

Lynne Liberato in Houston Chronicle: Law School in Trademark Fight Will Change Its Name Again

November 1, 2016 Lynne Liberato

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Houston College of Law, formerly known as South Texas College of Law, has agreed to change its name one more time in the next two weeks to avoid going to trial in a federal trademark lawsuit brought by the University of Houston, which said the new name and red-and-white color scheme was confusing to consumers.

[Lynne Liberato](#), one of the lawyers for the school with a soon-to-be-announced name, said the college has taken down a banner on campus, removed merchandise from its store and plans to have several billboards taken down, possibly as soon as this week.

The school's legal team agreed during a hearing on Wednesday to share its new name — which will honor a benefactor and include the word "Houston" at the end — by Nov. 4.

Excerpted from the *Houston Chronicle*. To read the full article, please [click here](#).