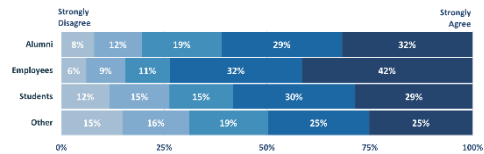
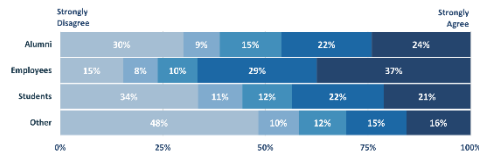
Distinctiveness:

Wynbridge sounds distinctive.



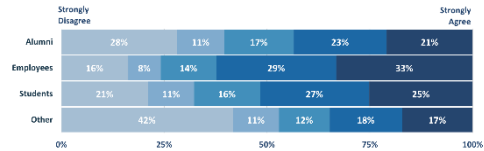
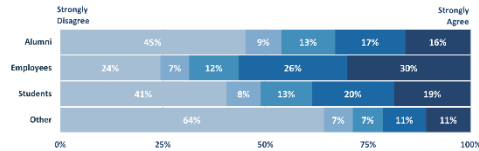
Pronunciation:

Wynbridge seems easy to pronounce.



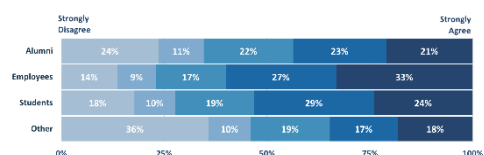
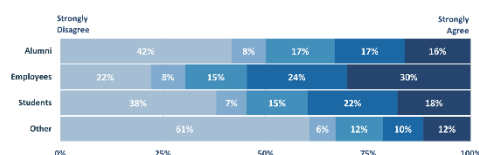
Rich History:

Wynbridge sounds like a university with a rich history.



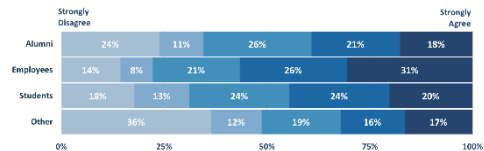
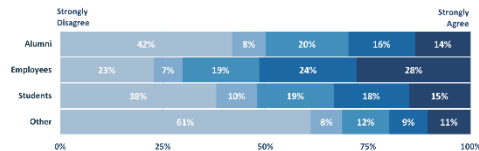
Quality:

Wynbridge sounds like a university that provides a high-quality education.



Empowerment:

Wynbridge sounds like a university that would empower students.



Strongly Disagree Somewhat Disagree Neither Agree Nor Disagree Somewhat Agree Strongly Agree

The **All Respondents** group includes all respondents except for those indicating Other. The **Variable Respondents** group represents the data that has straight-line respondents removed. Straight-line respondents are those who marked the same answer on every question.

All Respondents group: alumni $n = 3619$, employee $n = 299$, student $n = 471$, other $n = 313$. **Variable Respondents** group: alumni $n = 2712$, employee $n = 265$, student $n = 350$, other $n = 187$. Please note that some respondents may identify with more than one group.

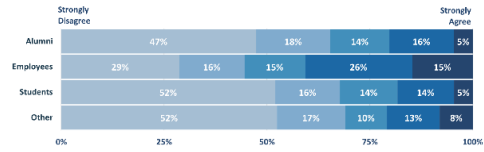
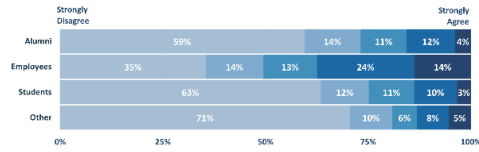
SURVEY RESULTS: WELBRIGHT

All Respondents

Variable Respondents

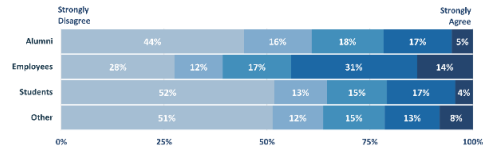
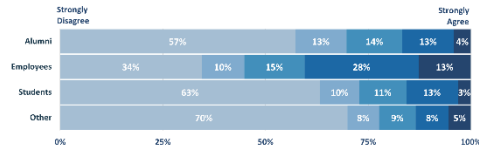
Idea:

The meaning of Welbright fits with my idea of a university.



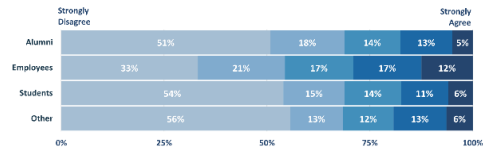
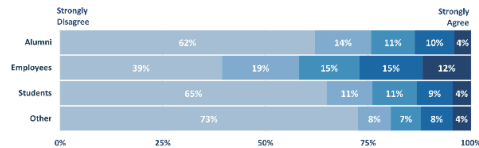
Brand:

Welbright fits with the MUW Brand Statement.



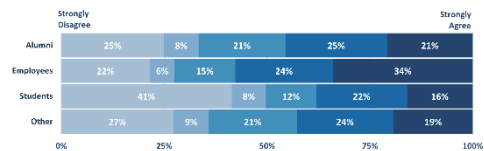
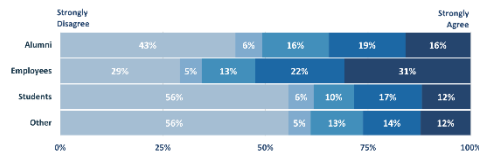
Distinctiveness:

Welbright sounds distinctive.



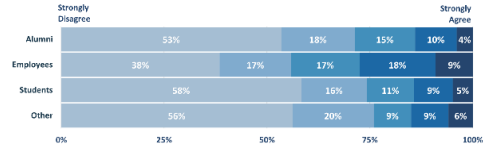
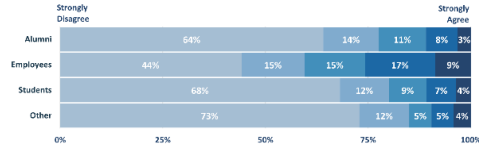
Pronunciation:

Welbright seems easy to pronounce.



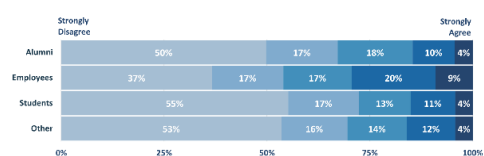
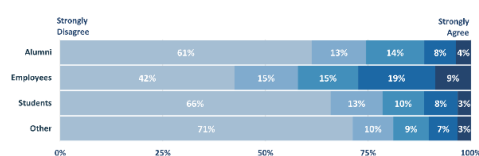
Rich History:

Welbright sounds like a university with a rich history.



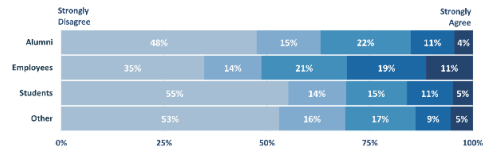
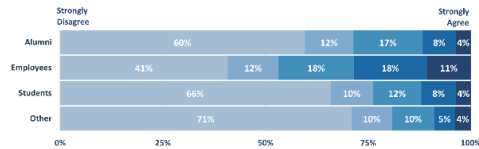
Quality:

Welbright sounds like a university that provides a high-quality education.



Empowerment:

Welbright sounds like a university that would empower students.



Strongly Disagree Somewhat Disagree Neither Agree Nor Disagree Somewhat Agree Strongly Agree

The **All Respondents** group includes all respondents except for those indicating Other. The **Variable Respondents** group represents the data that has straight-line respondents removed. Straight-line respondents are those who marked the same answer on every question.

All Respondents group: alumni $n = 3619$, employee $n = 299$, student $n = 471$, other $n = 313$. **Variable Respondents** group: alumni $n = 2712$, employee $n = 265$, student $n = 350$, other $n = 187$. Please note that some respondents may identify with more than one group.

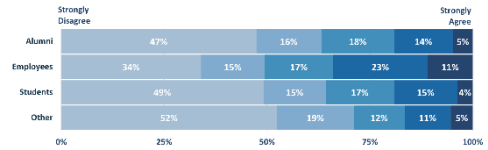
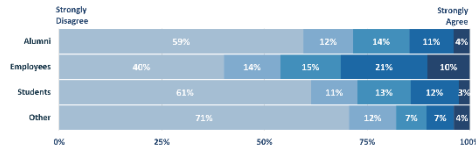
SURVEY RESULTS: WYNBRIGHT

All Respondents

Variable Respondents

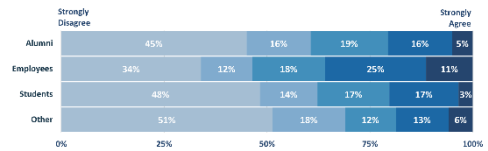
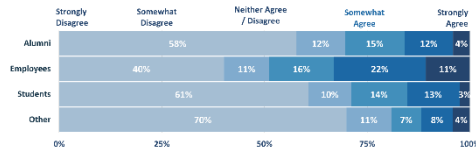
Idea:

The meaning of Wynbright fits with my idea of a university.



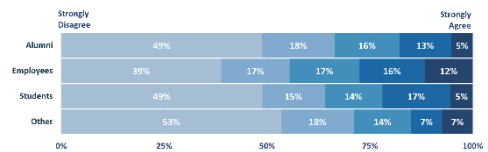
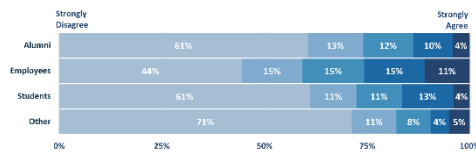
Brand:

Wynbright fits with the MUW Brand Statement.



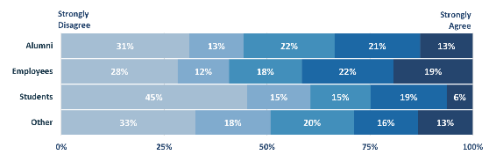
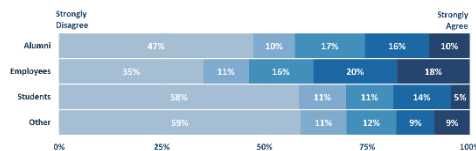
Distinctiveness:

Wynbright sounds distinctive.



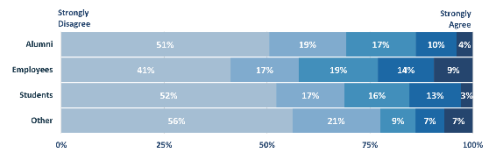
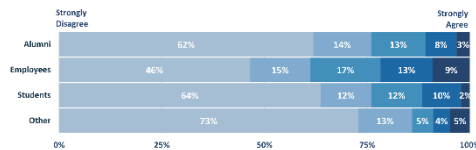
Pronunciation:

Wynbright seems easy to pronounce.



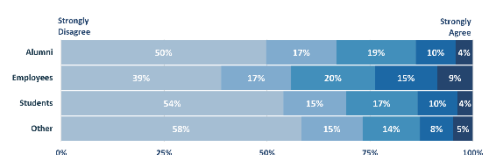
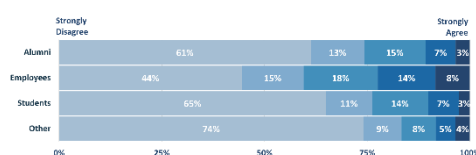
Rich History:

Wynbright sounds like a university with a rich history.



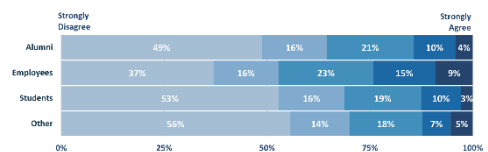
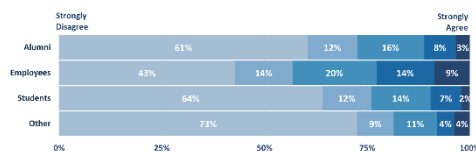
Quality:

Wynbright sounds like a university that provides a high-quality education.



Empowerment:

Wynbright sounds like a university that would empower students.



Strongly Disagree Somewhat Disagree Neither Agree Nor Disagree Somewhat Agree Strongly Agree

The **All Respondents** group includes all respondents except for those indicating Other. The **Variable Respondents** group represents the data that has straight-line respondents removed. Straight-line respondents are those who marked the same answer on every question.

All Respondents group: alumni $n = 3619$, employee $n = 299$, student $n = 471$, other $n = 313$. **Variable Respondents** group: alumni $n = 2712$, employee $n = 265$, student $n = 350$, other $n = 187$. Please note that some respondents may identify with more than one group.

**DATA TABLES:
WYNBRIDGE
ALL RESPONDENTS**

Name	Constituency	Question	Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Wynbridge	Alumni	Idea	All	563	857	405	287	1507	3619	16%	24%	11%	8%	42%
Wynbridge	Employees	Idea	All	100	93	24	21	61	299	33%	31%	8%	7%	20%
Wynbridge	Other	Idea	All	38	42	26	21	186	313	12%	13%	8%	7%	59%
Wynbridge	Students	Idea	All	71	144	46	42	168	471	15%	31%	10%	9%	36%
Wynbridge	Alumni	Brand	All	534	860	424	330	1471	3619	15%	24%	12%	9%	41%
Wynbridge	Employees	Brand	All	90	101	30	12	66	299	30%	34%	10%	4%	22%
Wynbridge	Other	Brand	All	38	36	26	26	187	313	12%	12%	8%	8%	60%
Wynbridge	Students	Brand	All	70	134	50	40	177	471	15%	28%	11%	8%	38%
Wynbridge	Alumni	Distinctive	All	642	689	369	340	1579	3619	18%	19%	10%	9%	44%
Wynbridge	Employees	Distinctive	All	103	73	34	25	64	299	34%	24%	11%	8%	21%
Wynbridge	Other	Distinctive	All	40	33	20	28	192	313	13%	11%	6%	9%	61%
Wynbridge	Students	Distinctive	All	90	100	48	52	181	471	19%	21%	10%	11%	38%
Wynbridge	Alumni	Pronounce	All	872	796	545	322	1084	3619	24%	22%	15%	9%	30%
Wynbridge	Employees	Pronounce	All	112	87	29	25	46	299	37%	29%	10%	8%	15%
Wynbridge	Other	Pronounce	All	49	46	36	31	151	313	16%	15%	12%	10%	48%
Wynbridge	Students	Pronounce	All	100	105	57	51	158	471	21%	22%	12%	11%	34%
Wynbridge	Alumni	Rich History	All	578	617	475	317	1632	3619	16%	17%	13%	9%	45%
Wynbridge	Employees	Rich History	All	90	79	36	21	73	299	30%	26%	12%	7%	24%
Wynbridge	Other	Rich History	All	34	33	23	22	201	313	11%	11%	7%	7%	64%
Wynbridge	Students	Rich History	All	88	94	59	39	191	471	19%	20%	13%	8%	41%
Wynbridge	Alumni	Quality	All	581	617	607	304	1510	3619	16%	17%	17%	8%	42%
Wynbridge	Employees	Quality	All	90	73	45	25	66	299	30%	24%	15%	8%	22%
Wynbridge	Other	Quality	All	36	31	36	20	190	313	12%	10%	12%	6%	61%
Wynbridge	Students	Quality	All	84	103	70	35	179	471	18%	22%	15%	7%	38%
Wynbridge	Alumni	Empower	All	491	587	729	297	1515	3619	14%	16%	20%	8%	42%
Wynbridge	Employees	Empower	All	83	71	56	21	68	299	28%	24%	19%	7%	23%
Wynbridge	Other	Empower	All	33	29	36	24	191	313	11%	9%	12%	8%	61%
Wynbridge	Students	Empower	All	71	86	88	47	179	471	15%	18%	19%	10%	38%

**WYNBRIDGE
VARIABLE RESPONDENTS**

Name	Constituency	Question	Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Wynbridge	Alumni	Idea	Variable	552	853	388	280	639	2712	20%	31%	14%	10%	24%
Wynbridge	Employees	Idea	Variable	98	91	24	21	31	265	37%	34%	9%	8%	12%
Wynbridge	Other	Idea	Variable	36	42	26	20	63	187	19%	22%	14%	11%	34%
Wynbridge	Students	Idea	Variable	71	143	43	42	51	350	20%	41%	12%	12%	15%
Wynbridge	Alumni	Brand	Variable	523	856	407	323	603	2712	19%	32%	15%	12%	22%
Wynbridge	Employees	Brand	Variable	88	99	30	12	36	265	33%	37%	11%	5%	14%
Wynbridge	Other	Brand	Variable	36	36	26	25	64	187	19%	19%	14%	13%	34%
Wynbridge	Students	Brand	Variable	70	133	47	40	60	350	20%	38%	13%	11%	17%
Wynbridge	Alumni	Distinctive	Variable	631	685	352	333	711	2712	23%	25%	13%	12%	26%
Wynbridge	Employees	Distinctive	Variable	101	71	34	25	34	265	38%	27%	13%	9%	13%
Wynbridge	Other	Distinctive	Variable	38	33	20	27	69	187	20%	18%	11%	14%	37%
Wynbridge	Students	Distinctive	Variable	90	99	45	52	64	350	26%	28%	13%	15%	18%
Wynbridge	Alumni	Pronounce	Variable	861	792	528	315	216	2712	32%	29%	19%	12%	8%
Wynbridge	Employees	Pronounce	Variable	110	85	29	25	16	265	42%	32%	11%	9%	6%
Wynbridge	Other	Pronounce	Variable	47	46	36	30	28	187	25%	25%	19%	16%	15%
Wynbridge	Students	Pronounce	Variable	100	104	54	51	41	350	29%	30%	15%	15%	12%
Wynbridge	Alumni	Rich History	Variable	567	613	458	310	764	2712	21%	23%	17%	11%	28%
Wynbridge	Employees	Rich History	Variable	88	77	36	21	43	265	33%	29%	14%	8%	16%
Wynbridge	Other	Rich History	Variable	32	33	23	21	78	187	17%	18%	12%	11%	42%
Wynbridge	Students	Rich History	Variable	88	93	56	39	74	350	25%	27%	16%	11%	21%
Wynbridge	Alumni	Quality	Variable	570	613	590	297	642	2712	21%	23%	22%	11%	24%
Wynbridge	Employees	Quality	Variable	88	71	45	25	36	265	33%	27%	17%	9%	14%
Wynbridge	Other	Quality	Variable	34	31	36	19	67	187	18%	17%	19%	10%	36%
Wynbridge	Students	Quality	Variable	84	102	67	35	62	350	24%	29%	19%	10%	18%
Wynbridge	Alumni	Empower	Variable	480	583	712	290	647	2712	18%	21%	26%	11%	24%
Wynbridge	Employees	Empower	Variable	81	69	56	21	38	265	31%	26%	21%	8%	14%
Wynbridge	Other	Empower	Variable	31	29	36	23	68	187	17%	16%	19%	12%	36%
Wynbridge	Students	Empower	Variable	71	85	85	47	62	350	20%	24%	24%	13%	18%

**WELBRIGHT
ALL RESPONDENTS**

Name	Constituency	Question	Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Welbright	Alumni	Idea	All	137	428	406	496	2152	3619	4%	12%	11%	14%	59%
Welbright	Employees	Idea	All	41	71	39	42	106	299	14%	24%	13%	14%	35%
Welbright	Other	Idea	All	17	24	19	32	221	313	5%	8%	6%	10%	71%
Welbright	Students	Idea	All	16	49	52	55	299	471	3%	10%	11%	12%	63%
Welbright	Alumni	Brand	All	149	454	492	453	2071	3619	4%	13%	14%	13%	57%
Welbright	Employees	Brand	All	38	83	44	31	103	299	13%	28%	15%	10%	34%
Welbright	Other	Brand	All	17	25	28	24	219	313	5%	8%	9%	8%	70%
Welbright	Students	Brand	All	15	59	54	45	298	471	3%	13%	11%	10%	63%
Welbright	Alumni	Distinctive	All	146	347	385	495	2246	3619	4%	10%	11%	14%	62%
Welbright	Employees	Distinctive	All	35	46	44	56	118	299	12%	15%	15%	19%	39%
Welbright	Other	Distinctive	All	14	24	23	25	227	313	4%	8%	7%	8%	73%
Welbright	Students	Distinctive	All	21	41	51	52	306	471	4%	9%	11%	11%	65%
Welbright	Alumni	Pronounce	All	576	673	591	234	1545	3619	16%	19%	16%	6%	43%
Welbright	Employees	Pronounce	All	92	65	39	16	87	299	31%	22%	13%	5%	29%
Welbright	Other	Pronounce	All	38	44	40	17	174	313	12%	14%	13%	5%	56%
Welbright	Students	Pronounce	All	56	78	46	29	262	471	12%	17%	10%	6%	56%
Welbright	Alumni	Rich History	All	117	278	415	491	2318	3619	3%	8%	11%	14%	64%
Welbright	Employees	Rich History	All	26	51	44	46	132	299	9%	17%	15%	15%	44%
Welbright	Other	Rich History	All	13	17	17	38	228	313	4%	5%	5%	12%	73%
Welbright	Students	Rich History	All	17	34	43	56	321	471	4%	7%	9%	12%	68%
Welbright	Alumni	Quality	All	131	280	511	479	2218	3619	4%	8%	14%	13%	61%
Welbright	Employees	Quality	All	26	56	44	46	127	299	9%	19%	15%	15%	42%
Welbright	Other	Quality	All	10	22	27	31	223	313	3%	7%	9%	10%	71%
Welbright	Students	Quality	All	15	39	47	60	310	471	3%	8%	10%	13%	66%
Welbright	Alumni	Empower	All	133	291	611	427	2157	3619	4%	8%	17%	12%	60%
Welbright	Employees	Empower	All	32	53	55	37	122	299	11%	18%	18%	12%	41%
Welbright	Other	Empower	All	12	16	32	31	222	313	4%	5%	10%	10%	71%
Welbright	Students	Empower	All	17	40	55	49	310	471	4%	8%	12%	10%	66%

**WELBRIGHT
VARIABLE RESPONDENTS**

Name	Constituency	Question	Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Welbright	Alumni	Idea	Variable	126	424	389	489	1284	2712	5%	16%	14%	18%	47%
Welbright	Employees	Idea	Variable	39	69	39	42	76	265	15%	26%	15%	16%	29%
Welbright	Other	Idea	Variable	15	24	19	31	98	187	8%	13%	10%	17%	52%
Welbright	Students	Idea	Variable	16	48	49	55	182	350	5%	14%	14%	16%	52%
Welbright	Alumni	Brand	Variable	138	450	475	446	1203	2712	5%	17%	18%	16%	44%
Welbright	Employees	Brand	Variable	36	81	44	31	73	265	14%	31%	17%	12%	28%
Welbright	Other	Brand	Variable	15	25	28	23	96	187	8%	13%	15%	12%	51%
Welbright	Students	Brand	Variable	15	58	51	45	181	350	4%	17%	15%	13%	52%
Welbright	Alumni	Distinctive	Variable	135	343	368	488	1378	2712	5%	13%	14%	18%	51%
Welbright	Employees	Distinctive	Variable	33	44	44	56	88	265	12%	17%	17%	21%	33%
Welbright	Other	Distinctive	Variable	12	24	23	24	104	187	6%	13%	12%	13%	56%
Welbright	Students	Distinctive	Variable	21	40	48	52	189	350	6%	11%	14%	15%	54%
Welbright	Alumni	Pronounce	Variable	565	669	574	227	677	2712	21%	25%	21%	8%	25%
Welbright	Employees	Pronounce	Variable	90	63	39	16	57	265	34%	24%	15%	6%	22%
Welbright	Other	Pronounce	Variable	36	44	40	16	51	187	19%	24%	21%	9%	27%
Welbright	Students	Pronounce	Variable	56	77	43	29	145	350	16%	22%	12%	8%	41%
Welbright	Alumni	Rich History	Variable	106	274	398	484	1450	2712	4%	10%	15%	18%	53%
Welbright	Employees	Rich History	Variable	24	49	44	46	102	265	9%	18%	17%	17%	38%
Welbright	Other	Rich History	Variable	11	17	17	37	105	187	6%	9%	9%	20%	56%
Welbright	Students	Rich History	Variable	17	33	40	56	204	350	5%	9%	11%	16%	58%
Welbright	Alumni	Quality	Variable	120	276	494	472	1350	2712	4%	10%	18%	17%	50%
Welbright	Employees	Quality	Variable	24	54	44	46	97	265	9%	20%	17%	17%	37%
Welbright	Other	Quality	Variable	8	22	27	30	100	187	4%	12%	14%	16%	53%
Welbright	Students	Quality	Variable	15	38	44	60	193	350	4%	11%	13%	17%	55%
Welbright	Alumni	Empower	Variable	122	287	594	420	1289	2712	4%	11%	22%	15%	48%
Welbright	Employees	Empower	Variable	30	51	55	37	92	265	11%	19%	21%	14%	35%
Welbright	Other	Empower	Variable	10	16	32	30	99	187	5%	9%	17%	16%	53%
Welbright	Students	Empower	Variable	17	39	52	49	193	350	5%	11%	15%	14%	55%

**WYNBRIGHT
ALL RESPONDENTS**

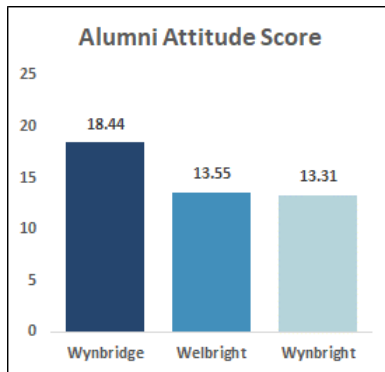
Name	Constituency	Question	Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Wynbright	Alumni	Idea	All	143	390	496	437	2153	3619	4%	11%	14%	12%	59%
Wynbright	Employees	Idea	All	31	63	44	41	120	299	10%	21%	15%	14%	40%
Wynbright	Other	Idea	All	12	21	23	36	221	313	4%	7%	7%	12%	71%
Wynbright	Students	Idea	All	13	55	61	53	289	471	3%	12%	13%	11%	61%
Wynbright	Alumni	Brand	All	147	428	525	429	2090	3619	4%	12%	15%	12%	58%
Wynbright	Employees	Brand	All	32	67	47	33	120	299	11%	22%	16%	11%	40%
Wynbright	Other	Brand	All	13	24	23	34	219	313	4%	8%	7%	11%	70%
Wynbright	Students	Brand	All	12	60	64	49	286	471	3%	13%	14%	10%	61%
Wynbright	Alumni	Distinctive	All	154	345	442	487	2191	3619	4%	10%	12%	13%	61%
Wynbright	Employees	Distinctive	All	33	44	45	44	133	299	11%	15%	15%	15%	44%
Wynbright	Other	Distinctive	All	16	14	26	34	223	313	5%	4%	8%	11%	71%
Wynbright	Students	Distinctive	All	19	59	52	53	288	471	4%	13%	11%	11%	61%
Wynbright	Alumni	Pronounce	All	358	566	618	366	1711	3619	10%	16%	17%	10%	47%
Wynbright	Employees	Pronounce	All	53	61	47	33	105	299	18%	20%	16%	11%	35%
Wynbright	Other	Pronounce	All	27	29	38	35	184	313	9%	9%	12%	11%	59%
Wynbright	Students	Pronounce	All	22	66	54	54	275	471	5%	14%	11%	11%	58%
Wynbright	Alumni	Rich History	All	117	273	478	512	2239	3619	3%	8%	13%	14%	62%
Wynbright	Employees	Rich History	All	27	38	51	44	139	299	9%	13%	17%	15%	46%
Wynbright	Other	Rich History	All	15	13	16	41	228	313	5%	4%	5%	13%	73%
Wynbright	Students	Rich History	All	10	45	58	58	300	471	2%	10%	12%	12%	64%
Wynbright	Alumni	Quality	All	124	267	538	472	2218	3619	3%	7%	15%	13%	61%
Wynbright	Employees	Quality	All	25	42	54	45	133	299	8%	14%	18%	15%	44%
Wynbright	Other	Quality	All	11	15	26	29	232	313	4%	5%	8%	9%	74%
Wynbright	Students	Quality	All	13	35	64	53	306	471	3%	7%	14%	11%	65%
Wynbright	Alumni	Empower	All	125	278	590	435	2191	3619	3%	8%	16%	12%	61%
Wynbright	Employees	Empower	All	26	42	61	42	128	299	9%	14%	20%	14%	43%
Wynbright	Other	Empower	All	12	13	33	28	227	313	4%	4%	11%	9%	73%
Wynbright	Students	Empower	All	10	35	68	56	302	471	2%	7%	14%	12%	64%

**WYNBRIGHT
VARIABLE RESPONDENTS**

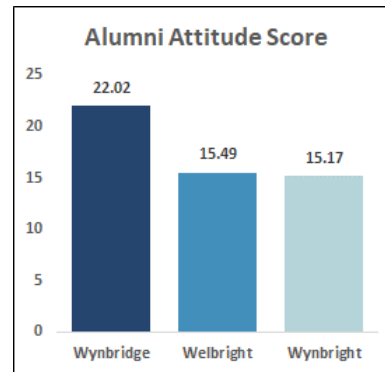
Name	Constituency	Question	Group	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Wynbright	Alumni	Idea	Variable	132	386	479	430	1285	2712	5%	14%	18%	16%	47%
Wynbright	Employees	Idea	Variable	29	61	44	41	90	265	11%	23%	17%	15%	34%
Wynbright	Other	Idea	Variable	10	21	23	35	98	187	5%	11%	12%	19%	52%
Wynbright	Students	Idea	Variable	13	54	58	53	172	350	4%	15%	17%	15%	49%
Wynbright	Alumni	Brand	Variable	136	424	508	422	1222	2712	5%	16%	19%	16%	45%
Wynbright	Employees	Brand	Variable	30	65	47	33	90	265	11%	25%	18%	12%	34%
Wynbright	Other	Brand	Variable	11	24	23	33	96	187	6%	13%	12%	18%	51%
Wynbright	Students	Brand	Variable	12	59	61	49	169	350	3%	17%	17%	14%	48%
Wynbright	Alumni	Distinctive	Variable	143	341	425	480	1323	2712	5%	13%	16%	18%	49%
Wynbright	Employees	Distinctive	Variable	31	42	45	44	103	265	12%	16%	17%	17%	39%
Wynbright	Other	Distinctive	Variable	14	14	26	33	100	187	7%	7%	14%	18%	53%
Wynbright	Students	Distinctive	Variable	19	58	49	53	171	350	5%	17%	14%	15%	49%
Wynbright	Alumni	Pronounce	Variable	347	562	601	359	843	2712	13%	21%	22%	13%	31%
Wynbright	Employees	Pronounce	Variable	51	59	47	33	75	265	19%	22%	18%	12%	28%
Wynbright	Other	Pronounce	Variable	25	29	38	34	61	187	13%	16%	20%	18%	33%
Wynbright	Students	Pronounce	Variable	22	65	51	54	158	350	6%	19%	15%	15%	45%
Wynbright	Alumni	Rich History	Variable	106	269	461	505	1371	2712	4%	10%	17%	19%	51%
Wynbright	Employees	Rich History	Variable	25	36	51	44	109	265	9%	14%	19%	17%	41%
Wynbright	Other	Rich History	Variable	13	13	16	40	105	187	7%	7%	9%	21%	56%
Wynbright	Students	Rich History	Variable	10	44	55	58	183	350	3%	13%	16%	17%	52%
Wynbright	Alumni	Quality	Variable	113	263	521	465	1350	2712	4%	10%	19%	17%	50%
Wynbright	Employees	Quality	Variable	23	40	54	45	103	265	9%	15%	20%	17%	39%
Wynbright	Other	Quality	Variable	9	15	26	28	109	187	5%	8%	14%	15%	58%
Wynbright	Students	Quality	Variable	13	34	61	53	189	350	4%	10%	17%	15%	54%
Wynbright	Alumni	Empower	Variable	114	274	573	428	1323	2712	4%	10%	21%	16%	49%
Wynbright	Employees	Empower	Variable	24	40	61	42	98	265	9%	15%	23%	16%	37%
Wynbright	Other	Empower	Variable	10	13	33	27	104	187	5%	7%	18%	14%	56%
Wynbright	Students	Empower	Variable	10	34	65	56	185	350	3%	10%	19%	16%	53%

ATTITUDE SCORES

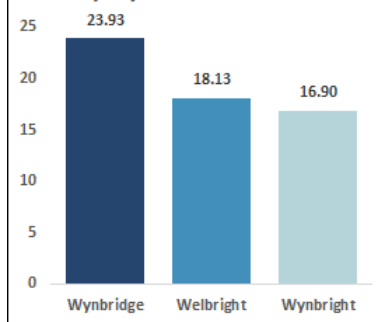
All Respondents



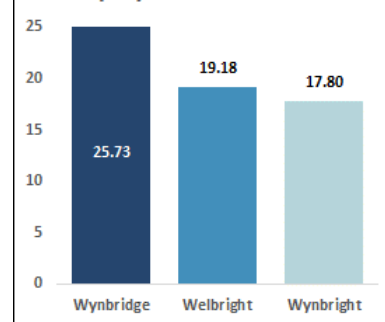
Variable Respondents



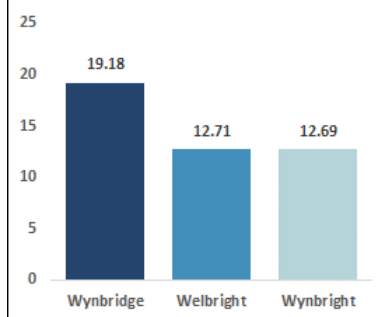
Employees Attitude Score



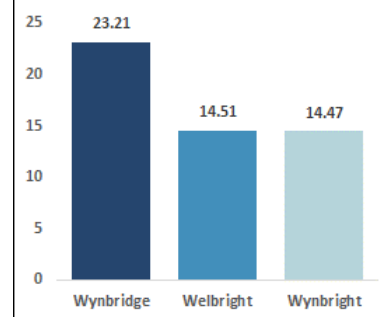
Employees Attitude Score



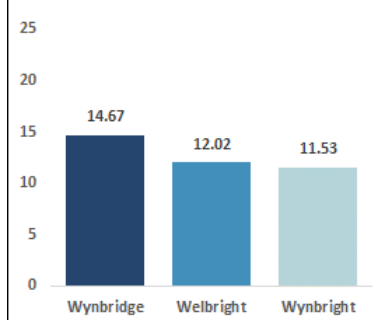
Students Attitude Score



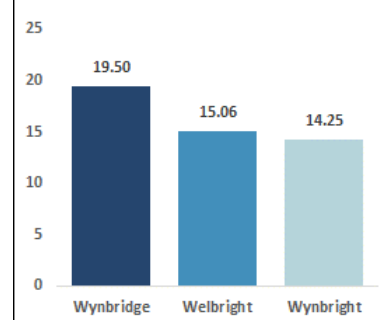
Students Attitude Score



Others Attitude Score



Others Attitude Score



The **All Respondents** group includes all respondents except for those indicating Other. The **Variable Respondents** group represents the data that has straight-line respondents removed. Straight-line respondents are those who marked the same answer on every question.

All Respondents group: alumni $n = 3619$, employee $n = 299$, student $n = 471$, other $n = 313$. **Variable Respondents** group: alumni $n = 2712$, employee $n = 265$, student $n = 350$, other $n = 187$. Please note that some respondents may identify with more than one group.

Appendix C
Trademark Research Results

<https://mx.linkedin.com/company/welbright>

Welbright Consulting

Chicago, Illinois 8 seguidores

[Seguir](#)

MISSION: The mission of Welbright Consulting is to transform the lives of international as well as domestic students and their families through innovative education strategies and solutions.

Search results:

The Office of the Illinois
Secretary of State

[Top of Form](#)

Trademark Search

Search Results

Search Criteria: **WELBRIGHT**

NO RECORDS FOUND!

Mark: WELLBRIDGE

Trademark image

US Serial Number: 74554816 Application Filing Date: Jul. 22, 1994

US Registration Number: 1993988 Registration Date: Aug. 13, 1996

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor: TM5 Common Status image

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 27, 2017

Publication Date: Apr. 25, 1995 Notice of Allowance Date: Jul. 18, 1995

Mark Information

Goods and Services

Class 041

100 101 107.

G & S: IC 041: educational services, namely conducting courses and seminars in the fields of exercise, diet and balanced nutrition.

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

Brackets [...] indicate deleted goods/services;

Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and

Asterisks *..* identify additional (new) wording in the goods/services.

For: educational services, namely conducting courses and seminars in the fields of exercise, diet and balanced nutrition

International Class(es): 041 - Primary Class U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 1992 Use in Commerce: Sep. 1993

Mark:

BRIGHTWELL ACCELERATED ACADEMIES

BRIGHTWELL ACCELERATED
ACADEMIES

US Serial Number:

77332807

Application Filing Date:

Nov. 19, 2007

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

DEAD/APPLICATION/Refused/Dismissed or Invalidated

This trademark application was refused, dismissed, or invalidated by the Office and this application is no longer active.

Status:

Abandoned because the applicant failed to respond or filed a late response to an Office action. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date:

Jun. 23, 2010

Date Abandoned:

May 18, 2010

Mark Information

Goods and Services

Note:The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Franchising, namely, consultation and assistance in business management, organization, and promotion, and offering technical assistance in the establishment and/or operation of private schools at the primary and secondary level

International Class(es):

035 - Primary Class

U.S Class(es):

100, 101, 102

Class Status:

ACTIVE

Basis:

1(b)

For:

Educational services, namely, providing courses of instruction at the primary and secondary level

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(b)

Mark:

ENBRIGHTEN

ENBRIGHTEN

US Serial Number:

85825829

Application Filing Date:

Jan. 17, 2013

US Registration Number:

4522970

Registration Date:

Apr. 29, 2014

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status:

A Section 8 declaration has been accepted.

Status Date:

Nov. 19, 2019

Publication Date:

Oct. 15, 2013

Notice of Allowance Date:

Dec. 10, 2013

Mark Information

Goods and Services

Note:The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Educational services, namely, providing training classes and workshops for an educational, comprehension focused program designed to enable students to understand narrative and information text, improve critical thinking, listening skills, and speaking skills

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(a)

First Use:

Sep. 14, 2012

Use in Commerce:

Feb. 13, 2013

Mark:

ONEBRIGHT

onebright

US Serial Number:

79317442

Application Filing Date:

Mar. 12, 2021

US Registration Number:

6703622

Registration Date:

Apr. 19, 2022

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Apr. 19, 2022

Publication Date:

Feb. 01, 2022

Mark Information

Related Properties Information

Goods and Services

Note:The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Educational services, namely, conducting classes, seminars, and workshops live or by means of electronic communications networks, development of printed educational materials for others, all in the fields of mental and psychological health and wellbeing; training and teaching in the field of mental and psychological health and wellbeing; advice relating to medical and non-medical training in the fields of mental and psychological health and wellbeing; training of non-medical professionals in the field of mental and psychological health and wellbeing

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

66(a)

For:

Medical research services; scientific research for psychological, mental health and wellbeing research purposes; provision of information and data relating to medical research and development, specifically relating to psychological and mental health and wellbeing; providing medical and scientific research data in the field of psychological and mental health and wellbeing

International Class(es):

042 - Primary Class

U.S Class(es):

100, 101

Class Status:

ACTIVE

Basis:

66(a)

For:

Mental health services; mental health and wellbeing screening, consultation and assessment services; providing mental health and wellbeing screening and assessment services to corporate entities relating to their staff; medical and healthcare clinics; health care services offered through a network of health care providers on a contract basis; mental health therapy services; advisory services relating to medical services; behavioural analysis for medical purposes; psychological examination and assessment services; psychological consultation services; psychological, mental health, and medical wellness counselling services; provision of psychological treatment; medical information services, namely, preparation of psychological reports; psychological diagnosis services; psychotherapy; psychotherapy services; services of a psychologist

International Class(es):

044 - Primary Class

U.S Class(es):

100, 101

Class Status:

ACTIVE

Basis:

66(a)

Mark:

ENDBRIGHT

ENDBRIGHT

US Serial Number:

79314726

Application Filing Date:

Feb. 19, 2021

US Registration Number:

6749410

Registration Date:

Jun. 07, 2022

Register:

Principal

Mark Type:

Trademark, Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Jun. 07, 2022

Publication Date:

Mar. 22, 2022

Mark Information

Related Properties Information

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

For:

Educational services, namely, classes, seminars, one on one meetings, providing online non-downloadable electronic publications in the nature of articles, journals and newsletters in the field of divorce, financial, personal well-being and family planning; development and dissemination of printed educational materials of others in the field of divorce, financial, personal well-being and family planning; training and instruction, seminars, workshop and

training courses in the field of divorce, financial, personal well-being and family planning; arranging tutorials, web seminars and online education, namely, classes, seminars, one on one meetings in the field of divorce, financial, personal well-being and family planning; magazine, book, pamphlet, newsletters, newspapers, podcasts, video and digital publishing services; production or publication of articles, books, newsletters, newspapers, podcasts, video and electronic media, namely the internet, including online articles, books, newsletters, and newspapers; providing digital sound and video recordings, not downloadable from the internet, featuring divorce, financial, personal well-being and family planning topics; providing online non-downloadable electronic publications in the nature of articles, blogs, newsletters in the field of divorce, financial, personal well-being and family planning; organizing community sporting events; organizing community art and cultural events

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

66(a)

Mark:

ALLBRIGHT

ALLBRIGHT

US Serial Number:

88057364

Application Filing Date:

Jul. 30, 2018

US Registration Number:

6076782

Registration Date:

Jun. 09, 2020

Filed as TEAS RF:

Yes

Currently TEAS RF:

Yes

Register:

Supplemental

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to Principal Register:

No

Date Amended to Current Register:

Oct. 18, 2019

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Jun. 09, 2020

Mark Information

Foreign Information

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Educational services, namely, classes, workshops, seminars and tutoring in the field of financial management, financial services, company incubation and accelerator programmes, employment and self-employment, business networking, marketing, market research, scaling a business, customer validation and engagement, social media management and presentation skills; providing training services in the field of financial management, financial services, company incubation and accelerator programmes, employment and self-employment, business networking, marketing, market research, scaling a business, customer validation and engagement, social media management and presentation skills; entertainment information; organizing community sporting and cultural events; educational instruction services, namely, workshops, seminars and tutoring in the field of financial investments; educational instruction services, namely, workshops, seminars and tutoring in the field of financial services, in particular the economic services which are provided in the finance industry, by entities which manage money, credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds, in relation to banks loans, loan funds and guarantee programmes; educational services, namely, mentoring in the field of financial investments and financial services, in particular the economic services which are provided in the finance industry, by entities which manage money, credit unions, banks, credit-card companies, insurance companies, accountancy companies, consumer-finance companies, stock brokerages, investment funds, in relation to banks loans, loan funds and guarantee programmes; professional coaching services in the field of career development; educational instruction services, namely, classes in the field of career planning; organization of seminars, namely, meetings and events for peer to peer learning; organization of seminars for education and training; organisation of social entertainment events, namely, lunches, dinners, and meetings; consultancy, information and advisory services related to all the aforesaid; training, entertainment, and cultural activities in the nature of social club services, namely, arranging, organizing, and hosting social events for club members; social club services, namely, arranging, organizing, and hosting social events, get-togethers, and parties for club members; none of the aforesaid being on the subject of or relating to intellectual property, including patents, Trade Marks, designs and copyright, or on the subject of or relating to product design

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

44(e)

Mark:

WAKEBRITE

WAKEBRITE

US Serial Number:

88819716

Application Filing Date:

Mar. 03, 2020

US Registration Number:

6198808

Registration Date:

Nov. 17, 2020

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Nov. 17, 2020

Publication Date:

Sep. 01, 2020

Mark Information

Goods and Services

Note:The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For:

Education services, namely, providing classes, personal coaching, seminars, workshops in the fields of sleep, snoring, vitality, alertness, well-being, nutrition and healthy living; Education services, namely, providing video podcasts in the fields of sleep, vitality, well-being, nutrition and healthy living; Providing a website featuring non-downloadable articles in the fields of sleep, snoring, alertness, vitality, well-being, nutrition and healthy living; Providing a website featuring blogs and non-downloadable publications in the nature of articles, brochures, non-downloadable videos in the fields of sleep, vitality, well-being, nutrition and healthy living

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(a)

First Use:

Dec. 30, 2019

Use in Commerce:

Dec. 30, 2019

Mark:

LIGHTBRIDGE ACADEMY



US Serial Number:

86307839

Application Filing Date:

Jun. 12, 2014

US Registration Number:

4860530

Registration Date:

Nov. 24, 2015

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status:

A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date:

Aug. 10, 2021

Publication Date:

Dec. 02, 2014

Notice of Allowance Date:

Jan. 27, 2015

Mark Information

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Education services in the nature of early childhood instruction; education services, namely, developing and providing curriculum for educators for early childhood instruction

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(a)

First Use:

Nov. 01, 2014

Use in Commerce:

Nov. 01, 2014

For:

Child care centers

International Class(es):

043 - Primary Class

U.S Class(es):

100, 101

Class Status:

ACTIVE

Basis:

1(a)

First Use:

Nov. 01, 2014

Use in Commerce:

Nov. 01, 2014

Mark:

WELLBRIDGE

WELLBRIDGE

US Serial Number:

74554816

Application Filing Date:

Jul. 22, 1994

US Registration Number:

1993988

Registration Date:

Aug. 13, 1996

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status:

The registration has been renewed.

Status Date:

Feb. 27, 2017

Publication Date:

Apr. 25, 1995

Notice of Allowance Date:

Jul. 18, 1995

Mark Information

Goods and Services

Note:The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

educational services, namely conducting courses and seminars in the fields of exercise, diet and balanced nutrition

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(a)

First Use:

Oct. 1992

Use in Commerce:

Sep. 1993

Mark:

WAYBRIGHT ACADEMY

Waybright Academy

US Serial Number:

87845594

Application Filing Date:

Mar. 22, 2018

US Registration Number:

5802574

Registration Date:

Jul. 09, 2019

Filed as TEAS Plus:

Yes

Currently TEAS Plus:

Yes

Register:

Supplemental

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Amended to Principal Register:

No

Date Amended to Current Register:

May 28, 2019

Status:

Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date:

Jul. 09, 2019

Mark Information

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;

- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For:

Computer education training services

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(a)

First Use:

Nov. 21, 2012

Use in Commerce:

Aug. 01, 2017

Mark:

UNIVERSITY OF IOWA STEPHEN A. WYNN INSTITUTE FOR VISION RESEARCH

UNIVERSITY OF IOWA STEPHEN
A. WYNN INSTITUTE FOR
VISION RESEARCH

US Serial Number:

86355018

Application Filing Date:

Aug. 01, 2014

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

DEAD/APPLICATION/Withdrawn/Abandoned

The owner of the trademark application withdrew (e.g. abandoned) the application and the application is no longer active.

Status:

Abandoned because the applicant filed an express abandonment. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

Status Date:

Nov. 25, 2014

Date Abandoned:

Nov. 24, 2014

Mark Information

Related Properties Information

Goods and Services

Note:The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For:

educational services for treating, curing and preventing blinding eye diseases

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(b)

Mark:

WELLBRIDGE

WELLBRIDGE

US Serial Number:

74554816

Application Filing Date:

Jul. 22, 1994

US Registration Number:

1993988

Registration Date:

Aug. 13, 1996

Register:

Principal

Mark Type:

Service Mark

TM5 Common Status Descriptor:

LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status:

The registration has been renewed.

Status Date:

Feb. 27, 2017

Publication Date:

Apr. 25, 1995

Notice of Allowance Date:

Jul. 18, 1995

Mark Information

Goods and Services

Note:The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (..) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *.* identify additional (new) wording in the goods/services.

For:

educational services, namely conducting courses and seminars in the fields of exercise, diet and balanced nutrition

International Class(es):

041 - Primary Class

U.S Class(es):

100, 101, 107

Class Status:

ACTIVE

Basis:

1(a)

First Use:

Oct. 1992

Use in Commerce:

Sep. 1993