

Committee of Bar Examiners  
State Bar of California  
180 Howard St.  
San Francisco, CA 94105

March 16, 2022

Re: Name Change

Dear Committee of Bar Examiners,

The Santa Barbara and Ventura Colleges of Law is seeking to change its public-facing name and brand to be represented as “The Colleges of Law”. This change supports the institution’s goal of building a new brand centered around “The Colleges of Law” and the exclusive use of “The Colleges of Law” as a brand and name of the institution. Additionally, the identifier better reflects COL’s standing as one institution with multiple campuses and the fact that it serves students beyond Santa Barbara and Ventura.

The public-facing brand and name of the institution will be “The Colleges of Law”. The institution will maintain its distinct campuses, which will be referenced individually as The Colleges of Law—Santa Barbara and The Colleges of Law—Ventura. We do not anticipate confusion with this name change, as we have informally adopted “The Colleges of Law” as a key brand identifier, which is demonstrated in the prominent placement of “The Colleges of Law” in our logo, our website domain, and the institutional references on our website and marketing collateral.

We would like to be represented on the California State Bar’s website as “The Colleges of Law”. The institution’s website domain is and will continue to be <https://www.collegesoflaw.edu/>. We have filed fictitious business name registrations in both Santa Barbara and Ventura for use of the name “The Colleges of Law”.

The institution currently holds the following trademark registrations: (1) a design mark registration for its stitch logo design; and (2) a word mark registration for “The Santa Barbara and Ventura Colleges of Law”. The institution intends to file a design mark registration for its stitch logo design combined with the stylistic design of “The Colleges of Law” in its logo. Additional intellectual property registrations will include filing a word mark registration for “The Colleges of Law”. Before filing these new registrations, and upon approval by the Committee, the institution will update its website to replace references to “The Santa Barbara and Ventura Colleges of Law” as the institution with “The Colleges of Law.”

Please let me know if you need any additional information.

Sincerely,

*Jacqueline Gardina*  
Jackie Gardina